

Gain Rapid Business Insights



PRODUCT OVERVIEW

Omniure Discover OnPremise™ enables organizations to quickly analyze large volumes of rapidly evolving data in real-time. The powerful visualizations provided by Discover OnPremise allow users to immediately infer meaning to make quick business decisions that improve overall business performance. Discover OnPremise accepts data from any source, including data warehouses and business intelligence tools. Omniure Discover OnPremise is part of the Omniure Online Business Optimization Suite.

BUSINESS CHALLENGES

Call centers, ATMs, point-of-sale systems, kiosks, RFID tags, and reservation systems have two main things in common. First, they generate massive amounts of rapidly changing data. Second, most available tools used to analyze very large volumes of data trade off the breadth and depth of the analysis with the time it takes to arrive at meaningful business insights. As a result, organizations have struggled to make timely, intelligent business decisions.

THE SOLUTION

Omniure Discover OnPremise helps organizations analyze very large volumes of data and use that information to make well informed strategic business decisions.

- » Make informed decisions based on rapid data discovery on billions of records
- » Work intuitively with a visual interface to define free-form queries
- » Powerful visualization techniques to uncover underlying trends
- » Navigate from high-level trends down to granular contributing data
- » Add new data sources flexibly in a matter of minutes, not days and weeks
- » Extend the data model, or the dimensionality of the analysis, without rebuilding data cubes

BENEFITS:

- » **Load Structured Data**
Load and analyze any structured data; no pre-aggregation required for analysis.
- » **Analyze by Dimension**
N-dimensional analysis of data, with the ability to add new dimensions on the fly.
- » **Segment Data**
Unlimited segmentation and filtering capability to discover meaningful business insights.
- » **Visualize Complex Data**
Powerful visualization to make complex data and trends easy to understand.
- » **Free-Form Queries**
Rapid analysis of free-form queries to get information to decision makers quickly.

KEY FEATURES

Data Collection

- » Flexible data collection options from one or multiple sources including delimited, XML and ODBC formats
- » Easily load integration meta-data about customers, products, or campaigns
- » Collect data in real-time or batch mode

Extract Transform and Load (ETL)

- » Easily extend the data schema for analysis
- » Visibility into processing steps for data validation and auditing
- » Automated system checkpoints for faster data reprocessing and recovery
- » Extensive data transformation options include parse, append, merge, and categorizing of data for processing and extraction

Rapid Performance

- » Parallel processing for greater performance and scalability
- » 'Whole dataset' processing on billions of records at a time
- » Randomized statistical technique that provides approximate results for trends analysis immediately, queries refined incrementally until query completion

Visualization

- » Visualizations include line and bar charts, tables, scatter plots, 2D and 3D process maps, path browsers, and worksheets.
- » Automatically add color coded legends for better visualization
- » Setup visual markers before or after any event to track activities and trends over time
- » Visualize spatial data such as customer, store, ATM, or competitor locations on interactive global maps

Dimensions and Metrics

- » Multiple pre-defined dimensions types including simple, many-to-many, numeric, and time based
- » Unlimited cardinality dimensions eliminate data truncation or roll-off
- » Ability to define user-specified dimensions and calculated metrics
- » Extensive built-in metrics and dimensions logic
- » Searchable dimensions to quickly find specific elements

Advanced Segmentation and Filtering

- » Create an unlimited number of real-time segments based on any data in the data set
- » Filter Editor provides comprehensive logic to create segments and subsets of an entire dataset
- » Segment Export to group customers and export on a one-time or continuous basis to external systems

Analytics

- » N-dimensional analysis capabilities to automatically correlate and cross-tab all data
- » Share dimensions, metrics, and analysis workspaces to collaborate with colleagues
- » Annotation call-outs for data clarification and explanation
- » Excel-like worksheets to build scenarios and KPI dashboards
- » Navigate from high level trends to contributing data at its most granular level
- » Data correlations and confidence metrics guide user analysis and validate conclusions

Reporting

- » Automated report distribution via email or reporting portal
- » Automated output to Microsoft Excel templates eliminates the need for data manipulation and formatting
- » High-quality reports can be printed or exported to other Microsoft Office products
- » Ability to export both pre-processed and post-processed data to other systems such as a data warehouse

OMNITURE—THE LEADER IN ONLINE BUSINESS OPTIMIZATION

Over 4,500 companies around the world rely on the Omniture Online Business Optimization suite of products and services to better understand customer needs, boost the power of online marketing and achieve higher ROI across multi-channel business initiatives. Omniture products offer superior usability, support multiple languages and currencies, and are delivered securely via an on-demand infrastructure that is designed to scale with customer needs.

Powered by the industry's leading Web analytics platform, the suite is supported by world-class services and a rich ecosystem of partners, developers and agencies. Omniture Client Services include Client Care™, with flexible support options and global access; Omniture Consulting, with a world-class implementation methodology and industry best practices; Omniture University™ with on-demand and in-class certification programs. Omniture Genesis™ is an accreditation program for partners that integrate their products and services with Omniture.

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