

Mergence®

For Better Reporting on SharePoint® Usage



Mergence supercharges existing web analytics tools (SiteCatalyst, Webtrends and Google Analytics) by measuring how users access information, how they interact with content on the site, how they navigate and what they find useful. With these new insights on SharePoint® usage, you will be able to increase usage of your organization's SharePoint site and ultimately improve employee productivity.

Mergence is for you if...

- ◆ You need to capture deeper Microsoft SharePoint metrics than those supplied by out-of-the box SharePoint
- ◆ You need to organize content, enable communication, and enhance collaboration and efficiency
- ◆ You need to understand which areas of the Intranet are working and adding value and which require refinement
- ◆ You want to re-market back to visitors that have started key transactions but not completed them
- ◆ You need to pinpoint areas for optimization such as system navigation, usability, content effectiveness and onsite search behavior
- ◆ You need to know which content has been used by individual employees, various departments, or different levels of management
- ◆ You need to improve the ROI of Microsoft SharePoint
- ◆ You want to best allocate limited resources

Your Challenge

The value of SharePoint has been hampered due to its limited native reporting capability and the complexity of the SharePoint software model.

Although SharePoint poses unique and difficult reporting challenges, the configuration and the overall value of SharePoint can be greatly increased through the collection of usage statistics, measurement of content efficacy, and simplification of communication channels.

Our Solution

With Mergence®, organizations can obtain employee-centric insight into the use of their Microsoft SharePoint environments, including:

- ◆ Display of specific Web Parts and sites/sub-sites
- ◆ Document activity such as checkouts, downloads, and approvals
- ◆ Paths taken and SharePoint breadcrumbs followed
- ◆ Business transaction completions
- ◆ Search intelligence such as search terms, results viewed, and search refinements

Web Parts viewed by User

	User Name	Count	% Count
1.	Eric Stevens	101	33.11%
	Announcements	101	33.11%
	Links	58	19.02%
	Calendar	49	16.07%
	Service Links	40	13.11%
	Corporate Favorites	40	13.11%
2.	Sheri Ball	52	17.05%
	Announcements	52	17.05%
	Links	39	12.79%
	Calendar	16	5.25%
	Personal Favorites	13	4.26%
	Corporate Favorites	13	4.26%
3.	Richard Chomsky	44	14.43%
	Announcements	44	14.43%
	Personal Favorites	34	11.15%
	Service Links	34	11.15%
	Corporate Favorites	34	11.15%
	Links	10	3.28%

Technology

To track document actions (e.g., downloads, edits, permissions set, etc.) in SharePoint, most solutions require changes to a key SharePoint file called core.js. Most IT staff will not allow modification of core.js files, and it's not an option for clients using SharePoint hosted service since the file isn't accessible to customers. Any upgrades or point releases to the SharePoint environment frequently result in updates to the key SharePoint files and require re-application of changes to core.js. Mergence adds a set of libraries which run between SharePoint and the web analytics tool of choice: Webtrends, Google Analytics or Adobe. This does not require changes to core.js.

Breadcrumbs viewed by User			
User Name	Occurrences	% Occurrences	
1. Sheri Ball	515	26.10%	
Intranet	189	9.58%	
Analytics Services	118	5.98%	
Client Service Activities	117	5.93%	
New Item	114	5.78%	
MARS Responsibility	1	0.05%	
Operations	54	2.74%	
On Demand Page Views	25	1.27%	
New Item	23	1.17%	
Contracts	22	1.12%	
New Item	6	0.30%	
Reports	1	0.05%	
Library Book Checkouts	2	0.10%	
Clients	2	0.10%	
On Demand Survey	2	0.10%	
Human Resources	1	0.05%	
Holidays	1	0.05%	
General Pictures	15	0.76%	
IMG_9897	3	0.15%	
Golf club meets end!	2	0.10%	
2. Eric Stevens	440	22.30%	
Intranet	142	7.20%	
Analytics Services	80	4.05%	
Retain Agenda (5-Day)	19	0.96%	

Content Groups and Content Sub-Groups			
Content Groups	Visits	Page Views	Average Time Viewed (seconds)
1. Analytics Services	157	1,094	77.75
Client Service Activities	106	426	112.7
Client Service Activities - New Item	69	240	65.3
Home - Analytics Services	57	80	16.46
MARS Responsibility	20	25	150.44
System Logins	13	19	25.87
2. Intranet	116	454	22.62
Home - Intranet	106	133	32.99
General Pictures	14	131	16.31
General Pictures - IMG_9893	12	16	84.2
General Pictures - all servers	11	15	8.86
General Pictures - IMG_9891	11	13	5.23
3. Operations	42	324	85.54
Home - Operations	29	43	8.72
Contracts	24	137	155.06
Public Documents	7	20	52.63
Contracts - New Item	5	6	129.17
Clients	5	11	24.9
4. Sales & Marketing	24	131	26.03
Public Documents	19	60	39.68
Home - Sales & Marketing	15	21	4.3
Upload Document	4	4	35.33
Sales "Gotchas"	3	11	10

Mergence Provides Answers to These Questions:

- ◆ Which content are individual employees viewing most frequently and which employees have viewed that content more than anyone else?
- ◆ Which Web Parts are being viewed and interacted with most frequently?
- ◆ What actions are employees taking (e.g. downloads, edits, permissions set, etc.)?
- ◆ Which sites and sub-sites (e.g., team sites, collaboration sites, etc.) are used most frequently?
- ◆ Which content do managers use most often?
- ◆ How do mid-level managers utilize content differently than upper level managers?
- ◆ How can we increase usage of SharePoint and thereby improve employee productivity?

Measure Community Engagement

Organizations that implement Mergence can view the content interaction between individuals, teams, departments and the organization as a whole. They can learn which content and actions on the site create a value-add to the organization and further optimize for the changing needs of each type of employee and the various segments within the organization.

Improve Employee Productivity - Gain Faster ROI

The deeper insights on SharePoint usage provided by Mergence will enable better strategic decisions which lead to employees using corporate intranet sites more efficiently. This translates to improved employee productivity. Imagine the \$thousands you could save in one year if each employee saved just five minutes per week! For example, a company with 1,000 employees earning an average salary of \$75,000 would save \$150,000 per year.

As communications and collaboration capabilities evolve, understanding their value and relevance to the organization becomes more critical. For most organizations, what started out as a "nice to have" communication vehicle has turned into an almost mission-critical hub for internal teamwork. Unilytics is focused on providing solutions that enhance your organization's ability to measure and improve the usage of such tools to enable your organization to thrive.