



Secure web analytics for high volume and mission-critical web sites

Metronome Labs delivers secure web analytics for the most demanding sites. When your data volumes are massive or you require tight data security, traditional web analytics can't do the job. Now, Metronome Capture gives you smart, secure data collection. Metronome Explain delivers secure traffic analysis and reporting. Our highly scalable solutions deliver better data with less effort and lower cost—all from inside your firewall.

Your site is your business

You can't afford to fly blind when your site *is* your business. It has to be up and available to millions of visitors each day. Every transaction must work or you lose business and customers forever. With massive data volumes, you can't rely on anything less than the most highly reliable, highly scalable systems. With your reputation—and your business—at stake, you won't trust your proprietary data or your customers' information outside of your direct control. Knowing what's happening while maintaining security and protecting privacy is no small feat—until now.

Banish page tags

Metronome Capture appliance passively captures and analyzes all your site traffic at one point inside your firewall. There are no security or privacy concerns about your data going offsite. There are no costly monthly payments for an ASP service. Metronome Explain analytics is a powerful solution that can join the web data with your enterprise, IT operations and marketing databases to create a more complete picture of your visitors without the risk and expense of sending large datasets across the Internet. Or, you can feed the data to your current analytics solution.

Metronome Capture provides richer data collecting a complete picture, including even server errors. Stop maintaining page tags on your web pages:

just plug in a Metronome unit and immediately start collecting actionable data.

Tame your web logs

Web server logs provide information about the pages and graphics sent to visitors. But one page view results in hits for each image and object on the page. These hits bloat your logs without adding much value. If you have a server farm, a single visitor's interaction may be spread over multiple logs, making it difficult to understand what they did. Processing many logs containing mountains of useless data and organizing it into useable visitor sessions takes computer power, time and support resources. Writing out web logs slows your servers and decreases your site capacity. As your traffic increases, so does your web log nightmare.

Turn off your web server logs and gain server capacity. Metronome solutions capture your traffic then filter, transform and sessionize it in real-time into one log file, in any format you need. Data is ready to load into your database or analytics package without complex pre-processing. Metronome data is richer and more complete with actual page load times that the server never sees. With Metronome Explain visualization and reporting, you'll use the data to develop insights that will transform your business.

Secure web analytics

Metronome Explain secure web analytics delivers a “Best in Class” turnkey solution using WebAbacus™, a powerful and flexible analytics package. You get the richness of BeatBox Capture data with analytics that enable you to view your traffic at the visitor, visit, page view and hit level without any changes to your site. Metronome Explain report suites are available for the following applications:

E-commerce

Provides information about the commercial effectiveness of a site, including conversion rates and values, and conversion-related behavior analysis (e.g. checkout attrition).

E-marketing

Analyzes response to multi-channel digital and offline marketing activities, including post-click and post-impression response when implemented in conjunction with an online ad-server.

Content Optimization

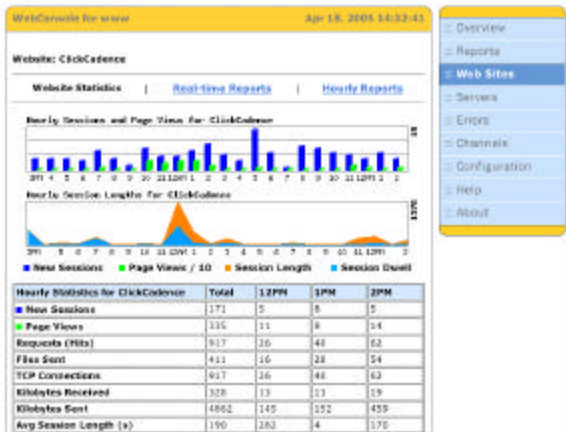
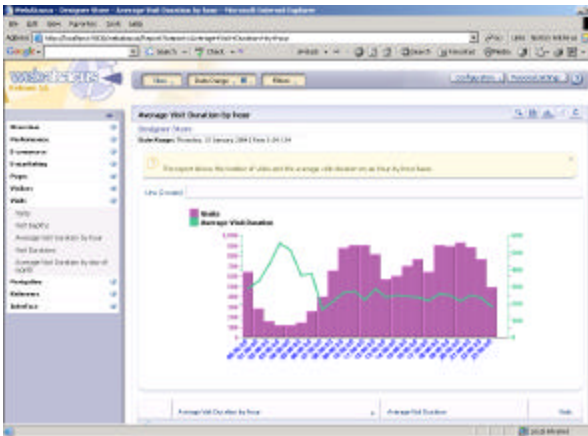
Facilitates provision of the right content to the right people by analyzing content usage by user group for publishing and intranet sites.

Or, you can easily integrate Metronome Capture with any analysis solution you prefer. Metronome Capture is a snap to integrate because it can produce log files in any format. Either way, you can adapt the analytics to your needs by configuring Metronome Capture to collect additional data and build your own reports. Metronome Capture can even extract tags and data from HTM. You can import data from your corporate and marketing databases or reference it on the fly when reports are run to provide a complete picture of your marketing campaigns and visitor activity.

Real-time reports & alerts

Metronome Capture rules can alert you to interesting or suspicious events in real-time. You no longer wait the hours or days it might have taken to process the data from web logs to find problems.

You can configure Metronome alerts to immediately notify you of errors or suspicious events such as a U.S. purchase from IP address in Romania. The Metronome web console provides a dashboard of real-time statistics about your site.



IT and Help Desk forensics

When a visitor has a problem on your site, how do you track it down? Metronome Capture sessionizing and path analysis enables you to quickly find the problem session and see exactly what happened. And you don't have to wait until tomorrow; the data is available immediately. You can search for a session by any criteria. You can drill down to the page views and hits for that session to see what actually happened.

Sessionizing

Metronome solutions automatically identify each unique visitor on your website in real-time because they can see all the transactions across all the servers. Metronome Capture software organizes every page view and hit into a unique session. With our unique Capture beacon you can look for patterns of interest by tracking sequences of events as they happen.

Geo location

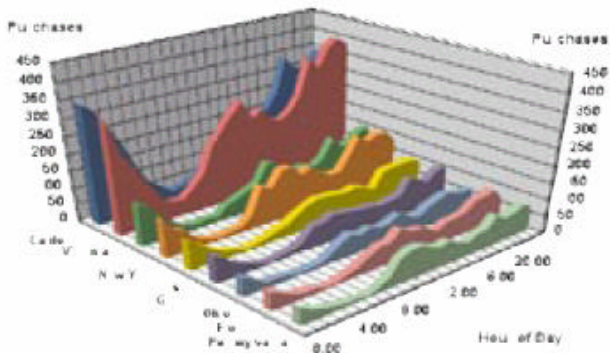
Metronome Capture geolocation uses an integrated database from Quova® to instantly pinpoint each visitor's physical location (country, state, city) and identify their connection information (ISP, network carrier and connection speed). You will know where your visitors are coming from. You can monitor connection latency from different cities to troubleshoot response problems.

SSL decryption

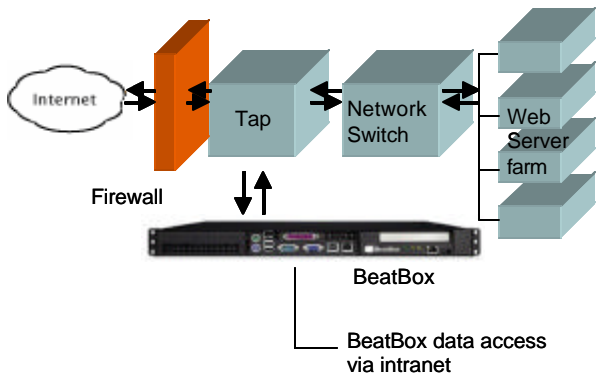
Many important transactions are conducted with encrypted data. When you provide Metronome Capture software with the encryption keys, it will decode SSL traffic inside your firewall and apply filtering and transformation just as it would to other traffic. Metronome Capture rules can mask out sensitive data such as credit card or social security numbers to ensure privacy.

Physical security

Metronome Capture collection is totally passive. It does not add any overhead to your network and cannot be a point of failure. The capture ports cannot transmit data and do not have an IP address so they are totally secure from attack.



BeatBox gives fast insight into purchase activity by location and time.



Integration friendly

Metronome Capture standard data and file formats give you a wide range of integration options. Use ELF, CSV, TXT, etc. to load your current analytics package. Use ODBC, JDBC to load database tables in real-time or periodically. Stream data to an IP address on your network such as a database server. Build your own custom applications using XML over HTTP.

Scalable

Metronome Capture dynamic clustering allows multiple appliances to automatically share the load. When a Metronome Capture unit is added or removed, the others dynamically adjust to share the load evenly. The cluster senses if a member of the cluster fails and reconfigures itself. Capture clusters are currently installed on some of the busiest retail sites.

Easy installation

Metronome Capture appliance is supplied as a rack-mount unit that is ready to go. Just plug it into a Tap or SPAN port and start collecting traffic. Access to Metronome Capture is over your intranet via an additional network port which is not exposed to the internet. You can access the configuration console and reports from a browser. You can stream data or transfer files to another computer on your intranet. Alternatively, Metronome Capture software can be supplied on a CD to run on your own Linux system.



Proven product, solid backing

Metronome solutions are based on the proven BeatBox appliance. Over 150 BeatBox appliances are widely installed including in some of the busiest e-retail sites. BeatBox products are robust and are backed by Mercury Interactive®, the leader in Performance Monitoring. Metronome Labs extends the BeatBox technology, creating turnkey solutions for your specific requirements.

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