

Make the Switch: Upgrade to Infinity Analytics™ Gain true customer intelligence in the connected digital world



Analytics for Today – and Tomorrow

Digital analytics has changed dramatically. No longer is web-only measurement enough. Customers use many different devices across many different channels to engage with brands and they expect personalized experiences. Add in the growth of network-connected devices from the Internet of Things (IoT) and data volume and complexity only intensifies.

Is your organization prepared to collect, analyze and leverage this data to reach your business goals?

Webtrends Infinity Analytics delivers a new approach to digital analytics. It is built on a highly scalable cloud-based platform for the collection, processing and storage of data – all to meet the demands of today's digital world. Infinity Analytics delivers connectivity, security, scale, customizability, data freshness and performance. Leveraging big data technologies, it solves both current and future data challenges – and eliminates IT downtime or implementation work.

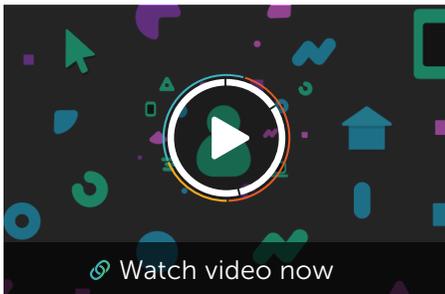
Infinity Analytics is a flexible analytics solution delivering the speed, accuracy and security you need. You'll gain rich visitor-level data to identify opportunities to drive the business forward. And, you'll enjoy greater self-sufficiency for marketers and reduce the overhead associated with managing your analytics data.

Unified and Accurate

Analytics is no longer just for the specialized analyst, but must also satisfy the needs of the data-driven marketer. Infinity Analytics offers one easy-to-use solution for all analytics that combines aggregate and visitor-level data reporting with ad hoc analysis and segmentation capabilities to generate and share powerful insights throughout the business. And, with the benefit of unmatched data accuracy, your organization will trust analytics like never before.

Data Without Limits

Infinity Analytics is built from the ground up with big data technologies to handle the inevitable scale that IoT will demand. Users can drill down into unlimited dimensions. To satisfy the agile needs of the business, all data is available in real time by default. Data is also available for easy extraction and integration into your marketing ecosystem.



Infinity Data Connector

Does your organization have a centralized customer data warehouse or big data initiative? Infinity Data Connector delivers visitor-level analytics data quickly and securely to your on premise or cloud-based systems.

- Data collection from any digital channel
- Sessionized and enriched with geo and mobile device attributes
- Raw event, session and visitor details
- High-speed delivery to support large data volumes
- All data available for delivery within one hour
- Authentication and encryption of data in transit
- Monitoring for successful data delivery
- Support for standard filesystem, HDFS, Amazon S3, Amazon Kinesis, Microsoft Azure and Apache Kafka

Data Security & Privacy

Maintain brand reputation and ensure compliance, while delivering on customer demand for personalized experiences with a client-centric security model. The Webtrends Infinity platform ensures security from data collection through to storage – where only our clients can access their data.

Beyond Analytics

Moving to Infinity Analytics opens the door to other capabilities, such as optimization with A/B/n and multivariate testing, personalization and remarketing capabilities. This enables you to have a single source of the truth between analytics and optimization, and the ability to gain accurate insights and take action.

Get started with Webtrends Infinity Analytics today so you can gain the customer intelligence you need. To learn more, see a list of Infinity Analytics product features on the following page.

Call your account manager or visit webtrends.com

Infinity Analytics: Product Features

Product Features and Capabilities		Analytics On Premises	Infinity Analytics
Data Collection	Unlimited data collection (unlimited collection variables and variable types, no sampling)		✓
	CDN-hosted tag option		✓
	Tag auditing via event streams		✓
	Common tag for analytics and optimization		✓
Multi-Channel Reporting and Analysis	Website data collection & reporting, including out of box reports, measures, dimensions	✓	✓
	Mobile data collection & reporting, including out of box reports, measures, dimensions		✓
	SharePoint data collection & reporting, including out of box reports, measures, dimensions		✓
	Standard reporting capabilities - Alerting, report scheduling, lookup tables, time compares	✓	✓
	Unlimited custom reporting including unlimited calculated & custom metrics, unlimited correlations	✓	✓
	Reports limited to two dimensions	✓	No Limits
	Pathing and scenario reporting	✓	✓
	Profile/report analysis and re-analysis	✓	Not Required (no profiles)
	Ad hoc data exploration with the ability to drill down into all reports to any depth		✓
	Real-time data in all reports within minutes		✓
	Heatmaps		✓
	On-the-fly segmentation – create report segments and apply to any reports at any time including segment compares		✓
Integrations	Streaming data delivery available via streaming API providing visitor-level data immediately		✓
	REST API for report extracts to Excel		✓
	Infinity Data Connector – for moving large volumes of visitor-level data into big data and on premise EDW initiatives		✓
	Integration with standard BI visualization tools (Tableau, PowerBI, Klipfolio)		✓
Security	Single sign on		✓

webtrends

North America

1 888 932 8736

sales@Webtrends.com

Europe, Middle East, Africa

+44 (0) 1784 415 700

emea@Webtrends.com

Australia, Asia

+61 (0) 3 9935 2939

australasia@Webtrends.com

webtrends.com