Vendor Slides

- The following slides are vendor slides for vendors who specialize in web/e-commerce data mining and/or visualization.
- Each vendor was allocated two slides:
  1. How it differentiates itself and contact info
  2. An interesting visualization
- Notes:
  - Vendors are listed alphabetically (by company name)
  - We invited all known relevant vendors to submit, but some declined (e.g., E.piphany, Broadbase) or did not respond.
Accrue Software, Inc.

- Accrue differentiates itself as follows:
  - Superior Modeling: Accurately model the complexity of the largest e-businesses
  - Advanced Scalability: From collection, processing, data mining and analysis
  - Flexible Analytics: Configurable reporting through predictive and descriptive data mining and interactive OLAP interfaces.

- For more information about Accrue, see http://www.accrue.com or contact sales@accrue.com
Advanced, Intuitive Reporting

Cart Activity by Category

Days Between Visits 1 and 2

Content Preferences by Number of Visits

Jon Becher and Ronny Kohavi
OpenViz by Advanced Visual Systems

- Highly interactive data visualization for business intelligence and decision support
  - 2D & 3D visualization in Web browsers, integrated applications and office suite documents
  - Designed for COM and Java; all major platforms
  - Integrates all types of data from multiple sources

- For more information about AVS, visit www.avs.com or write info@avs.com
OpenViz by Advanced Visual Systems

- Over 200 visualization techniques enable unlimited scenes and interactivity. Provides end-users with access and insight to more data—with less complexity.

- Hidden patterns, trends and correlations within all types of business information are easily detected and brought to life.

- Filtering, region selection, sorting, drill-down and other dynamic features are built in to the OpenViz platform. Server-side image generation and client-side viewer technology overcomes data collection and content delivery challenges.
Blue Martini Software

- BMS differentiates itself as follows:
  - Integrated solution across all touchpoints (web site, call center, wireless, e-mail/campaign management)
  - Automated building of the data warehouse
  - Superior clickstream and business events collection
  - Rich analysis, including reports, mining, visualizations

- For more information see http://www.bluemartini.com or contact info@bluemartini.com
Tree Visualizer and Heat Map
digiMine Inc.

- digiMine Analytic Services differentiates itself on the following three factors:
  - Hosted Business Intelligence Service
    - Speed of deployment, high value, intuitive UI
  - Data Mining Analysis for massive online and offline data sets
    - Dynamic User Segmentation
    - Affinity Analysis
    - Personalization and Recommendation
  - Comprehensive Data Warehousing Service
    - Incorporates wide variety of data sources
    - Direct integration with data mining provides actionable results

- For more information about digiMine Inc, see http://www.digiMine.com or contact info@digiMine.com
digiMine Analytic Services

- Interactive reports that are accessed over the internet.
- Intuitive UI that requires no programming.
- Rich information to support the Business decision maker.
- Visualization of key strategic insights, patterns and trends.
InfoScent Research: Xerox PARC

- Information Scent is the user’s perception of value and cost of information content of a hyperlink.

- The overall goal is to model Web user information needs
  - Predict user surfing and navigation behavior
  - Develop new visualization and Web usability metrics

- For more information about InfoScent, see http://www.infoscent.com or contact echi@parc.xerox.com
InfoScent Research: Xerox PARC

- This visualization shows the actual user paths from server logs (yellow lines), and predicted user destinations (red ticks).
Manna™ Inc.

- Manna differentiates itself on the following three factors
  - Analytic capabilities, including:
    - Automated learning
    - Simulation
    - Sensitivity Analysis
  - Business Intelligence applied while the customer is still interacting with you
  - Predictive models designed to interact with OLTP systems (Web, Call Center, Wireless)
- For more information about Manna Inc., see http://www.mannainc.com or contact sales@mannainc.com
FrontMind® Visualization

Rule234 Estimation Results

Expected acceptance change (%) given Attribute Age the following value ranges:

Value Ranges | Result Expression 1
--- | ---
0.3 babies | 33%
3.6 younger kids | 55%
6.12.5 older kids | 65%
12.5:16 younger teenagers | -30%
16:20 older teenagers | 3%
20:23 early twenties | 0%
23.26 mid twenties | 3%
26:30 older twenties | 12%

Value Range Number
MicroStrategy 7’s key strengths for Web Traffic Analysis:

- Ability to analyze transaction-level, multi-terabyte sized data sets on any relational database
- Unmatched analytical richness and extensibility
  - Over 150 statistical, financial and mathematical functions and the ability to plug-in 3rd party or proprietary algorithms
- Truly embeddable platform architecture with open COM/XML/Java SDK for ease of integration with other technologies and applications
- Unmatched schema support allows true multidimensional analysis without restrictions imposed by Cube-centric approaches
- Used by 3 out of top 5 Web Traffic Analysis Vendors
Welcome back!

Dashboard: Your Web Business at a glance

# Unique Visitors per Week | Average # Visits per Day

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td># visitors</td>
<td>1,400</td>
<td>1,200</td>
<td>1,000</td>
<td>800</td>
</tr>
</tbody>
</table>

Depth by Frequency (graph)

Visit Frequency Range | # visits | % contribution to total # of visits | Average View Time (secs per visit) | Average # pages per visit |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>one time visitor</td>
<td>403</td>
<td>14.69%</td>
<td>124.17</td>
<td>3.21</td>
</tr>
<tr>
<td>2-5</td>
<td>901</td>
<td>31.05%</td>
<td>194.13</td>
<td>3.16</td>
</tr>
<tr>
<td>6-10</td>
<td>300</td>
<td>13.09%</td>
<td>140.77</td>
<td>2.32</td>
</tr>
<tr>
<td>11-16</td>
<td>127</td>
<td>4.32%</td>
<td>28.12</td>
<td>1.90</td>
</tr>
</tbody>
</table>

- Web Traffic Analytics and Reporting via Web, Wireless and Voice

Jon Becher and Ronny Kohavi
MINEit Software

- MINEit differentiates itself by delivering automatic knowledge generation technology to build powerful contextual marketing solutions, through our interactive workbench, for analysis of online behaviour which:
  - uses data mining algorithms tailored to web data usage
  - allows interactive drill-down & slice-dice KPIs
  - has meta modelling capabilities
  - has an open knowledge interface using PMML
  - has domain knowledge incorporation
  - visualizes results on web site map (KPI mapping onto Web Site structure)

For more information about MINEit visit http://www.mineit.com or contact info@mineit.com
Easyminer Visualisation
Quadstone

- Quadstone differentiates itself on the following three factors
  - Scalability – parallel processing techniques allow manipulation of vast amounts of data interactively
  - Designed for business users – intuitive GUI, transparent algorithms, interactivity, multi-dimensional visualization
  - Multi-channel – open system that can draw data from a wide variety of data sources to create 360° view of the customer.

- For more information about Quadstone, see http://www.quadstone.com or contact info@quadstone.com
Quadstone

- The two images on the left are visualizations of web log data, showing where visitors have come from, what sections they visit and their ultimate action. On the right is a geographic display of a customer base.
Sane Solutions, LLC

● Sane Solutions’ NetTracker® differentiates itself on the following three factors:
  ➢ Creates fully documented clickstream data mart designed for easy integration with data mining and eCRM applications
  ➢ Server plugins for Apache, IIS & iPlanet gather additional information not available in web server logs
  ➢ NetTracker is priced lower than competitive solutions (starting at $9,995)

● For more information about Sane Solutions, see www.sane.com or e-mail info@sane.com
NetTracker®

- NetTracker’s web browser interface runs on most platforms and is easy to use
SAS Institute

- SAS is differentiated by
  - Unmatched ETL and Data Manipulation Tools
  - Enterprise-wide running on numerous platforms
  - Extensive Analytical Capabilities—25 years strong
    - Predictive models (regressions, neural nets, trees, etc.)
    - Exploratory Data Analysis (clustering, SOMs, etc.)
    - Time Series & Forecasting
    - Optimization

- For more information
  - Visit http://www.sas.com
SAS

Cool visualization of significant paths on our publications web site
SPSS

- SPSS Clementine ships with templates for Web mining to aid:
  - Web log cleaning and combining logs with other data
  - Data exploration and reporting
  - Predictive modeling for web events such as purchases

- For more information about Clementine, see http://www.spss.com/clementine or contact sales@spss.com
Clementine Web template
Visual Insights’ eBizInsights

- eBizInsights differentiates itself on the following three factors
  - Complete web site analysis solution
  - Visual Discovery and RealTime3D reporting
  - Revolutionary visual path analysis

- For more information about eBizInsights, see http://www.visualinsights.com or contact sales@visualinsights.com
Visual Insights