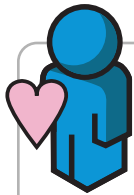




**WINNER!**

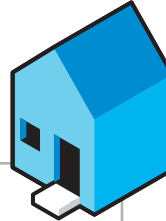
## ClickTracks ISP



### ClickTracks ISP-

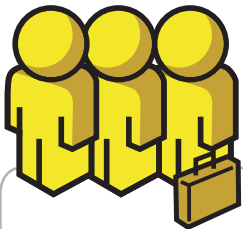
#### Your customers will love it

ClickTracks becomes an integrated part of your value-added service offerings. Your customers gain by having high quality site data available from the company they're already doing business with...yours! The tool is so easy to use, your customers will have access to actionable metrics data within minutes.



#### Custom branded front screen

Each time your customers login to ClickTracks, they're greeted by a custom-branded screen. Simply design the graphics and messaging of your choosing.



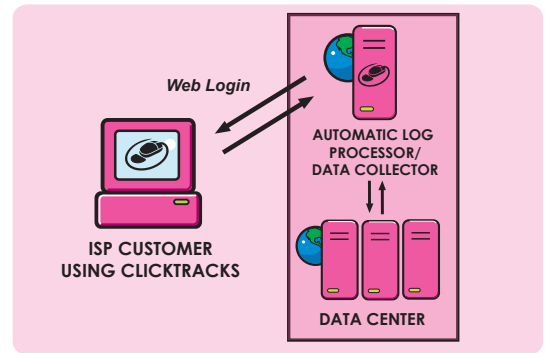
#### Designed for resellers

With simple to understand pricing and a low entry-level, you're sure to generate a profit quickly. You set your own resale price, and service package offerings for your customers. For maximum flexibility and convenience, billing to the customer is provided through your existing billing system. We provide the tool set so you can provide an excellent service.

#### Is your client using another hosting provider? No problem.

ClickTracks can be a profitable part of your value-added services whether you host the customer's site or not. If you provide hosting for your clients, you can simply process the log files.

We also provide a flexible ASP approach that uses a JavaScript element in each page. The JavaScript pings your server and permits you to gather the data--without having access to log files. The JavaScript Data Collector is bundled with ClickTracks ISP.



#### Unique distributed architecture won't hog resources

ClickTracks' hybrid architecture distributes the load of collection and analysis across both server and client machines. Your server won't bog down with complex calculations. No database is necessary.



#### Your customers learn The ClickTracks Way at no cost to you

That's right: we even train your customers. Invite them to join us for one of our regular training sessions and it's free. We provide an in-depth tutorial, analysis tips and answers to questions specific to their analysis needs.

## ClickTracks ISP Key Concepts

ClickTracks ISP works in a very different way than other web site analysis programs. Other programs conventionally run on the servers at the hosting company, and present static reports to the end user, viewed in a browser.

ClickTracks ISP moves most of the processing task down to the client machine. This unusual approach brings many benefits:

- Ad-hoc analysis is simple because the database is local to the end user. It's easy to go back through data and extract the stats for just those visitors that enter via a specific ad campaign, for example.
- The load on the ISP's servers is greatly reduced. Processing is done on client so additional CPU resources are not needed. Performance is still excellent due to the powerful architecture used in ClickTracks.
- The software is configuration-free for the end user.
- Deployment by the ISP is greatly simplified.

## End-user Experience

The user installs the free ClickTracks Viewer application. When opened, the program displays a custom login screen created by the ISP. ClickTracks Viewer then pulls in the latest data, processes it and displays results. Since the data is cached locally, a wide variety of analysis can be performed dynamically without needing complex databases on the server

## Logfiles or JavaScript?

Both, actually. ClickTracks ISP can read data from logfiles using the automatic scheduler or you can provide your customers with a JavaScript line that they place in each page of their site. Our JavaScript data collector module runs on any Apache web server. This simple to deploy program allows you to provide the high quality analytics of ClickTracks to anyone you wish - whether you host their site or not.

## The ClickTracks Way

ClickTracks Partners get more than just a great product. Training materials for your customers, web site content are just some of additional benefits.



### Technical details

ClickTracks Professional is a client/server application. Logfile processing is administered on a server. Custom adhoc reporting is performed on the client machines.

#### Server

- Windows NT / 2000 / XP Service with admin UI. Unix available - contact us for details.
- Pulls log files from either Unix or Windows web servers.
- Built-in automatic scheduler
- Intelligent log processor determines which logs are new, appended, and those already processed.
- Only the new data is downloaded for processing.
- Data may also be mirrored to another server, for example to permit access via a VPN.
- Hardware: Pentium III 500Mhz with 256Mb RAM. 500Mb free disk space.

JavaScript data collector runs under mod\_perl within Apache on both Unix and Windows

#### Client

- Windows 98, NT, 2000 or XP
- Locally cached object database permits each user to run their own adhoc analysis.
- Hardware : Pentium III 500Mhz with 256Mb RAM. P4 with 512Mb for larger sites. 500Mb free disc space.



**BUY IT!**