

## About

### Technology Solution

- Analytics and Reporting
- Engagement and Adoption
- Gamification and Collaboration

### Industry

SMB, Enterprise and Governments

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**Engage**

# CardioLog Analytics

**Advantages and Values for  
Small to Medium Business**

## About Us

CardioLog Analytics has been a leader in the field of analytics for SharePoint and Office 365 for over 14 years, and evolved with Microsoft to the cloud and now we also focus on social platforms such as Teams and Yammer. Our solutions: [CardioLog Analytics](#), [CardioLog Engage](#) and [GAMIFY](#) provide revolutionary analytics, smart internal communication and gamification for SMB and enterprise-level intranet portals, websites and social platforms. CardioLog Analytics delivers deep insights into the performance of portal, web and social platform initiatives through testing, tracking and targeting and ultimately enabling organizations to engage their users and to optimize their portal's impact and maximize their return on investment. The solutions are available for On-Premises and SaaS deployments and support any version of SharePoint and Office 365.

## About our Strategies Partners

CardioLog Analytics has been working closely with numerous strategic partners and software vendors. As a result, some partners, such as Microsoft's customer-facing groups, have assisted CardioLog Analytics to design, develop and enhance our solutions for SMB and enterprise. This type of close cooperation enables both parties to mutually benefit from a unique joint offering for Teams, SharePoint and Office 365.

## Product Offering

CardioLog Analytics offers actionable insights and reporting for SharePoint, Office 365, Yammer and Teams and enables SMBs to improve intranet usability, drive portal collaboration, boost users' engagement, and enhance overall business productivity. The solution produces powerful analytics insights and reporting to empower organizations with intelligent data to make vital business decisions, whilst the engagement solution promises smart internal communication aimed at boosting adoption and driving consumption. Its job is to get the right message to the right user at the best possible time to make the message as relevant as can be in order to be as productive as possible

CardioLog Analytics and CardioLog Engage is specifically designed for SharePoint, Yammer and Teams and the solutions provide true and insightful analytic information based on SharePoint's hierarchy, taxonomy, content, and user metadata. They allow SMBs to control and monitor portal and website activity, social engagement, business processes, and knowledge management. Customers can maximize ROI from portals, websites and social investment by assuring that their applications and services are functioning in an optimal manner.

## Our Worldwide Customer Base

Organizations of all sizes and industries around the globe choose CardioLog Analytics and CardioLog Engage as their analytics and intelligent internal communications solutions. Our customers come from diverse industries including but not limited to: finance, telecommunication, pharmaceutical, government, technology, entertainment and many more. With thousands of installations all over the world, we have an extensive global reach in over 100 countries.

Some of our existing customers are: Pfizer, Fidelity Investments, Applied Materials, Duke Energy, Molson Coors, The International Monetary Fund, Harris Corporation, Man Investments, Amdocs, Barrick Gold, White and Case LLP, VHA, Gilbane, Orange, Reckitt Benckiser, SunCorp, and others.

## Business Goals


The business goals you have set out to achieve with the use of Teams, SharePoint and Office 365 become easier to attain and accomplish with user engagement and the activity and usage tracking statistics that CardioLog Analytics provides. Surpassing the basic standards and aiming to assist our customer with innovative engagement and adoption tools, CardioLog Analytics includes Teams, SharePoint, Office 365 and Yammer services, as opposed to other analytics providers that provide only standard web analytics metrics. We always remember that behind every SharePoint portal is an end-user and administrator, so to increase engagement and collaboration with ease and agility, yielding higher adoption rates, we also created an exclusive set of engagement and collaboration tools.

Using Teams, SharePoint and Office 365 usage reports, as well as collaboration and engagement business solutions opens new opportunities for managers to increase portal collaboration and drive employee productivity, thus leveraging the most important asset an organization possesses: human capital. Empowering and cultivating this resource requires innovative management, clear portal goals and the right tailor-made SharePoint Analytics tools.


CardioLog Analytics is the ultimate Teams, SharePoint and Office 365 analytics tool that provides metrics to optimize your environments, with unique engagement services, reports and features that go above and beyond any other analytics solutions.

	<b>ENGAGE</b> Connect to your portal and website users to understand their challenges	
<b>MONITOR</b> In-depth SharePoint analytics, insight, and usage reports		<b>ENHANCE</b> Increase corporate productivity and improve portal and website ROI


Top Reasons to Select CardioLog Analytics<sup>SaaS</sup> for Office 365 & SharePoint




**1**  
**Tailor Made**  
Designed specifically for Office 365, SharePoint and Yammer



**2**  
**Quick Setup and Low Efforts**  
Easy to implement and quick setup process. Get insightful reports with minimal efforts



**3**  
**Enhanced User Interface**  
Tightly integrated with Power BI



**4**  
**Ease of Use**  
Instant reports with minor IT efforts. Connect to your data anywhere



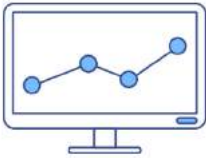
**5**  
**Lowering Operation Costs**  
No upfront costs, infrastructure, hardware, software licenses(i.e., OS, SQL, etc.), or maintenance



**6**  
**Robust and high availability**  
Hosted on Microsoft Azure Cloud ensures that data is collected and available



**7**  
**Unlimited Scaling Options**  
Supporting small (SMB), as well as large traffic volumes (Enterprise)

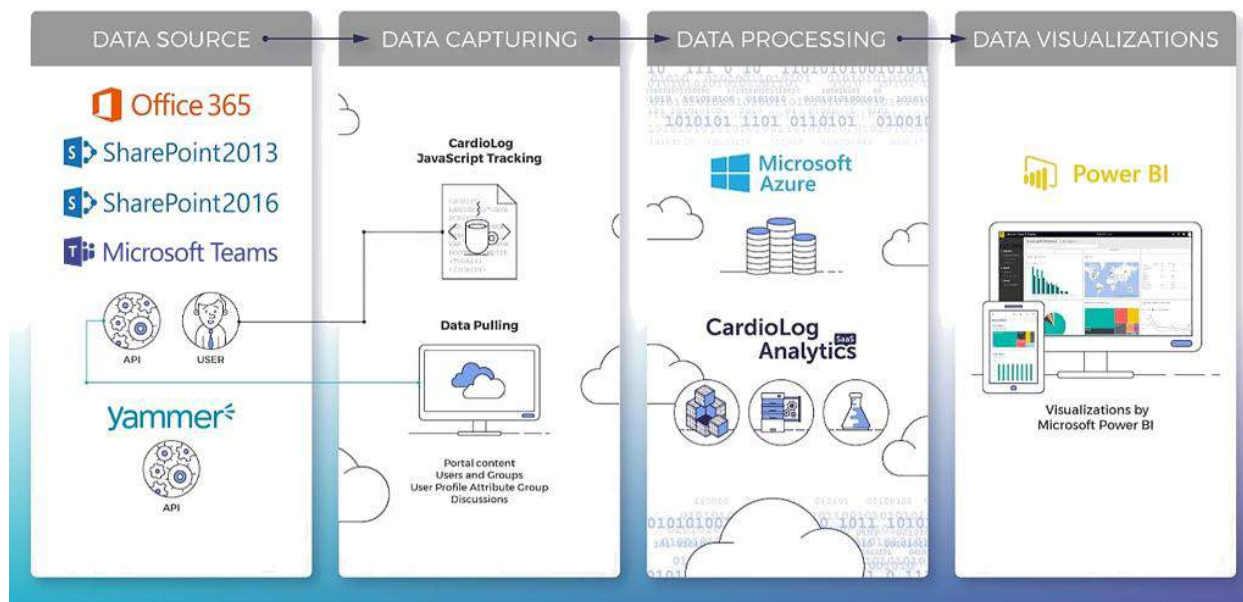


**8**  
**Service-Oriented Architecture (SOA)**  
Better Performance



**9**  
**Highly Secured**  
Security is done by software professional and over Azure's secured platform

## CardioLog Analytics SaaS Schematic Overview



CardioLog Analytics SaaS's architecture is built upon four main layers. The first layer illustrated above is the "Data Source" layer. This includes all the main sources that CardioLog Analytics SaaS can track, including Office 365, SharePoint 2013, 2016, 2019, Teams and Yammer. The solution combines both tracking of user behavior with data pulled from various APIs as well as user behavior captured by a JavaScript code, which allows for tracking all kinds of information including what pages users viewed and what they searched for. This data is combined with information that we gather from SharePoint and Yammer APIs. This mechanism allows for the capturing of much more information such as portal content, structure, users, groups, profile attributes and much more, which allows you to filter and segment your reports. This provides information beyond what's attainable by just tracking user behavior.

Once data is captured, there is a mechanism that processes the data and combines it into analytics that are displayed in reports. Finally, the information is displayed at the Data Visualization level. The data is visualized through Power BI, a powerful visualization agent provided by Microsoft. The data is processed and then displayed in a very attractive way, allowing the user to attain important insights regarding their Office 365 portal.

## The values that our solutions will have for your SMB

CardioLog Analytics and CardioLog Engage enable SMBs to improve the usability of their intranet, engage, their users, drive portal collaboration, boost their ROI, and enhance the overall productivity of the business. SMBs have found great value in these solutions combined. We provide insightful data and also a way to use these insights to take action, whether it is quick polls to take the pulse of user satisfaction to gather data about their knowledge of and satisfaction with a platform or automated surveys to offer employees a way to ask questions or give feedback about what can be improved in the platform.

### Key Advantages for SMB:

Organizations can help your customers contact their employees directly – With CardioLog Engage, you can drive more adoption easily. Tell them about new features and ask for their experience.

What other benefits will an SMB get from using CardioLog Analytics and CardioLog Engage:

- **Offer insights for your customers**

SMB's can keep their portals organized by leveraging CardioLog Analytics. Actionable data could drill down as deep as finding out exactly which documents are being used or not. The organization can then easily and effectively surface popular or important documents.

- **Target training**

CardioLog Analytics can help SMBs offer more targeted training for users based on who uses Office 365. If in the data the organization sees a certain user / group is not using a specific feature, it would be clear that users need more training on this.

- **Improve search**

CardioLog Analytics will give a very clear indication of what the users are searching for, and also with failed vs successful searches for each term, it will be clear is the users are finding what they are looking for. If they are not it will waste a lot of time and affect productivity., but with CardioLog's insights the SMB can now make improvements to save a lot of wasted time and improve overall productivity and drive adoption.

- **Help customers utilize subscriptions**

CardioLog Analytics can help SMBs to get the most out of their subscriptions by tracking which external subscriptions are being used. With these insights the company can drive adoption and usage of these subscriptions by quickly and easily launching internal campaigns in CardioLog Engage to push users to be more active on those platforms where usage is lacking.

- **Track Teams usage**

With CardioLog Analytics' Teams insights, the SMB can now get some clarity on activity within Teams, everything from who interacts with whom, who the top contributors are to which content is being used and share. With these actionable insights the organization can drive usage, productivity and collaboration in Teams by launching campaigns in CardioLog Engage to target the right users and the right time with the right message.

