



Measure and Maximize the Value of Your Sales Portal

The Power of BroadVision Business Intelligence

BroadVision Business Intelligence, built on state-of-the-art Teradata technology, integrates the industry's most advanced and scalable analytic solution with BroadVision Commerce™ to give companies the information they need to maximize the return on e-commerce investments.

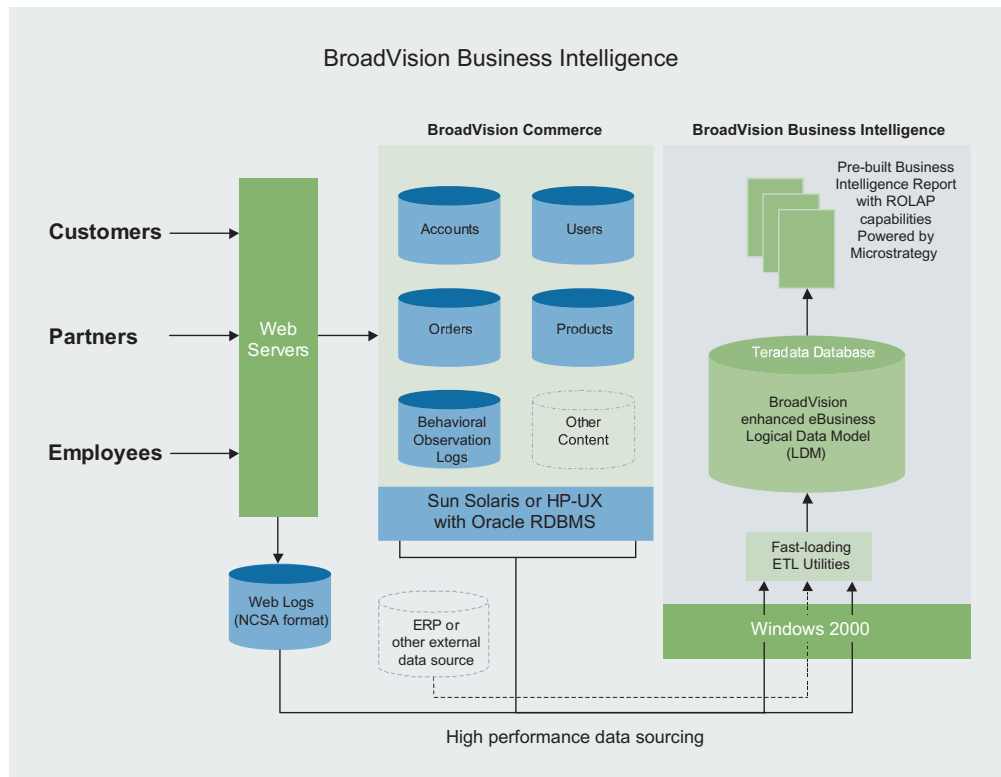
As organizations seek to improve efficiency, revenue and return on investment, they face one simple fact: if you can't quantify it, you can't improve it. BroadVision Business Intelligence gives BroadVision Commerce customers the hard data and analytical capabilities they need to measure and maximize the value of their sales portal.

BroadVision Business Intelligence enables managers to conduct multi-dimensional analysis of complex data—including sales trends, customer segments, customer purchase behavior and portal performance—and then base business decisions on real data rather than intuition. It provides insight into online customers with a comprehensive set of out-of-the-box business intelligence reports, the ability to create custom reports, and complex targeted analysis functionality. Plus, it makes all this information about online business available in near-real time, so organizations don't need to wait for periodic updates of summarized information.

How BroadVision Business Intelligence is Different

BroadVision Business Intelligence improves profitability of BroadVision sales portals by helping organizations increase revenues, reduce costs and boost productivity. It does this by enabling organizations to better understand their customers and partners, so they can be more effective in reaching out to the right customers while decreasing the costs of serving them. It provides managers with the information they need, in a form they can understand, with flexible and easy-to-use tools so they can interact with the data and collaborate with their peers. This empowers an organization's expert staff to leverage the information in their enterprise systems to spot trends, track the impact of decisions, determine the right products and services for their customers time after time and ultimately build one-to-one relationships with customers and partners.

BroadVision Business Intelligence performs a comprehensive evaluation of the sales portal. It helps organizations understand customer, partner and prospect activity, to respond rapidly to problems such as abandoned shopping carts and purchase orders, order fulfillment backlogs, full RFQ pipeline or low contract-purchasing activity.



Features

A complete, end-to-end solution specifically packaged for BroadVision customers, BroadVision Business Intelligence includes:

- Utilities, analytics, and training for both non-technical users and system administrators.
- High performance Teradata database platform.
- High performance optimized Extract, Transform, and Load (ETL) utilities for moving data from BroadVision data sources into a data warehouse for a complete picture of partner/customer behavior and business results.
- BroadVision Business Intelligence's comprehensive, pre-built e-business logical data model (LDM) which accommodates a broad range of data on all visitor transactions and interactions, resulting in faster implementation, lower risk, and more comprehensive analysis.
- Over 60 sophisticated, user-modifiable business intelligence reports, based on industry-leading Relational On-Line Analytical Processing (ROLAP) technology, which deliver multidimensional analysis for discovering meaningful patterns and trends in customer behavior.
- Reporting tools with ROLAP capability; Microstrategy Intelligence Server Standard Edition, Web Analyst, Agent, Administrator and Architect.
- Instructor-led training and CD-based training for Teradata E-Business Analytics and Microstrategy.

Reporting vs. Analysis

Reporting tells what happened, through the creation, retrieval, and distribution of predefined, repeatable reports. Business Intelligence helps determine why something happened, through sophisticated data exploration and on-demand, ad-hoc analysis. Business Intelligence enables companies to identify trends. It is an iterative, interactive process of exploring information in order to understand it more fully and predict and drive customer behavior in the future.

BroadVision is a global provider of personalized self-service web applications. Our integrated suite of process, commerce, portal, and content solutions helps customers rapidly increase revenues and reduce costs. Over 1,000 organizations—including Wal-Mart, Vodafone, Cardinal Health, Hewlett-Packard, Toyota, Japan Airlines and the U.S. Air Force—serving nearly 60 million registered users, rely on BroadVision's open solutions to power and personalize their mission-critical web initiatives.

Technical Specifications

BroadVision Business Intelligence supports industry standards and leading technologies.

Web Servers

Apache HTTP server

iPlanet NES HTTP server

Any web server that generates web logs in NCSA Common log format

J2EE Application Servers

BroadVision Commerce on BEA WebLogic or BroadVision Application Server

Hardware Platform

BroadVision Commerce on Solaris or HP-UX

BroadVision Business Intelligence on Windows 2000

Databases

Oracle 8i

About Teradata

Teradata, a division of NCR Corporation (NYSE: NCR), is the global leader in enterprise data warehousing and enterprise analytic technologies and services.

Business Intelligence Reports for Every Need

BroadVision Business Intelligence features over 60 pre-built business intelligence reports, including:

- Purchase performance analysis by customer segment, over time
- Transaction or ordering preference by customer segment, by product, and by time period
- Customer conversion trend analysis
- Top products that drive large orders
- Site statistics including average session duration, new customers by date, path analysis, peak hour traffic, top 25 exit pages, unique visitors per week
- Abandoned product frequency analysis

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