intlock

CardioLog

Web Analytics for Enterprises

The Market Need

Over recent years, organizations from all sectors have invested exorbitant amounts of money in the setup and implementation of their SharePoint Intranet, Internet and composite applications. Most organizations lack information regarding their portal and website activities; short of usage data, portal effectiveness, and ROI of these implementations, organizations need a solution – fully integrated with the sites' content and data, which will make their website more effective and valuable. Moreover, it is crucial for portal and website managers to know how, when and where the sites are being explored. Conventional web analytics tools fail to satisfy these requirements, precluding organizations from obtaining true visibility and control over their SharePoint portal and website.

About Intlock

Intlock, established in 2005, is the leading provider of SharePoint web analytics for Internet, Extranet and Intranet environments. Intlock develops, markets and integrates CardioLog – the company's flagship product, enabling a full range of web analytics solutions. CardioLog further provides unique insights that ensure that a website's success is quantified and achieves its goals. Intlock is helmed by a team of professionals with vast experience in web analytics, corporate enterprise, and entrepreneurship arenas.

CardioLog – Analytics and Usage Reports for SharePoint

CardioLog is an innovative SharePoint web analytics solution for enterprise environments, such as: Internet, Extranet and Intranet environments. Providing much more than common clickstream analysis, CardioLog offers valuable, in-depth SharePoint usage reports thanks to its integration with the portal's and websites' unique object model, hierarchical structure, metadata, user groups, user profiles and action types. Hence, CardioLog allows for monitoring and control over portal and website activity, business processes and knowledge management. With CardioLog, customers can maximize ROI from portal investment and assure a successful deployment of the website and its connected applications.

Why CardioLog?

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

- A single and integrated analytics solution for internet and intranet environments
- Enterprise analytic solution designed for SharePoint
- On-premises solution – the customer owns the (sensitive) data
- In-depth detail of SharePoint usage due to tagging & server-side capture mechanisms
- Integration with user data from other organizational sources
- Three editions – tailored for various reporting needs
- Support for SharePoint and other technology applications
- A simple and user-friendly deployment - enhanced by premium technical support services

CardioLog Key Benefits

CardioLog enables customers to leverage SharePoint Portals and Internet Sites 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 for large traffic volumes
- Dozens of SharePoint analytic reports for Intranet and internet facing SharePoint web sites
- Advanced visitor segmentation, including integration with Active Directory, SharePoint user profiles, SharePoint audiences, and other custom organizational structures
- Advanced content segmentation, with reporting for sub-sites and directories
- An open API-based platform for report customization and tracking of custom web events
- Reports can be easily displayed through SharePoint web parts, as a complementary reporting interface
- Maximizing ROI from portal and website investment and assuring a successful deployment

Prospected Competition

CardioLog is a unique solution in today's SharePoint monitoring and reporting arenas. While several web analytic solutions – such as Webtrends, Google Analytics, and Omniture – are currently available, they lack the key benefits offered by CardioLog for SharePoint based portals and websites. Competing solutions focus mainly in the online arena, with website analytics as their core service, failing to provide SharePoint related reports regarding the overall portal and website activities.

Being a SharePoint solution, CardioLog offers tracking and reporting features for a variety of environments: website, 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.

CardioLog, unlike other web analytic solutions, is specifically designed for SharePoint. It provides accurate and insightful analytical information about SharePoint, based on SharePoint's hierarchy, taxonomy, content, and user metadata.

Our Worldwide Customer Base

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

Some of our power customers include– mega-sized corporations and conglomerates – are: Pfizer, ResMed, Fidelity Investments, Applied Materials, Duke Energy, Progress Energy, SunCorp, Molson Coors, ECI Telecom, The International Monetary Fund, Harris Corporation, Man Investments, Amdocs, Barrick Gold, VHA, Orange and more.