

WebSuxess4TM

Monitoring Success of Web Sites

White Paper

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Product

WebSuxess enables the user to monitor e-commerce success by analyzing visitor behavior on web sites. WebSuxess gathers and analyzes information about how users access Internet, Intranet, Extranet and proxy servers. These information allows web site maintainers to analyse strengths and weaknesses in Internet presentations and to better adjust the sites to the wants and needs of customers and visitors. Version 4 also features analysis of audio and video streaming media from NetShow and RealNetworks servers.

WebSuxess is designed to help companies achieve e-commerce success by meeting the strategic marketing needs of their customers.

WebSuxess enables the user answer these typical questions:

- How many pages does the average visitor see per visit?
- How many people visit my web site per day/week/month?
- How much time does the average visitor spend on my site?
- Which pages are the most popular, by number or time of visits?
- Which pages lose the most visitors - and hence are difficult or not popular?
- Which pages did a specific visitor retrieve, and in what order?
- How much time did my competitor spend looking at my web site last week?
- Are my banner ads on a specific web site worthwhile?
- Which search engines refer the most visitors to my web site?
- How many of my visitors can display frames, tables, etc.?
- Which streaming media was transmitted for how long and at which quality?

Customers

WebSuxess is not a vertical application, but can be used in all branches of industry and services and in companies of all sizes. Users of WebSuxess are persons responsible for New Media, Marketing, Sales, Top Management, and IT.

WebSuxess acknowledges the needs and wants of its customers and does not require Internet or IT know-how. Its design and functionality make it easy to use. Assistants help users to install and run the software and suggest how their web sites may be optimized.

Editions

WebSuxess4 is available in German and English. Versions in Italian and Spanish are scheduled for release in July 2000. WebSuxess is available in three editions:

StartUp Edition

- Customers: companies and individuals running small, entry-level web sites.
- Net list price: US\$/Euro 90

Enterprise Edition

- Customers: companies that maintain more extensive, professional web sites.
- Net list price: US\$/Euro 450

Enterprise Edition – ISP License

- Customers: Small and medium Internet Service Providers who compile statistics automatically on behalf of his web-hosting customers.
- Net list price: US\$/Euro 1,350

Benefits to ISP and Complementary Product Vendors

Tracking the effectiveness and the success of web sites becomes increasingly important. Thus, WebSuxess is a first-rate value added product for ISP and complementary product vendors.

ISP and complementary product vendors can communicate the benefits of WebSuxess for increasing the site efficiency as meaningful unique selling points. In marketing, they can refer to the recognized brand name WebSuxess. Note that WebSuxess has already been part of a number of large-scale OEM bundling agreements in Europe. Exody's WebSuxess leads the European market for professional web site analysis.

The StartUp Edition is a perfect product for bundlings in the low-end price segment, while the Enterprise Edition targets bundlings in the mid-range to high-end price segments.

Market Position

Exody has sold more than 100,000 WebSuxess licenses in Germany since launching the product in the 4th quarter of 1997. In Europe, WebSuxess leads the market of standard software for tracking success in the Internet.

International marketing activities starting in the 4th quarter of 1999 have established a distribution and partnership network in the U.S. and across Europe. English versions and English support are already available for all editions, Italian and Spanish versions and support are following in mid-2000.

Reviews

In the German press, WebSuxess has an excellent reputation in renowned business and computing periodicals:

- Internet Professional (11/99): "Compact, powerful and in tune with the market - these are the features of WebSuxess. Its user interface also clearly sets the software apart from its competitors. While other products present their results only as HTML pages, WebSuxess integrates a charting and table module."
- PC Welt (8/99): "Its comprehensive analysis features make WebSuccess a must for commercial web site owners."
- PC Professionell (7/99): "The local DNS cache yields a significant increase in speed when determining domain names of logged IP addresses."
- Computer-Tip (7/99): "WebSuccess 3.0 is a must-have for everybody who is serious about his homepage! WebSuxess 3.0 provides comprehensive information about homepages. It helps to detect and mend weak points and further strengthens assets."
- Handelsblatt (1/99): "Above all, it is the program's ingenious user prompting that sets it apart from other programs."
- impulse (3/98): "One of the hits of the CeBIT 98 trade fair!"

Reference Customers

These and other large companies trust WebSuxess to monitor e-commerce success and analyze visitor behavior:

- DaimlerChrysler AG
- Deutsche Bank AG
- Merck KgaA
- Conrad Electronic GmbH
- Linde AG
- Siemens AG
- Hewlett Packard
- Deutsche Telekom AG
- ZDF Zweites Deutsches Fernsehen
- dpa Deutsche Presse Agentur
- F.A.Z. GmbH

Marketing and Technology Partners

Exody has established the following substantial partnerships in project business and product development:

- Microsoft Independent Software Vendor
- Intershop Independent Software Vendor
- ORACLE Value Partner
- Hewlett Packard Business Partner
- Allaire Premier Consulting Partner
- Hyperwave Strategic Alliance Partner

Unique Selling Points

The following outstanding features set WebSuxess 4 apart from its competitors:

Performance: Speed of Analysis

Log files which record web site statistics increase in size with the scope of the web site and the number of visits. Thus, it is essential that analysis software is able to parse the log files efficiently. WebSuxess reads log files approximately four times faster than all other competing products. Other products are slower or unable to handle large volumes of data.

Interactive Control and Complete Information

All products of our competitors limit their analysis to generating reports in Word, HTML or similar formats. Such lists suffer from two major drawbacks: first, the reports contain only Top 10 or Top 20 lists. And second, the user cannot access the data material interactively. WebSuxess solves both these problems at once: in an interactive client: the user can navigate in lists of any length, conduct quick searches, and tighten the focus of the view according to a wide range of aspects just by a mouse-click.

Integral Databases with Online Update Check

WebSuxess integrates various databases that permit automatic matching of visitors to company names and detection of search engines and browser capabilities. WebSuxess can automatically check the update status of these databases via the Internet upon launching. The latest databases are available for downloading free of charge.

Technological Approach

WebSuxess installs directly on the PC of the customer, deliberately pursuing a "client-based" approach. Other "server-based" solutions are by comparison much more remote and inflexible and need to be installed on the web server to generate and publish automatic reports.

Reasons for a client-based approach:

- Even a high-performance server cannot run applications for several customers simultaneously, and still process such large volumes of information at the same speed as WebSuxess does. The advantage of WebSuxess lies in its decentralized technology: in a server-based approach, a server with one (or a maximum of four) processors has to compute a total of 100 analyses for 100 customers, one after the other. The client-based approach used by WebSuxess, however, allows computing the same 100 analyses on 100 processors in parallel. Now and for the foreseeable future, no central server, no matter how powerful, can compete with more than 100 PCs running in parallel.
- Reports generated by the server are not available for interactive use. Thus users lose a lot of information that is valuable for professional analysis.
- Users can also take their time dealing with statistics offline, in other words, without an Internet connection.

Requirements

A PC workstation with at least a Pentium II and 32 MB RAM, running Windows 95/98/2000 or Windows NT4.

Download / Demo

For downloads, product demos and further information please visit our web site at www.exody.net. Or send us an email at: info@exody.net.

Company Information

Exody E-Business Intelligence GmbH is a leading provider of software solutions for analyzing the success of e-business activities. Headquartered in Frankfurt/Germany, Exody operates internationally through partnerships and is currently preparing branch offices in the UK, Sweden and the U.S.

Exody develops, markets and distributes the products ShopSuxess and WebSuxess. ShopSuxess analyzes shopping and visitor behavior in online shops to reveal the shop's strengths and weaknesses and to provide valuable information to increase the "Return on Internet". ShopSuxess is based on Exody's flagship product WebSuxess, the European market leader for web site traffic analysis.

Exody is a subsidiary of HLP Informationsmanagement GmbH, ensuring synergy effects with HLP's experience in ERP-Systems, E-Commerce and Knowledge Management.

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