# webtrends®

# Infinity Analytics™ for SharePoint®

Webtrends Infinity Analytics for SharePoint is a Microsoft-preferred analytics solution that allows you to measure and understand your SharePoint environment in order to drive user engagement and optimize your investment.

Solution Overview

## Get a Clear Picture of Performance

Making an investment in Microsoft SharePoint can involve multiple teams and stakeholders, complex design, deployment and training, and the migration of thousands of critical assets into the platform. With such an investment, you want to know that it's performing as expected by fostering employee engagement and delivering value to your entire organization.

Built on the Webtrends Infinity™ big data platform, Infinity Analytics for SharePoint measures and reports on usage and performance for large SharePoint deployments that demand unlimited scale, flexibility and data accessibility. Designed for the intricacies and nuances of SharePoint, out-of-box reports provide real-time insights into user-level engagement across your entire SharePoint installation.

**webtrends**

Webtrends Infinity™ is a new big data platform that provides an end-to-end streaming data pipeline. Built to capture, process, store and interrogate unlimited datasets from any digital property, companies are using this actionable customer intelligence to fuel their internal and external business initiatives.

## A Preferred Analytics Vendor for Microsoft SharePoint

- Designed specifically for Microsoft SharePoint and developed in close cooperation with Microsoft, Infinity Analytics for SharePoint is a Microsoft-preferred analytics solution and used by Microsoft to measure the performance of its own internal SharePoint intranet sites

- Out-of-box reports for SharePoint 2010, 2013 and O365 with support for 2016 coming

## Report on Engagement and Adoption

- Precision engagement and adoption metrics at the company, team or individual level

- Specific document actions and user behaviors on individual sites, site collections and SharePoint instances

- Insights into how specific teams, divisions and offices are interacting and sharing ideas

- Actionable reports about key contributors, experts and content across teams, divisions and global regions

- Data on how users are adapting to new SharePoint initiatives, migrations, hybrid environments and the most advanced SharePoint settings

## Global Data Collection and Administration for Global SharePoint Farms

- The Infinity Tag for SharePoint provides specialized data collection for SharePoint environments

- An installer enables easy installation of the tag on all pages of a site collection and across collections

- Tag administration tools enable distributed updates and configuration changes to your deployed tags from a centralized location

## Real-Time Insights, All the Time

- All SharePoint reports available in real time by default

- Real-time reporting is available without pre-configuration

- All measures and dimensions available in real time

- Real-time report customization and ability to apply saved segments with immediate results

## Out-of-box reporting gives you insights on:

» Document Interactions

» Document Library Actions

» Web Parts

» Link Tracking

» Breadcrumb Actions

» Social Interactions

» User Drill Down

» Onsite Search Phrases

» SharePoint Site Engagement

» Geography

» List Interactions

» Device Types

## Custom Reporting and Ad Hoc Data Exploration

- Unlimited custom reporting with any number or combination of custom and calculated metrics
- Unlimited ad hoc data exploration with unlimited report drilldown and analysis
- Create, save and share custom views, measures and segments
- Change the order of dimensions to turn one report into another immediately
- Use any collected or augmented variable as a dimension or measure or both

## Dynamic Segmentation

- Dynamically segment reports easily by geography, department, team or any other attribute
- Create segments on the fly using any parameter or dimension
- Save segments to the library for reuse across the organization
- Apply segments to reports in real time and against historical data

## Account Administration

- User administration with individual and group-based rights and roles
- Control data access by group and application user
- Ensure data governance via the object library
- Assign discreet data permissions to enforce data access policies

## Extensive Data Export

- Easy integration of analytics data into the business ecosystem through built-in integrations and customizable APIs
- Extract aggregate report data via the REST API
- Integrate data into common BI and data visualization solutions
- Add on the Infinity Data Connector for secure, bulk and real-time delivery of user-level data to your EDW or big data system

# YOUR LONDON AIRPORT
## *Gatwick*

## London Gatwick Airport Flies High with Analytics for SharePoint

"Now we have usage analytics, we can exploit our SharePoint intranet to its full potential. Webtrends Analytics for SharePoint has given us clear insight into how our employees are navigating pages and content, how they interact, share ideas, and which assets are most useful. We'll be using this to improve our site going forward."

— Linda Mortimer
Gatwick Internal Communications Executive

## Read all the success stories at webtrends.com

# 20+ Years of Experience Implementing Digital Measurement

We've worked with thousands of companies across the globe to implement effective digital measurement strategies, including those with some of the largest and most complex SharePoint environments.

# Our expertise includes:

## SharePoint measurement strategy and operational processes

We can help you design a measurement strategy for your SharePoint intranet, extranet and internet sites and then develop processes for instrumenting and maintaining them over time.

## Data and system integration

Create a complete view of your internal communications performance by connecting external data sources to Webtrends data. This includes internal enterprise data warehouses, non-traditional data sources such as IVR and extended data from 3rd party services.

## Reporting automation and Excel scorecards

We can set up Excel-based scorecards that integrate Webtrends data into dynamic business dashboards.

## Ongoing analysis and insight

We are here to assist you with ongoing maintenance, optimization and usage of your Webtrends solutions including administration, data collection, custom reporting, data analysis and report interpretation, performance monitoring, troubleshooting and training. Just ask us how we can help!

## Contact

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