



## CardioLog

Web Analytics for Enterprise Portals

### About

#### Technology Solution

Portal Analytics and Monitoring

- Portal Usage Reports
- Business Process Analytics (BPA)

#### Industry

Corporate Enterprise Solutions

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## Executive Summary

A Leading Cross-Platform Solution for Enterprise

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### ❖ **Market Landscape**

As portal technology becomes a key component in IT business solutions, the portal interface is set to become the business user's new desktop. Not only does a portal provide a single, secure web interface for users, but it also connects between other IT applications in the enterprise to form an integrated business platform. This platform can be used to run, monitor and optimize business operations with the objective of reducing costs and improving the operational, financial or commercial results.

### ❖ **The Market Needs**

Over recent years, organizations from all sectors have invested exorbitant amounts of money in the setup and implementation of Enterprise Portals and Composite Applications. Most organizations lack information regarding their portal activity; short of data about usability, effectiveness and ROI of these implementations, organizations need tools – fully integrated with the portal's content and data – that yield portal-level Business Intelligence (BI), which would in turn help any organization make its portal more effective and valuable – soft and hard ROI. Moreover, it is crucial for portal managers to know how, when and where the portal is being explored. Conventional web analytics tools fail to satisfy these requirements, precluding organizations from obtaining true visibility and control over their portal.

### ❖ **About Intlock**

Intlock, established in 2005, is the leading provider of cross-platform portal analytic solutions that uniquely address today's market needs. Intlock develops, markets and integrates CardioLog – the company's flagship product, enabling a full range of portal analytics solutions. CardioLog further provides unique insights that ensure that a portal's success is quantified and fits with the corporate goals. Helmed by a team whose members have a vast experience in the corporate, enterprise and entrepreneurship arenas, Intlock's management has led software ventures with a proven contribution to the market understanding and customer know-how. Intlock's R&D Department is comprised of seasoned experts in application development, Knowledge Management and Enterprise Portals.

### ❖ **Business Essence**

Intlock's market potential is based on the enterprise portal software market. Our current target market is medium to large enterprises that have implemented or are planning to implement an enterprise portal or other mission-critical enterprise applications on a large scale. This is a rapidly growing market, which provides a significant potential for growth for Intlock. According to Gartner Group, the overall portal software market is estimated to cross one billion US dollars by 2011. Our estimate of the market potential for CardioLog is supported by these figures and common market ratios.

### ❖ **CardioLog – Analytics and Usage Reports Solution**

CardioLog is an innovative cross-platform solution for enterprise portal analytics and business process analytics (BPA). Providing much more than common Clickstream analysis, CardioLog offers valuable, in-depth usage reports thanks to its integration with the portal's unique object model, hierarchical structure, metadata, user groups, user profiles and action types. Hence, CardioLog allows for monitoring and control over portal activity, business processes and knowledge management. With CardioLog, customers can maximize ROI from portal investment and assure a successful deployment of the portal and its connected applications. CardioLog enables a more streamlined and efficient use by staff, reduces headcount as well as improves employee, customer and trading partner productivity and satisfaction.

Being a cross-platform solution, CardioLog offers tracking and reporting features for a variety of environments: enterprise portals, commercial applications, software environments and LDAP-based applications. Moreover, CardioLog can track complete enterprise business processes that span multiple software packages, technology environments, business units and human behaviors.

#### ▪ **Why CardioLog?**

Customers specify the following reasons for choosing CardioLog over other web analytics tools:

- Enterprise analytics solution designed for corporate usage
- On-premises solution – the customer owns the (sensitive) data
- A single and integrated analytics solution for internet and intranet environments
- Tagging & server-side capture mechanisms
- Integration of data from other sources
- Support for SharePoint and other technology-dependent applications
- Three editions – tailored for various customer's reporting needs
- Simple and user-friendly deployment enhanced by premium technical support services

#### ▪ **CardioLog Key Benefits**

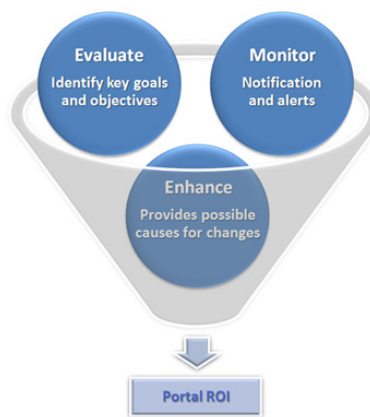
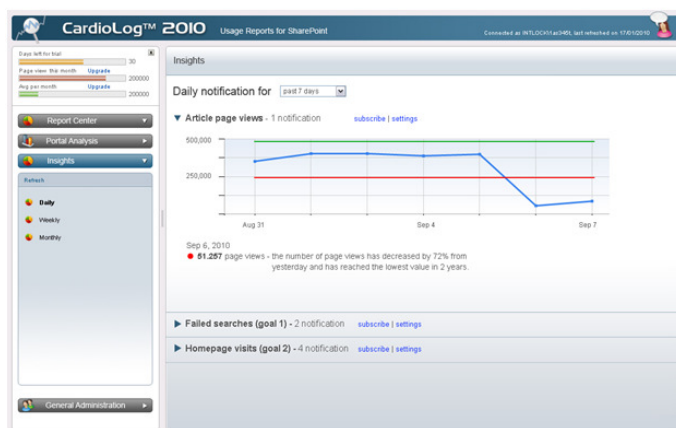
CardioLog enables customers to leverage portal implementation with the following characteristics:

- A full web analytics package accommodated with a unique JavaScript tracking mechanism
- A single reporting interface for multiple and time-zone distributed farms, site collections and external applications with robust scalability supporting large traffic volumes
- Advanced visitor segmentation, including integration with Active Directory, user groups, profiles, action types and other organizational structures
- An open API-based platform for report customization and tracking of additional applications and usage
- Optional audit trail for information leak, user tracking and detailed monitoring of portal activity
- Instant actions to improve portal usability and accessibility to information and data
- Maximizing ROI from portal investment and assuring a successful deployment of the portal

## ❖ InSight – Next Generation Analytics Solution

InSight is a web analytics tool, which seamlessly provides key information for business owners and professional analysts. It helps identify your portal's goals and objectives, monitors significant usage events which might affect your portal goals, and provides possible causes for the changes in data. By receiving friendly literal notifications, analysts and decision makers can uncover key performance indicators (KPI) they might have otherwise missed, and can focus more on taking action instead of sifting through data.

Behind InSight is a sophisticated decision making engine, which detects any anomalies in the portal's traffic patterns. For example, if portal number of visits suddenly decreases for a specific sub site, InSight will automatically notify the owner, adding a visual alert to the InSight dashboard. In other cases for example, InSight could call out a 250% surge in visits to the portal's news site, or let you know that bounce rates of visitors to the homepage dropped by 80% two weeks ago. Instead of analysts and business owners having to monitor reports and comb through data, InSight notifies them in regards to the most significant information and trends which potentially could affect their business.



InSight's dashboard includes various reports for different time scales. In addition to the out-of-the-box automatic alerts, users can define their own dimensions and metrics that will be monitored by InSight.

InSight monitors changes in multiple web analytic metrics, which are segmented according to portal scopes (sites and pages within the portal tree), and according to various visitor segments (such as AD groups and custom visitor categories). The segmented metrics are then analyzed over time in order to detect daily, weekly and monthly trends - based on portal history data or predefined threshold values.

InSight is a standalone web analytics solution. It is used primarily to identify and analyze significant changes in your portal usage patterns, and does not provide the capability to create and run web analytic reports for your portal. InSight can be integrated with CardioLog in order to provide both next generation analysis and traditional data reports. When integrated with CardioLog, the InSight

dashboard is displayed within the CardioLog interface. InSight can utilize many of the CardioLog modules and features: system roles, permissions, real time analysis, localization, custom visitor segments, and more.

InSight includes three main building blocks:

- Evaluate: identify the portal's key objectives and goals
- Monitor: supervise metrics for measuring the portal's goals
- Enhance: provide insight for possible causes for changes in goal metrics
  
- **InSight Key Benefits**
  - Helps identify portal goals and define appropriate usage metrics
  - Provides automatic friendly notifications for significant changes in usage data
  - Includes new and innovative portal-related metrics and reports
  - Enables analysts and decision makers to focus on taking action instead of sifting through data
  - Suggests possible causes for changes in data by cross-analyzing related sets of metrics

### ❖ **Our Worldwide Customer Base**

Organizations around the globe choose CardioLog as their reporting and monitoring solution. Our customers come from diverse industries: finance, telecommunication, pharmaceuticals, technology, entertainment and more. With thousands of installations all over the world, we have an extensive global reach in over 100 countries.

Some of our power customers – mega-sized corporations and conglomerates – are: Pfizer, Fidelity Investments, Applied Materials, Duke Energy, Molson Coors, ECI Telecom, The International Monetary Fund, Harris Corporation, Man Investments, Amdocs, Barrick Gold, White and Case LLP, Portugal's National Electricity and Gas Supplier, VHA, The International Olympic Committee, Gilbane, Orange, Liberty International Underwriter, Reckitt Benckiser, SunCorp, Comverse and others.

### ❖ **Prospected Competition**

CardioLog, offered by Intlock, is a unique solution in today's reports and monitoring arenas. While several web analytic solutions – such as Webtrends, Lyris and Omniture – are currently available, most competing products lack key benefits offered by CardioLog: Competing solutions focus more on the online field with website analytics as their main service, and fail to provide information regarding the overall portal activities. In other words, unlike CardioLog, competing products neither enable an organization to quantify its portal's success nor provide the relevant unique insights that would allow it to gain control over the portal.

### ❖ **Market Facing Activities**

CardioLog is offered to customers in three commercial editions (i.e., Enterprise, Professional and Standard), making sure that Intlock targets practically any organization, of any size and industry. The CardioLog commercial editions generate revenues from large corporate businesses as well as SME entities in several levels of profundity and scale. The CardioLog software license is perpetual and accommodated by a yearly maintenance fee (20% of list price).

Intlock's go-to-market approach is based on indirect sales carried out via worldwide system integrators and other value-added resellers, augmented by partnerships with relevant ISVs (such as Microsoft) and by extensive online marketing activities. Collaborating with a savvy network of global distributors and partners and executing enhanced online activities, primarily in Europe, North and Latin America, has enabled Intlock to attain a global reach in over 100 countries.

### ❖ The Management Team

**Elan Sasson, President** – Mr. Sasson brings over 20 years of experience in the software industry. Prior to founding Intlock, Elan served as a Co-founder of TVTEL (Elbit, Bezeq and Tadiran), Sitevision (along with Netvision) and NetFun (cellular infrastructures). Mr. Sasson has held executive positions, such as CEO and VP Technologies in various companies. He also served as a technological consultant in large enterprise organizations. Mr. Sasson holds an Information System Engineering degree (B.Sc.) and Management of Information Systems degree with Magna Cum Laude (M.Sc). Mr. Sasson is currently completing his Ph.D. in Informetrics and Text Mining.

**Dror Ben-Ishay, CEO** – Mr. Ben-Ishay brings more than 15 years of high-tech sales, marketing, and management experience to the organization. Prior to joining Intlock, Dror served as a CEO and CMO in various start-ups, among which ConvertoNet, an online marketing agency, and cMining, an online NLP-based Business Conception company. Mr. Ben-Ishay also served as a Director of New Markets Development in Exalink (acquired by Comverse for \$550M) and held various marketing and sales executive positions in the VAS telecom industry. Mr. Ben-Ishay holds a degree in Computer Science (B.Sc.) and a degree in Management Engineering (M.S).

**Shay Sharon, CTO** – Mr. Sharon brings over 16 years of experience in the software industry. Prior to founding Intlock, Shay served as an Analytics and Web consultant and development expert as a technologically-driven entrepreneur. Mr. Sharon took part in dozens of implementations for clients such as eBay, PWC, AtHoc and USGS in the US, Accenture and British Telecom in the UK, Orange, Cellcom, Nice, ECI, Elbit and others. Mr. Sharon is a graduate of the MAMRAM IDF computer academy, served in elite Intelligence Corps, and led various software development projects.

**Nimrod Cohen, VP Product Development** – Mr. Cohen brings over 15 years of experience in the software industry. Prior to founding Intlock, Nimrod directed development teams in several start-ups, until he joined Amdocs as the leader of the infrastructure development team. Later on Mr. Cohen, founded Wizworks where he headed technology arenas. Mr. Cohen also provided software consulting and programming services to various top-tier clients, for whom he managed high-scale development projects. Mr. Cohen is a graduate of the MAMRAM IDF computer academy and later served in elite Intelligence Corps, where he initiated, led and took part in numerous technological projects. Mr. Cohen holds a degree in Computer Science and Management (B.A)

**Yarin Negri, Director, Head of US Branch** – Mr. Negri joined Intlock in March 2010 and since then has been heading the company's activities in North America and Latin America. Prior to joining Intlock, Mr. Negri was part of the Atuda, an elite IDF academic program. As part of this program he studied economics and logistics (B.Sc). Following his studies he served in several IDF divisions as head of planning and logistics. Mr. Negri brings with him a great deal of management know-how, team leadership and drive.