



Why Analyze Your SAP Portal? 4 Eye-Opening Discoveries from Mundipharma

How often do your users log into the portal? What pages are visited the most? Can you truthfully answer these questions which feed the ROI of your SAP Portal? Sweetlets presents client feedback on implementing Click Stream reporting tool and why SAP NetWeaver Portal analytics is essential to a successful portal.

"We have been using Click Stream for over two years now and have been through many updates. We've seen this product evolve from a 'nice to have' to an analysis tool we cannot do without. This is the complete statistical tool missing in SAP Portal."

Daniel Stasiak, Senior Consultant Web Applications/Portal Enterprise Applications, Mundipharma

Mundipharma came from a Microsoft IIS based intranet web solution server and was comfortably using a popular statistical tool for analyzing usage. But with the new addition of an SAP NetWeaver Portal, analyzing their return on investment was a high priority. Mundipharma knew making this new portal a winner required a whole new set of analytical tools, but which ones? These tools *must* provide essential tasks such as detecting user patterns and exposing key traffic data.

However, there was a problem... The initial search results for portal monitoring tools did not look promising. The convenient and user friendly solution they were seeking did not appear to be readily available in the SAP Portal space.

The Frustration – A Last Resort

Mundipharma's extensive search for an SAP Portal analyzing tool, satisfying to them, turned up nothing. Frustration set in and the team had almost come to terms about not enjoying the benefits from the reports they were used to. *"Being disciplined with a popular IIS based web usage analysis tool, we were missing the level of detail with many reports,"* comments Daniel Stasiak.

The Solution – From Doubt to Surprise

Finally, after a discussion with an external consultant on their disappointing search results, Mundipharma was cheerfully informed of a possible solution. The application was from a software brand called, "Sweetlets" who offered a free trial download of their portal solution tool, Click Stream. Daniel Stasiak even remembers, *"After I stopped laughing at the Sweetlets name, we took a look at the web site and decided that before we lose everything, we will give Click Stream a try."*



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“And if you need support? I must say that in my 25 years of IT Experience, I have never had such a prompt and expert service as you get from this company, Bravo! I very much recommend this tool for anyone wishing to analyze the usage of their SAP Portal. If anyone doubts the seriousness of my comments, please feel free to contact me.”

Daniel Stasiak, Senior Consultant Web Applications/ Portal Enterprise Applications, Mundipharma

Click Stream’s easy installation and very user friendly interface was an unexpected, but welcomed surprise for the Mundipharma IT team!

And among the many findings provided by Click Stream’s intuitive reports, Mundipharma shared with us 4 key discoveries on the importance of portal analytics. These typical areas we share with you are just a few examples where transparency and knowing the usage stats within your intranet can make or break your portal. Read on to find out more.

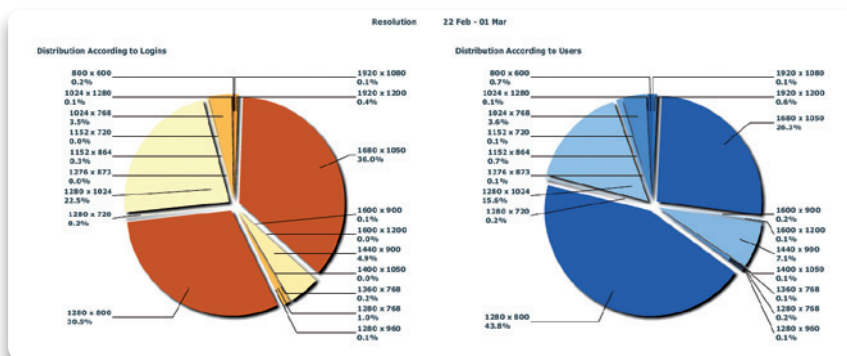
1st Discovery – Numbers don’t lie!

First up. Here is a money saving fact given by the alert IT team, but common to anyone in the portal space. Mundipharma spent many man days creating and updating departmental pages within their intranet. After a few months of following the statistics, the IT guys realized many colleagues were not looking, nor utilizing these pages - the very same pages Mundipharma had spent so many hours to develop and maintain! *“Therefore, the decision was to reduce the importance of these pages and communicate this insight to the administrative departments... with proof,”* expressed Daniel Stasiak. But it didn’t stop there.

2nd Discovery – “Just the facts Ma’am.”

Secondly, Mundipharma gained valuable knowledge about who their public was for these pages. At first, specific pages were designed for the “normal” colleague in mind. But, after using the Click Stream “Traffic Report”, the discovery was, “normal” colleagues already had the information they needed. The reality - new colleagues were visiting these “normal” pages most often! As a result, IT redesigned corresponding pages to accommodate the needs of their newly exposed target group(s).

Also, the “Resolution Report” helped Mundipharma’s software development team to determine their user’s screen size for programming without the need for scroll bars.



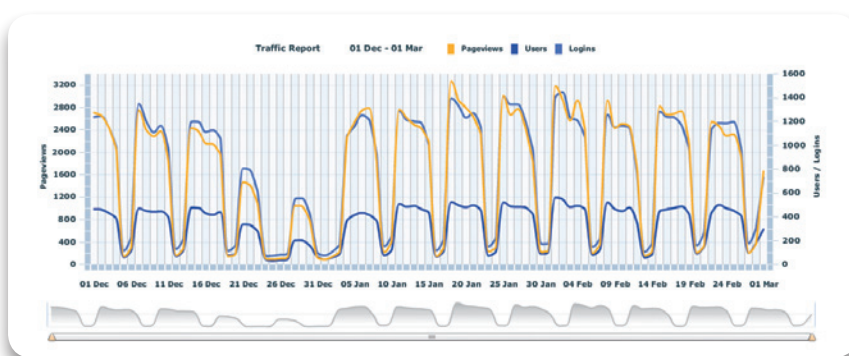
A resolution breakdown according to Logins, expressed as a percentage. Filtering function also includes date range, threshold option and groups, roles etc.



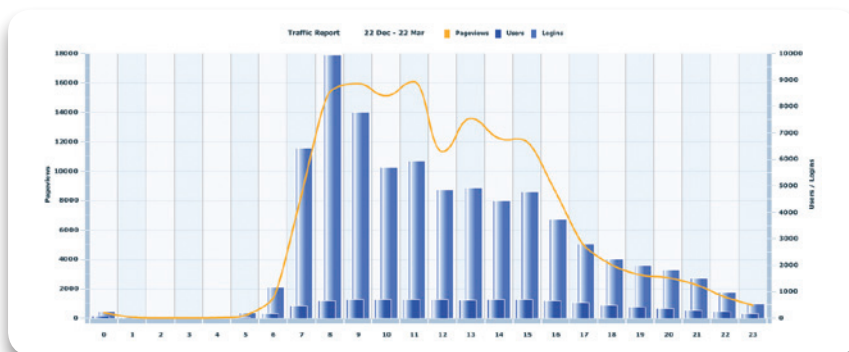
The operational side of IT even utilized Click Stream as an indicator for the distribution of various versions of Internet Explorer. The “Browser Report” showed exactly which browser versions being used in the company and how often they are in use.

3rd Discovery – Traffic Diagnostics: Unexpected Benefits

Click Stream’s “Traffic Report” is a detailed description offering the pageviews versus users and logins over a selected time period. These handy visual images (shown below) helped Mundipharma determine the best time slot to schedule maintenance. As well, it was nice to know if a newly implemented “Area” made a significant impact on the overall user visitation.



The “Traffic Report” tells a clear story of user history.



A 24 hours view helped to determine the best time slot for maintenance.

CUSTOMER PROFILE

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Since its foundation in 1967
Mundipharma developed to one
of the prominent pharmaceutical
companies in Germany within the
fields of Pain Therapy, Oncology
and Respiratory System.



AT A GLANCE

Key Challenge

Mundipharma's challenge was to find an easy to use and detailed portal analyzing tool to track their new SAP NetWeaver Portal usage.

Selected Solution

Click Stream SAP Portal analyzing tool from Sweetlets

- In depth user history reports
- Complete pageview reports
- Easy to use and intuitive
- Low total cost of ownership
- Minimal maintenance
- Proven track record
- Low impact on server load

Key Benefits

- Higher portal ROI
- Discovery of what really matters
- No more wasted efforts
- Ready-to-use reports for management

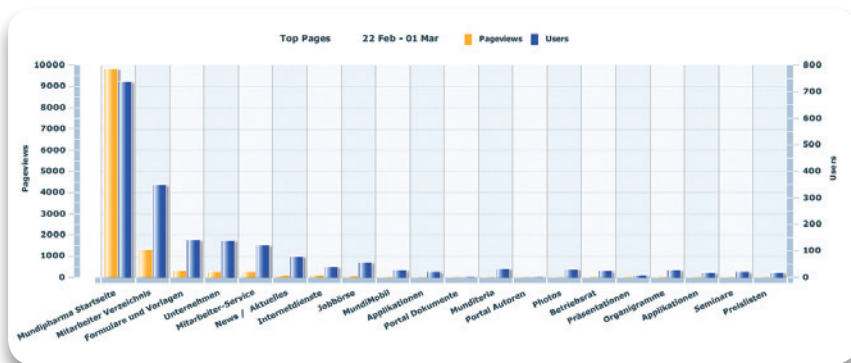
Quick Overview

Using the Click Stream SAP Portal analyzing tool, Mundipharma is now able to get an accurate picture of what is *really happening in their portal...* versus what they *thought was happening!*

As a result, Mundipharma discovered many key facts which contribute to a successful portal - who and when your users logged in, what they were logging in for, and clear traffic patterns on the *"hot and not so hot"* portal content.

4th Discovery – Top Pages Eye-Opener

Here is where Mundipharma see their return on investment. The "Top Pages Report" set the importance of pages for the IT team. *"It was an eye opener to see what was important for our consumers and 'not what we or the management thought' was important,"* states Daniel Stasiak. The "Top Pages" summary creates a perfect bird's eye view, keeping track of new pages to see if they are being utilized or visited as expected. Findings like this are a real relief to any portal manager!



View the "Top Pages Report" to see your most popular pages and how many users are viewing those pages.

Conclusion

Overall, Mundipharma is very impressed with their *"must have"* Click Stream portal analyzing tool from Sweetlets - right from initial installation to their ongoing "eye opening" discoveries. And for you, the degree of clarity in your decision making from actual "proof," as learned from Mundipharma, will heavily reflect on the success of your SAP NetWeaver Portal.

Results don't lie! And this is why actual proof of what is actually happening in your portal is essential and having the right analytical tool for the job is the key.

To find out exactly what is happening in your SAP Portal, visit WWW.SWEETLETS.COM and request your free test drive of the Click Stream portal analyzing tool today. Additional information about Sweetlets is also available to you on the web site.



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