

eBusiness Intelligence

# RTmetrics™

Scalability / Mobile Tracking / Real-Time Packet Capture

## Data you can trust **web analysis**

The dynamics that affect your Web presence can change by the minute. Are you keeping up?

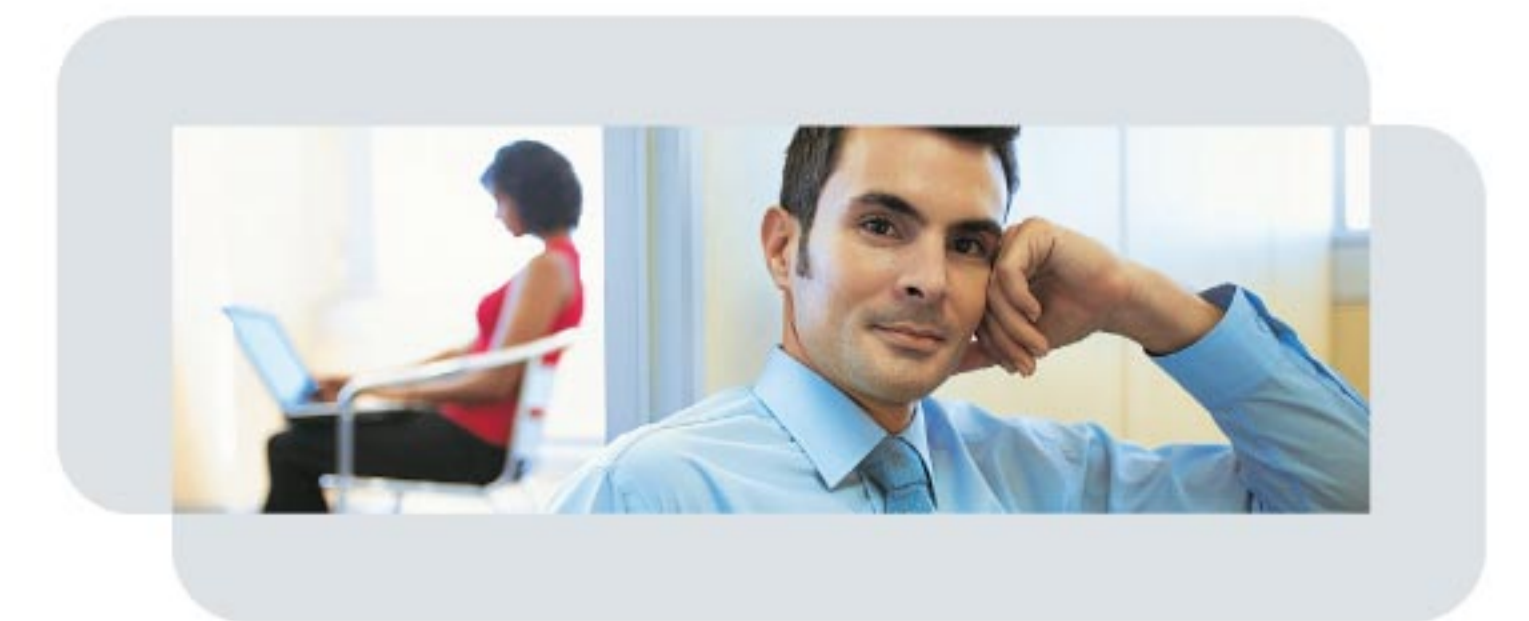
Your Web presence is a core platform for your business. Growing that core requires a keen understanding of your users. Where are they coming from? Are they mobile? What do they do on your site? Are your marketing campaigns producing results?

RTmetrics can help you find those answers and more:

- SEO
- SEM
- Campaign tracking
- Dynamic Content Analysis
- Clickstream Analysis
- Historical data
- Mobile tracking
- Customization
- Low maintenance
- Highly scalable



# RTmetrics™



## Expand your reach mobile tracking

RTmetrics is the world leader in real-time tracking of mobile web users. Track any handset on the market today as well as every mobile browser.

With the steadily increasing number of wireless devices on the market including mobile handsets, PDAs and mobile gaming systems, websites must be capable of delivering content to these devices or risk falling behind competitors. However, analyzing this traffic has traditionally been seen as an barrier as mobile devices' IP addresses - unlike PCs - are substituted by the IP address of the mobile carrier. RTmetrics has the solution. Using RTmetrics' powerful server-side solutions, you'll be able to not only to perform clickstream analysis, you'll also be able to track mobile specific information such as the mobile OS, screen size (for JavaScript enable devices) and carrier information. RTmetrics is also widely used by major wireless carriers to track and understand their subscribers' web activities.



## Powerful database engine packet capture

RTmetrics leverages real-time packet capturing, allowing you to instantaneously see, track & adjust to numerous datastreams across various industry protocols.

RTmetrics captures data directly from the network wire, gathering data from both the server and client side to produce precise analytics. RTmetrics is passive to the existing network, so there is no effect on your applications or bandwidth. As no log files are processed, not only do you see your data analyzed in real-time, you significantly reduce storage requirements and operational overhead. For legacy systems, instances when sites do not reside where RTmetrics is installed or just for another view of your data, RTmetrics also supports log files and page tagging.

RTmetrics is the most rapidly scalable solution on the market, offering unparalleled architecture that can support more than a billion page views per day. RTmetrics is specifically designed to offer best of class service for any amount of traffic through dynamic packet capturing, whether the traffic comes from traditional web browsers or from mobile handsets.

Choosing a web analytics solution is a key part of your long-term web strategy. However, as you, your users and the Web grow, you need to know that your analytics solution will grow with you. With RTmetrics, you can rest assured that you'll have a solution that will exceed your needs for the lifetime of your business.

## Rapid and lifetime scalability

When you purchase RTmetrics, you can count on a solution that will scale with your web presence for the lifetime of your business.

RTmetrics' software architecture consists of datamanager and collector modules that can accommodate distributed networks where multiple datacenters reside in various physical locations. As you add additional data collection points, the system is easy to scale by installing additional collectors. RTmetrics can collect, filter and analyze data drawn from multiple locations that can then be viewed from a single integrated web based user interface. This efficient data storage and retrieval allows analytical processing of even the largest amounts of data. So as your business grows, RTmetrics grows with you, allowing you to continuously harness the full potential of your web presence.

- Plug-and-play
- Non-intrusive
- Platform independent
- Virtually no maintenance

"What paths did customers take to get to a site? What content should we show? Is the current content appropriate based on their activity? We can verify such questions using RTmetrics."

Hiroyuki Iwashima, Internet Advertising Manager, Konica Minolta

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