

# WiredMinds



“Annual spending on Web analytics will reach \$1 billion by 2006, by which time ASP-based services will account for 29 percent of spending.” Jupiter Research

“Web analytics has the potential to become the core around which online marketing initiatives can be successfully deployed and optimized.” IDC

“The Web analytics market in 2004 was worth \$292 million worldwide. Hosted analytics accounts for the majority with 65 percent of the market.” Forrester

### **Web analytics: A lucrative growth market**

In recent years SMEs' use of the Internet has been dominated by three trends:

Small businesses increasingly perceive the Internet as a fundamental factor for success and are investing more and more money in the medium.

Companies making such investments require better control mechanisms to assess the effectiveness of their Internet activities.

To achieve this, they are drawing increasingly upon Application Service Providers (ASP).

Respected studies confirm these trends: In 2007, companies are expected to significantly increase their investment in Web analytics (Forrester Research: 'Web Analytics Spending Trends 2007'). ASP-based analysis tools stand to profit most from this, while conventional log file analysis is losing its appeal (Forrester Research, Jupiter Research).

More sophisticated solutions are now in demand: Visitors to company websites want more up-to-date information, more personalized interaction and greater integration of business processes. Correspondingly, website operators want to know exactly how their online service is being used.

More than 50 percent of companies' online marketing budgets is now spent on online advertising, such as banners and ad campaigns. Google AdWords and similar online marketing tools are easy for small companies to use. Conventional, quantitative Web analytics based on log files is only really sufficient, however, for simple websites. It is inadequate when it comes to answering increasingly urgent qualitative questions:

*Where do my users come from?*

*What information are they looking for?*

*Which ad campaigns were successful and actually increased sales?*

*Which visitors attracted by a marketing campaign then lost interest and why?*

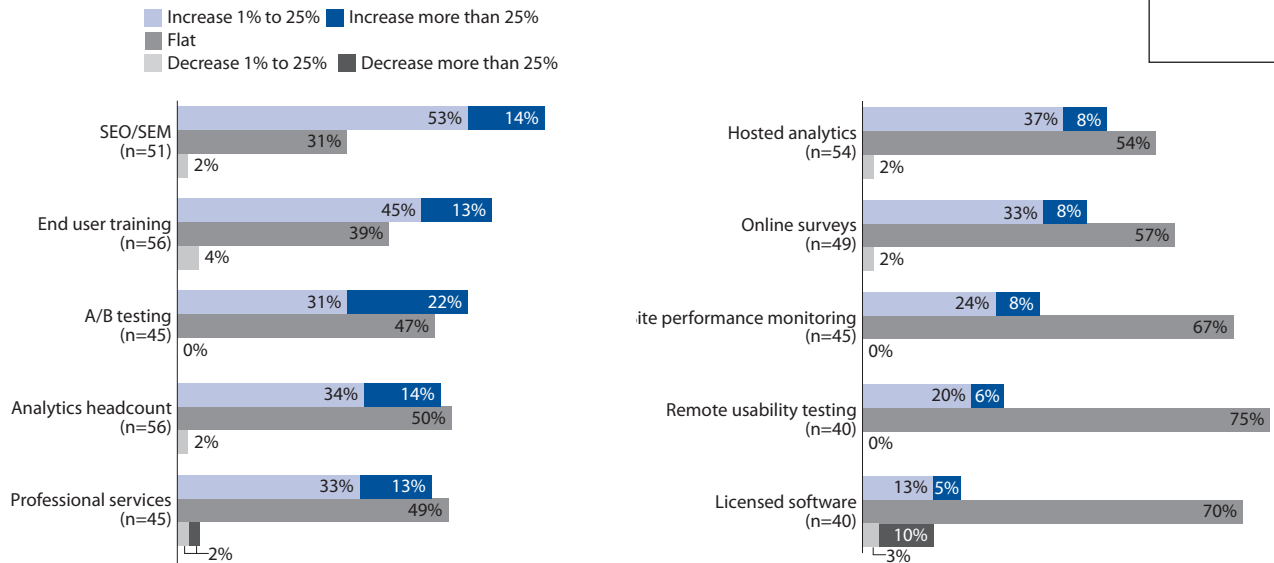
*Where and why are visitors leaving my site?*

That's why large companies and online retailers are investing heavily in new script-based technologies. These provide a simple instrument for performing extensive quantitative and qualitative analyses in real-time. Smaller companies are also following this trend, but are more interested in ready-made, value-for-money, user-friendly tools for analysing visitor behaviour.

*We have developed [WiredMinds Hosting software](#) to cater specifically for the ISP and Telco market. It is designed to help [Hosting Providers](#) increase sales to existing customers, acquire new customers and strengthen customer loyalty.*



## Web Analytics Spending Plans For 2007



(numbers may not total 100% due to rounding)

Source: Forrester's Q2 2006 Web Analytics Peer Research Panel Survey

### Value-added services for Hosting Providers

The advantages of Web analytics have prompted many small, agile ASPs to take action. They now offer corresponding tools and services to small and midsize businesses.

Their market success is remarkable: In a short space of time these providers have been able to attract tens of thousands of customers and generate significant revenues. They turned a profit although they had no established customer base and developed the technology on their own. This highlights a currently un-exploited opportunity for companies that already provide internet services to an established customer base of SMEs.

So without a doubt, hosting providers with existing customers can create added value per customer, promote greater loyalty and win new customers by employing our innovative Web tracking technology.

WiredMinds Hosting makes this easy: In the guise of WiredMinds Enterprise, the same sophisticated technology and broad range of functionality has already proved its worth for large companies (such as Noris Bank, MLP, Osram) and is now available for the mass market. Low implementation costs and enable small Hosting Providers (with several thousand customers) as

well as market leading ISPs to achieve a return on investment within short timeframes, as well as significant long-term profitability thanks to the solution's innovative licence model and superb, scaleable software architecture.

WiredMinds Hosting enables your customers to monitor and control expenditure on online services and to fine-tune marketing spend to match market conditions and demand. Implemented as a low-cost multi-tenant solution and delivered in an ASP format, the service is ideal for small and midsize customers.

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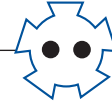
“In a short space of time, small, independent ASPs have been able to attract tens of thousands of customers and generate significant revenues.”

“Well-structured, timely data leads to well-informed, timely decisions.”

“Multiple online marketing channels, when analysed in real time, can be optimized to out-manoeuvre the competition.”

“Conversions, drop-outs and customer behaviour. All presented in a innovative, intuitive and illustrative format.”

“Pure ASP simplicity for the SME. No software installation required.”

**Turnkey to success:****WiredMinds Hosting**

WiredMinds Hosting has been tailored specifically to meet the requirements of Hosting Providers:

The application is supplied as a turnkey 'white label' product and is easily customised to reflect the Hosting Provider's corporate design.

End customers can access all functions using a standard browser. The SME does not need to install a fat client to use the service, which considerably reduces support costs for the Hosting Provider.

WiredMinds' open architecture makes it easy to customise the application, and existing IT systems such as billing engines, provisioning systems, content management or e-commerce packages are easily connected to WiredMinds Hosting

And, of course, it complies with common software standards and has moderate hardware requirements. The force behind the product is an experienced European team of developers, consultants and partners.

The WiredMinds Hosting license model is exceptionally flexible and geared toward market needs.

The application can be acquired as a standard licence or leased via a customised revenue-share model. Hosting providers can define their own product portfolio on the basis of WiredMinds Hosting, with varying levels of functionality and usage limits differentiating one product from the next. This means that Hosting Providers can offer each segment of their customer base an attractive, tailor-made product at the right price.

The key to our licence model lies in the basic version of the ASP service (level 0): Hosting Providers can offer their customers this version for free. With no financial barrier to entry a large proportion of existing customers sign up to the free service within months. Upgrades to payable versions then produce a high return on investment in a short space of time.

You can find more detailed information on our website; [www.wiredminds.com](http://www.wiredminds.com).

A personal discussion is, however, always the best way to learn more: We will be happy to show you in detailed terms how WiredMinds can help to make your company more profitable and more successful. Please send an email to [contact@wiredminds.com](mailto:contact@wiredminds.com) or call us to speak to one of our experienced sales professionals.

**“A scalable software solution with minimal support costs is based on three simple principles: modest hardware requirements, adherence to the latest software standards and open architecture to enable cost effective extension and integration.”**

# “You can feel the difference between log file analysis and our innovative Web analytics solution – WiredMinds Hosting”

Log file

WiredMinds Hosting

## **Log file analysis vs. Web analytics**

Conventional log file analysis performs poorly in comparison to state-of-the-art Web analytics:

In log file analysis all website “hits” are initially recorded, although most of these are irrelevant images and graphics and only a small proportion constitute relevant page views. This makes for very slow going, and since relational databases are rarely used extracting meaningful statistics is a painstaking process.

Log files can be used for only a very restricted range of analyses, and data quality is greatly inferior. For example, due to widespread use of proxy servers only a fraction visitors are logged. This effect is exacerbated in cases of complex online systems running on multiple servers, e.g. for load balancing purposes. As a result a lot of time is required to conduct any kind of visitor analysis, and in many cases this is simply not feasible.

In short, log file analysis is slow, costly, imprecise, and only suitable for rudimentary usage analysis.

In comparison, Web analytics provides a far broader range of options and unquestionably superior data quality. In essence Web analytics operates by means of tags embedded in the relevant pages or components of a website. Normally, these tags are invisible images in the form of a single pixel (otherwise known as a “web bug”).

When a visitor views a tag by opening a tracked page on a Website, information such as the visitor’s IP address, geographical location, internet browser and origin (e.g. that he or she arrived from Google) is sent to the tracking server. The tracking server immediately processes this data and prepares it for live evaluation.

A tag can constitute a small piece of script code (such as JavaScript) or pure HTML code. The code contains the address of the tracking server, page-specific information, and further parameters such as shopping cart contents, sales, campaign identifiers or search terms.

The script code can be implemented in a wide range of languages, including Flash, Java, PHP and ASP. It can also be generated automatically by a content management system or e-commerce application provided it is pre-integrated into the appropriate templates and pages.

Tags enable the highly accurate analysis of visitor numbers and behaviour. The data generated is much smaller in size than the equivalent log files since each tag delivers only the relevant page views, rather than a series of “hits” that have to be filtered in order to find the necessary infor-

mation. Data storage is based on a single relational database, enabling seamless tracking of visitor sessions across multiple servers. Session IDs and optional cookies allow classification of known, anonymous and recurrent visitors.

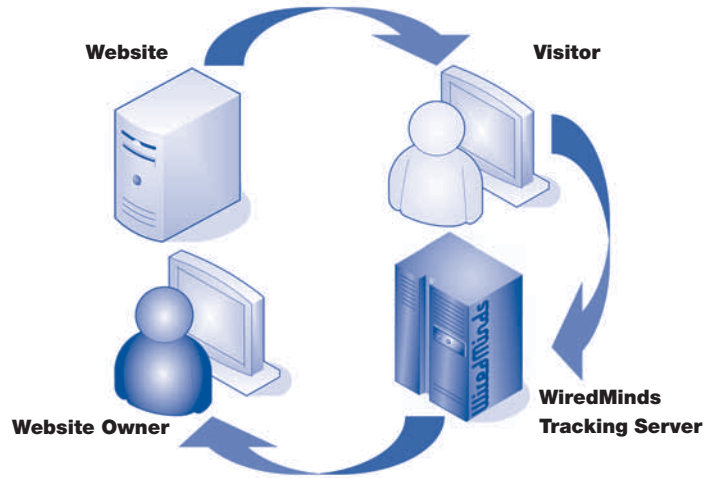
Web analytics renders conventional log file analysis obsolete. That’s why WiredMinds Hosting is the ultimate turnkey product for Hosting Providers that wish to offer their customers:

[Fast, online evaluation in real-time across shared, dedicated or distributed servers](#)

[Highly accurate data for sophisticated analysis, far surpassing that provided by log files](#)

[Innovative value-added services that deliver a new, profitable revenue stream](#)

## What is Web analytics?



### Easy access to complex technology

Website operators can use WiredMinds to carry out sophisticated analysis quickly and easily.

SMEs can activate a Web analytics account online in just a few steps with an ASP service based on WiredMinds technology:

The website operator selects the appropriate Web analytics product from an online self-service portal, where each product is predefined for the needs of specific target groups by the Hosting Provider and our consulting team. Detailed instructions and documentation support the user in adding tags to his or her websites – with pre-integrated tags provided for content management systems or e-commerce solutions.

Users are then ready to conduct real-time analysis, to identify the weak points of any online service and to improve marketing campaigns and business processes. All of these tasks can be performed via any Internet-enabled PC, with no software installation required.

WiredMinds provides intuitive access to powerful analytics, campaign assessment, e-commerce evaluation and instant lead generation functionality. Advanced users can create custom reports using a report generator that facilitates data export into all common formats and supports automatic e-mail delivery at regular intervals.

The conclusion is compelling: More users, better conversion rates, more leads and ultimately more sales. And all this for both your SME customers and for you as a Hosting Provider. It's simple, using WiredMinds.



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“WiredMinds delivers software of intuitive simplicity based on cutting-edge technology, that’s why ours is an award winning solution”

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