

IBM Digital Analytics Accelerator

On-premises web analytics solution for high-performance, granular insights



Highlights:

- Efficiently capture, store, and analyze online data
 - Benefit from highly scalable reporting, ad hoc analytics, and insights down to the individual online customer level
 - Ask unlimited questions, correlate anything with anything
 - Share digital data with CRM and other applications
 - Simplify IT efforts, lower costs, and gain high performance
 - Spend less time and resources on data management issues so you have more time to focus on analytics and marketing
 - Improve marketing speed and results and ensure a better customer experience
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As customer interactions have increasingly shifted to digital channels such as web, mobile and social, digital analytics have become a mission-critical source of insight for optimizing marketing programs and customer experiences. Yet, dealing with the volume, velocity and variety of digital data has become a growing challenge, especially when a company's strategy requires keeping web analytics in-house, as an on-premises solution.

IBM® Digital Analytics Accelerator is a high-performance solution for highly trafficked online businesses that prefer to deploy web analytics behind their own firewalls. The solution combines the benefits of the IBM PureData System for Analytics (powered by Netezza® technology) and web analytics software from IBM Enterprise Marketing Management to deliver high performance and granular insights. This highly scalable solution offers the following capabilities and advantages:

- Helps security-conscious organizations with massive digital analytics data requirements to efficiently capture, store, and analyze online data
- Delivers highly scalable reporting, ad hoc analytics, and insights down to the individual online customer level - for optimizing the digital channel and feeding behavior data into customer relationship marketing
- Provided as a one-stop-shop offering that includes software, database, hardware, and customer service
- Simplifies IT efforts, lowers costs, increases ROI and speeds time to value
- Allows marketers to get more, better and faster results from analytics and their digital marketing efforts



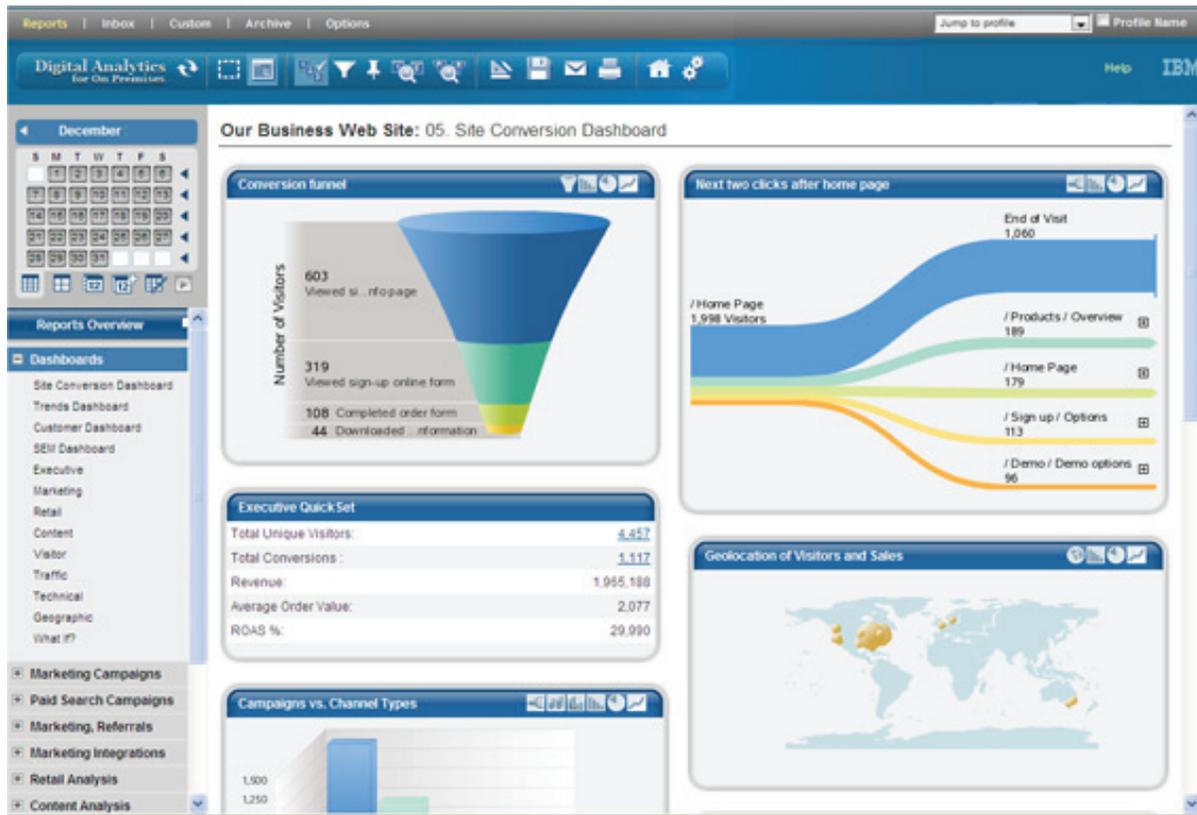


Figure 1: Customize dashboards for all business roles and provide self-service access or distribute via email

Customers reap the benefits of Digital Analytics Accelerator’s superior scalability by spending less time and resources on data management issues. The solution frees up more time for analytics and marketing by:

- Reducing the need for IT performance tuning
- Increasing application performance and availability
- Enabling users to get started more quickly

This enables digital marketers to improve marketing speed, results and a better customer experience by:

- Understanding digital customer behavior and preferences
- Being agile with optimized marketing
- Benefiting from full, detailed customer behavior data so marketers can always ask new questions, identify new opportunities and integrate digital analytics with cross-channel marketing optimization

A complete solution for digital analytics on premises

The IBM Digital Analytics Accelerator is a complete, pretested and preconfigured solution for easy and fast deployment. It consists of the IBM Digital Analytics for On Premises software installed on IBM System x servers, and the IBM PureData System for Analytics data warehouse appliance.

IBM Digital Analytics for On Premises

IBM Digital Analytics for On Premises is the core web analytics software component of the Digital Analytics Accelerator solution. Digital Analytics for On Premises has been designed for all types of users, from marketing professionals to business analysts. It is a next-generation web analytics product built to meet your current and future online analysis requirements.

The distinguished capabilities of Digital Analytics for On Premises include the following:

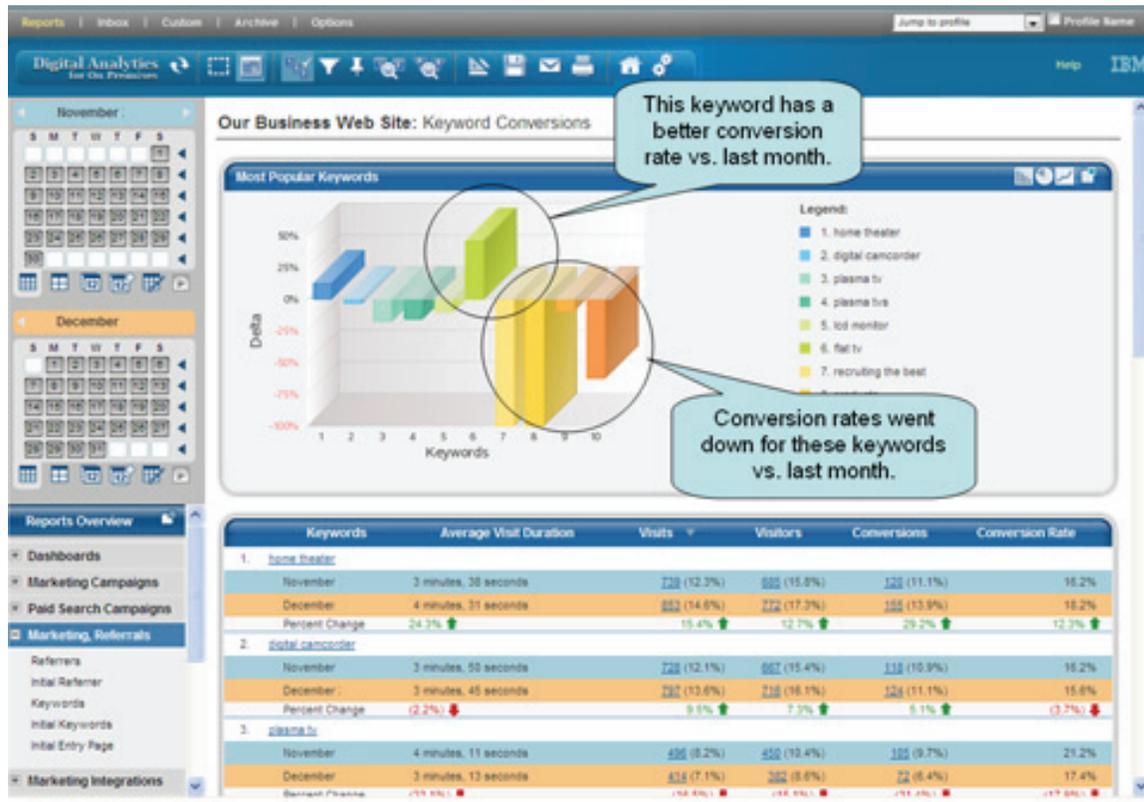


Figure 2: Ask unlimited questions via drag and drop, compare dates, and correlate anything to anything

Tailors digital analytics insights to all users in the enterprise

- Adapts to all types of users, enabling self-service access to any web analytics dashboard or report, from personalized metrics to advanced ad hoc, visitor-level analysis
- Provides comprehensive and flexible out-of-the-box reporting for optimizing key performance indicators, marketing programs, conversion funnels, retail sales, content, navigation, usability and all other aspects of online businesses
- Provides administrators with system, user and operations management capabilities to ensure the solution efficiently and effectively serves a large number of enterprise users
- Helps collect digital behavior data using page and event tags, web log files, and hybrid approaches
- Captures behavior from all Internet-connected devices including PCs, tablets and phone-based browser interactions
- Supports a large number of simultaneous web analytics users with quick response times, thanks to a horizontal scaling design

Enables marketers to ask unlimited questions and get answers

- Tackles the challenges of advanced web analytics by enabling analysts and marketers to ask new and unlimited questions and correlate anything with anything via a “drag-and-drop” user interface
- Provides data at the most atomic level, without the need to buy additional warehouse modules, for drill-down, ad hoc analysis and auditing of metrics

Provides an open path for data integration with other marketing systems

- Provides a strong core for data extension and integration with other complementary marketing solutions based on open data architecture and API
- Is part of the IBM Enterprise Marketing Management Suite, so that individual site visitors or segments can be visually selected in the user interface for immediate inclusion in outbound or inbound marketing campaigns and programs

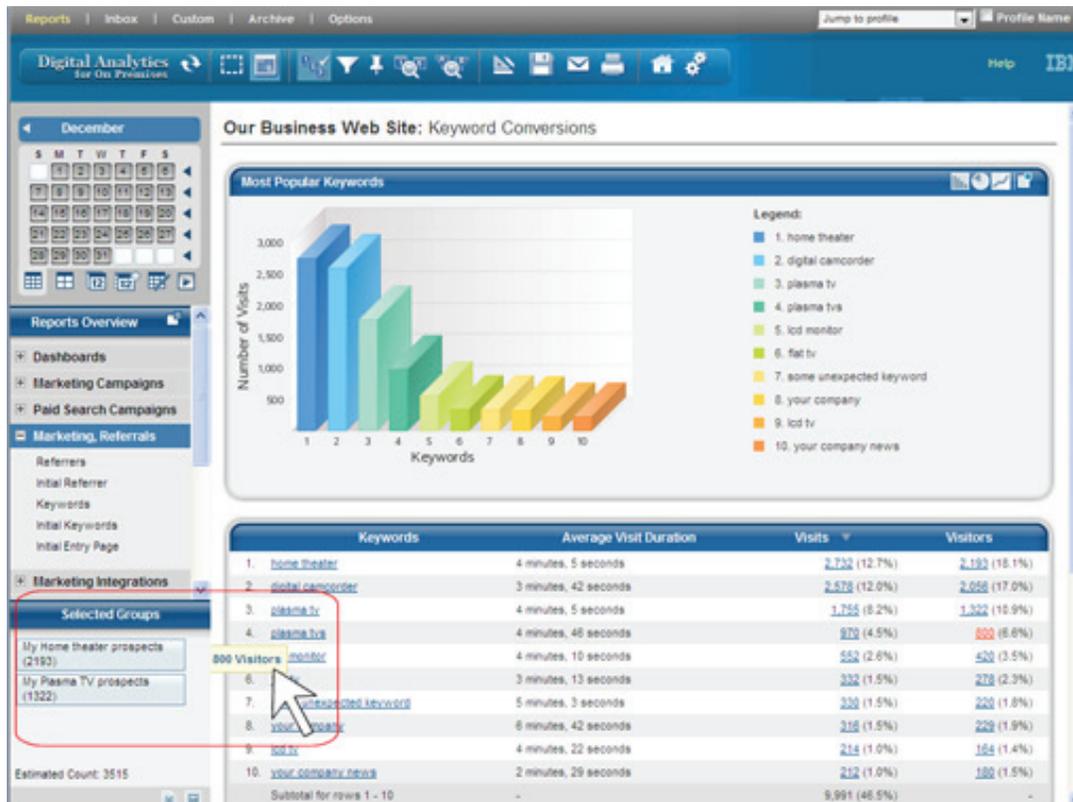


Figure 3: Visually select and save visitor groups for access from IBM's Cross-Channel Marketing Optimization Solution

IBM PureData System for Analytics

IBM PureData System for Analytics is the data warehousing component of the Digital Analytics Accelerator solution and warehouses all digital analytics data that is collected and analyzed.

The PureData System for Analytics is a purpose-built, standards-based data warehouse appliance that architecturally integrates database, server, storage and advanced analytic capabilities into a single, easy-to-manage system. This system, powered by Netezza technology, is designed specifically for running complex analytics on very large data volumes, orders of magnitude faster than competing solutions.

PureData System for Analytics delivers the performance, scalability, intelligence and simplicity that digital analytics requires. It is a low-cost option that requires minimal ongoing administration or tuning, giving companies a low total cost of ownership (TCO).

Highlights of PureData System for Analytics include:

- Appliance simplicity that is easy to deploy and manage, and dramatically simplifies the digital data warehouse and analytic infrastructure
- Arrives complete and ready to go
- Powerful platform for tackling the challenges of advanced digital analytics
- Scalable performance with blazing fast complex analytics and BI performance at petascale
- Simplified analytics development with default parallelized analytics
- Compatible with most market-leading analytics and BI tools, applications and infrastructures powered by Netezza technology, a patented solution for increasing the performance of analytics

PureData System for Analytics delivers blisteringly fast query performance on analytics workloads supporting all enterprise users, sophisticated analytics at the speed of thought, and petabyte scalability.

IBM System x application servers

The Digital Analytics Accelerator uses x series servers to deliver a load-balanced, clustered environment to ensure high performance of the Digital Analytics for On Premises software. The System x servers offer the outstanding balance of uptime, performance, flexibility, density and cost-efficiency required for business-critical workloads.

This tested combined solution lowers the risk and increases the speed of deploying a successful and highly scalable digital analytics solution on premises.

About IBM Enterprise Marketing Management

Integrating and streamlining all aspects of marketing, IBM's EMM Suite empowers organizations and individuals to turn their passion for marketing into valuable customer relationships and more profitable, efficient, timely, and measurable business outcomes.

Delivered on premises or in the Cloud, the IBM EMM Suite of software solutions gives marketers the tools and insight they need to create individual customer value at every touch.

The IBM EMM Suite helps marketers to understand customer wants and needs and leverage that understanding to engage buyers in highly relevant, interactive dialogs across digital, social, and traditional marketing channels.

Over 2,500 organizations around the world use IBM EMM solutions to help manage the pressures of increasing marketing complexity while delivering improved revenue and measurable results.

For more information

To learn more about IBM Enterprise Marketing Management please contact your IBM marketing representative or IBM Business Partner, or visit the following website:

ibm.com/software/marketing-solutions

About IBM PureData System for Analytics

The IBM PureData System for Analytics, powered by Netezza technology, integrates database, server and storage into a single easy-to-manage appliance that requires minimal setup and ongoing administration, while producing faster and more consistent analytic performance. The IBM PureData System for Analytics simplifies business analytics dramatically by consolidating all analytics activity in the appliance, right where the data resides, for industry-leading performance. Visit ibm.com/PureData to see how our family of expert integrated systems eliminates complexity at every step and helps you drive true business value for your organization.



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Produced in the United States of America
November 2012

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