



# webtrends® Analytics®

WEBTRENDS FOR SHAREPOINT INTRANETS

## Unlocking insights and measuring success across the social enterprise

SOLUTION BRIEF

**Webtrends Analytics for SharePoint Intranets**



**2012 PARTNER OF THE YEAR**  
Digital Marketing  
**Finalist**





Eighty percent of Fortune 500 companies rely on SharePoint for internal collaboration. But what started as a way to manage content and communication across organizations has evolved with the emergence of the social enterprise. Yesterday's intranet has transformed into a more dynamic, user-friendly environment for interacting with information and people.

Today, SharePoint is a powerful platform for enterprise collaboration and business productivity. Yet it can also be difficult to manage and measure. And without measurement, it is impossible to drive adoption and gauge success.

"Sharing information is critical to getting work done, especially in a global environment. From the very beginning, SharePoint has been about sharing. As the ways customers share information has evolved, so has the product."

— **Jared Spataro, Senior Director of SharePoint Product Management for Microsoft**

## Insights that power business decisions

The right measurement strategy can unlock valuable insights across the organization and within departments to help drive business decisions. Important to a measurement strategy, however, is understanding what defines success and what key stakeholders need to make business decisions.

Due to the scope of some SharePoint implementations, companies need enterprise-analytics that are not only robust, but also designed for increasing its capabilities. With Webtrends, you can easily provide stakeholders with high-level usage reports or granular analytics by user and content:

**C-Level:** Does the intranet add business value? What *is* the business value? C-level executives want the story, not the details. For example, they want to know how increased productivity impacts revenue, innovation and brand health.

**Project Manager:** Engagement analytics helps stakeholders responsible for the success of the intranet drive greater adoption by understanding how content drives usage.

**Business Owners:** Business owners need data about who is using the intranet and how usage ties back to performance. For instance, is the product marketing team updating content and sharing it? Is the sales team downloading new tools?

"We introduced a contest on one of our online forums that not only increased visitors to the site, but also pushed visitors to our employee intranet site by connecting them as part of a scavenger hunt. Unique visitors went up 162%."

—**Irene LeCourt, Manager Internal Online Communications, Siemens**





## Manage governance and control infrastructure sprawl

With Webtrends for SharePoint, you can easily manage governance and oversight of company performance at all levels. Webtrends helps you gain valuable insight into how employees and departments use corporate training materials, download (or don't) corporate policies, and access compliance programs, helping determine whether compliance is understood and if it is being met.

Through measurement, administrators can uncover site usage patterns that help control infrastructure sprawl, such as identifying lesser-used sites that can be eliminated, popular access points and how different geographic territories within organizations use SharePoint.

## Unlock the intelligence within SharePoint with Webtrends

Webtrends for SharePoint is the leading business analytics solution for SharePoint. As a Microsoft Gold Certified Partner, we understand the nuances of the solution and apply insights gleaned from years of hands-on experience. We help customers transform their intranets into solutions that drive actual business value.

### Key benefits include:

**Easy to implement:** The integrated Site Collection Feature allows you to seamlessly track SharePoint pages, apply Webtrends data collection tags, and even incorporate user-level information through an integrated user data collector. Tagging is highly adaptable, making it easy to capture and report on activities on a page. And with a cadre of default reports available with no additional configuration required – along with simple custom reporting for extending your analysis – you'll be up and running in no time.

**Built for SharePoint:** Webtrends for SharePoint delivers complete and accurate data collection on visitor behavior, content engagement and usability. Report on content areas, breadcrumbs, lists, users, document activities, social actions, Web Part views and onsite search behavior (including FAST search).

**Cost Effective:** As a Software-as-a-Service (SaaS) solution, Webtrends for SharePoint minimizes the impact on development and IT staff. Automated data and analysis decreases the time and effort required to provide a comprehensive SharePoint measurement solution to stakeholders across your entire organization.

**Drive Adoption:** Webtrends for SharePoint provides insight into user behaviors, providing intelligent data that can be used to drive adoption. By understanding what content is being downloaded and what tools are being used, stakeholders can leverage that information to drive more adoption. Likewise, knowing what is not being used can help stakeholders prioritize value.

“From a content perspective, Webtrends has allowed us to see what employees are most interested in, which plays a huge role in the stories and news we publish on the intranet.”

– **Amanda Nevels, Communications Manager,**  
**Employee & Leadership Communications, Siemens**



## Move the social enterprise forward

Without a measurement strategy and measurement tools, organizations are flying blind on intranet value. At the end of the day, it is about an organization's level of commitment to their internal knowledge center and the resource that can power their workforce. Webtrends has the team and technology to unlock the value of your intranet and help you make that move toward a social enterprise.

## SharePoint Deployment Planning Services Days

Webtrends offers one- and three-day onsite workshops to help your organization significantly enhance the effectiveness and ROI of SharePoint through analytics and optimization. As a certified provider of SharePoint Deployment Planning Services (SDPS), SharePoint customers can leverage Webtrends using SDPS days to bring these workshops directly to your organization. For more information on Webtrends for SharePoint workshops, visit our [Workshop page](#).

To learn more about Webtrends for SharePoint visit [webtrends.com/sharepoint](http://webtrends.com/sharepoint), or download our white paper ["Using Analytics to Measure your SharePoint Intranet."](#)

Webtrends Analytics 10 for SharePoint includes spaces for SharePoint Intranet and Internet sites\*, with reports tailored to the unique requirements of each, including top sites, top contributors, Web Parts, on site search and document actions.

\* On-Demand only — Implementation for Webtrends On Premises may require professional services, depending on reporting requirements.

## webtrends®

### ABOUT WEBTRENDS INC.

Webtrends, established in 1993, powers digital marketing success, and are at the forefront of real-time digital marketing relevance and customer experience management through unified customer intelligence. Our industry-leading solutions delivered across mobile, social and web enable marketers to optimise campaigns, maximise customer lifetime value and deliver highly relevant digital brand experiences in so much more than just realtime.

Webtrends dramatically improve digital marketing results for more than 3,500 global brands including Alitalia, MoneySupermarket.com, AllSaints, Lastminute.com, Orange, ASOS, Phones4U, BMW, Play.com and Lloyds Banking Group.

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