Analytics data is a critical source of customer behavior that when connected with other data sources can be used to transform the way your brand interacts with customers. Consolidating online and offline data to create a comprehensive view of your customer can fuel targeted marketing campaigns, deliver improved customer service and uncover new opportunities.

Many brands either have a customer data warehouse today or are beginning to invest in big data technologies to build one. A significant challenge is how to extract web analytics data and connect it with other customer data in the warehouse behind a firewall. The challenges are often due to:

- Visitor-level data not being available within your analytics application
- Large volumes of data creating processing delays that impact how quickly the data is available
- The inability to deliver large amounts of visitor-level details in a secure and reliable way

As data volumes grow and the need for discreet visitor behaviors increases, traditional analytics solutions will struggle to deliver actionable data at the speed and granularity that today’s businesses require.

Introducing the Infinity Data Connector

Built on the Webtrends Infinity™ platform, the Infinity Data Connector integrates visitor-level analytics data into on premise customer data warehouses or big data initiatives — securely and in near real time. This includes all raw event, session and visitor details enriched with geo and mobile device attributes.

Benefits include:

- All collected data is available for transfer immediately so you can integrate the most recent web behavior data with your customer profile
- Visitor-level records are transferred so that an individual’s online behaviors can be connected with his/her offline behaviors
- All data is encrypted for transfer to ensure data is secure between Webtrends and your on premise environment
- Large amounts of data are transferred quickly due to the power of the Hadoop ecosystem
- Monitoring and restart services provide fault tolerance and ensure all data is delivered successfully
How It Works

1. **Data query:** Infinity queries your data segment and streams enriched visitor-level records over Apache Kafka to the Infinity Data Connector.

2. **Data delivery:** The Infinity Data Connector establishes a secure connection between the Webtrends Infinity platform and your on premise environment. The data is packaged, encrypted and sent over the internet by agents that are resident behind the Webtrends firewall.

3. **Data capture:** Agents installed behind your firewall securely capture the incoming data and transforms it into the destination format ready for insertion into your on premise customer warehouse.

Technical Details

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<tr>
<td><strong>Data Freshness</strong></td>
<td>Near real time – Currently, all data is available within one hour of collection, but will be within minutes later in 2016</td>
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<td><strong>Data Volume</strong></td>
<td>No limits – All collected data is available via the Infinity Data Connector</td>
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<td><strong>Data Granularity</strong></td>
<td>Raw event, session and visitor details are available. All data is sessionized and enriched with geo and mobile device attributes</td>
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<td><strong>Output Formats</strong></td>
<td>JSON, XML, CSV</td>
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<td><strong>Destination Systems</strong></td>
<td>Standard filesystem, HDFS, Amazon S3, Amazon Kinesis, Microsoft Azure, Apache Kafka</td>
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<td><strong>Encryption</strong></td>
<td>Mutual SSL authentication and PGP encryption in transit</td>
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<td><strong>Reliability</strong></td>
<td>Guaranteed agent-to-agent delivery via Apache Kafka</td>
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<td><strong>Fault Tolerance</strong></td>
<td>Service restart with check pointing</td>
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<td><strong>Scalability</strong></td>
<td>Using 'Docker' container technology, multiple instances of the Infinity Data Connector can co-exist managing different use cases and data sets.</td>
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Expert Services

Working closely with your technical teams, Webtrends will help you set up the Infinity Data Connector by providing:

- Analysis of your data requirements with provisioning and query creation
- Assistance with the creation of public/private .pem and pgp keys
- Assistance with installing agents, plus tuning, testing and data validation
- Education and training

Benefits

The Infinity Data Connector makes your analytics data actionable providing many benefits to the business.

For the digital analyst: Connect actionable analytics data to the broader customer data ecosystem

For the digital marketer: Create personalized experiences by leveraging rich analytics data

For the marketing technologist: Enable interoperability and integration with other business systems

For the digital executive: Enrich the 360° view of your customer to optimize their brand experience

To learn more about the Webtrends Infinity platform visit:

webtrends.com/big-data-platform