

*Sometimes you have to react quickly when key events happen in your on-line business, and alert key staff to take action. Our Customer Insight Platform Business Alerts™ module allows you to do this by measuring the experience and actions of your visitors, and issuing real-time alerts when things go awry - **Sometimes it matters NOW!***

Business Activity Monitoring

Business Activity Monitoring (BAM) is the process of providing real-time or near-real-time information about the status of operations, processes, and transactions within an organisation.

The main reasons for deploying a BAM system are to enable individuals to make better informed business decisions, quickly address problem areas, and reposition resources to take full advantage of emerging opportunities.

For immediate alerts when important changes occur to key business metrics or KPIs, [Speed-Trap's Customer Insight Platform's \(CIP\) Business Alerts™](#) module provides e-mail or SMS real-time alerts to key operational and business users, when it matters – now!

Key Benefits

- Simple, clear alerts
- No need to routinely monitor MI reports
- Business and customer focussed
- Low-cost, light-touch deployments

Business Alerts

Business Alerts provide e-mail notification when (and only when) changes to key parameters occur. This allows you to focus on those things which need attention, and leaves you free for other activities when they don't. Managing by exception is ideal for individuals or organisations that do not need periodic Management Information reporting, but just need to know when to act.

Speed-Trap's solution provides notification of changes to

Application Note: Business Activity Monitoring (BAM/BPM)

any parameter or KPI that is monitored by the system. This includes performance aspects such as page delivery times and error rates, but more importantly KPIs such as conversion rates, campaign take-up rates, total site purchase volumes and values and all the other KPIs that Speed-Trap measures and monitors.

Some organisations, of course, will contain a mixture of individuals, some of whom want regular Management Information, and some of whom just need alerting of KPI changes. Because Speed-Trap's Business Alerts module is based on the same core technology, and is monitoring the same data that is used to provide more traditional MI, you can mix and match the delivery mechanisms for different people in the organisation.

This allows, for example, a product manager to be alerted to a change in the sales revenue for a particular product via Business Alerts, and a business analyst to dig deeper into the root causes for this, using the Dashboard module. Which will provide a more detailed view of the same data sets.

Business Alerts can work at different frequencies for different types of measurement. For example, if your web site or application starts to deliver "404 Page Not Found" or "500 Server Error" pages, you need to know about it immediately. Other alerts can be based on KPIs that are measured by hour or by day – either way; you will be alerted as soon as something happens that you need to know about.

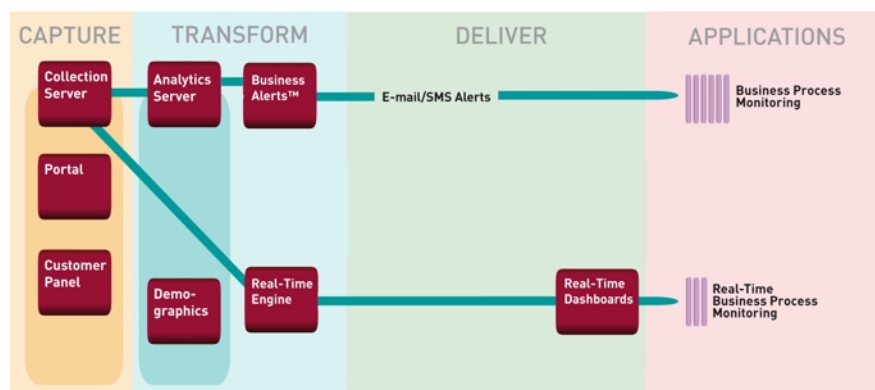
As part of the CIP platform, the Business Alerts process can utilise the advanced models which translate clickstream events into business events or KPIs. New KPIs can be defined in exactly the same way as throughout the CIP suite, through the configuration of the models provided with the system.

The system provides several ways of determining that a KPI is "out of tolerance", based either on target values, percentage changes, deviations from an automatically learned "norm", or by real-time comparison with other metrics

Tolerances can be defined as simple upper and lower bounds, or as percentage changes from the "norm". The "norm" itself can also be specified as a numeric value, or it can be based on historic data. For example, you could define an alert that monitors the ratio of successful searches to unsuccessful searches on an hourly basis. The expected ratio of successful searches would be based on the actual success ratio of hourly searches for the previous day (or whatever period you choose) – providing an "automatic learning" mode for parameters and KPIs.

We also ensure that you are not alerted

Speed-Trap Business Process Monitoring



unnecessarily! Suppose that the “typical” search success ratio is 75%, and you set an alert to signal if it drops below 50%. Then, at three o’clock in the morning, three people perform a search on your site, and only one is successful. The success rate is now 33%, which is out of tolerance. However, you would probably not want an alert in this case, as 2 unsuccessful searches are unlikely to be a cause for concern. So the alert definition also allows for a “threshold” to be defined, to ensure that alerts are not generated when it is not appropriate.

Example Applications

Change of State Monitoring

Most organisations measure the performance of the business using KPIs. Perhaps the most common “global” KPI for a business is total sales value. For certain, if your total sales value KPI is lower than expected, there could be many reasons, and you will want to investigate these causes using Management Information or Business Intelligence components, but the sooner you know there’s a change, the sooner you can react. By allowing Business Alerts to “learn” your “typical” sales profile, you can be alerted to the fact that – right now – something is going wrong. Once you know what is happening, Speed-Trap also helps you understand why. For example, Speed-Trap’s Dashboard component will quickly tell you whether a reduction in sales revenue applies to everyone “across the board”, or whether it only applies to certain segments of visitors:

- does it apply to visitors who arrive from particular sources, which would indicate a mismatch in the campaign targeting, or even a failure of the affiliate site to deliver visitors to the right place?
- does it apply to visitors who are engaged in a particular site area or product area, which could be indicative of a pricing or incentive problem?
- does it apply to visitors who view a particular page - and if so does that page take a long time to load, which would indicate a technology problem such as a database lookup which has started to under-perform?

Actual versus Target

In practice, most organisations actually have many KPIs that relate to different areas of the business, and quite possibly relating to individual products or product groups and there are probably targets for these KPIs. If there are more than a few of these, someone has to compare the actual values against the targets, and this takes time – and is unlikely to be done any more frequently than daily, and weekly or monthly analyses are probably more common. Business Alerts, however, can automatically assess many KPIs against their targets automatically, and just alert you to particular KPIs that are not achieving target. Again, Speed-Trap’s Management Information components will always be available to give you the overview and comparison data you need to understand why these KPIs are starting to decline – Business Alerts gives you an instant warning that this is something you need to investigate.

System Performance Testing

Business Alerts can monitor systems performance as well as business performance. Many organisations test their web sites and online applications by using remote testing software that simulates users performing key activities. Business Alerts allows you to monitor the systems

performance of your site by measuring the actual users themselves, and timing the responses received by each and every visitor. If a particular response starts to degrade, you can be alerted to that immediately. Web pages can and do take a long time to load on occasion, just because the internet is a complex network, and visitors use all sorts of different technologies when browsing – so you don’t want to be alerted just because one quote took a long time to arrive at the visitor’s browser – but if this starts to happen more than once or twice, you definitely do want to know.

Real-Time Dashboards

You can also monitor the performance of both business KPIs and systems performance using our real-time “JNLP” tickers. These will provide up-to-the-minute views of KPIs by user segment, and systems performance by site, area or individual page, and can also provide an overview “health check” encompassing all of these. This provides a very fast way to monitor the overall “health” of the entire online business, and also allows you drill-down into problem areas, as they arise, to determine the root cause.

Instant Deployment Options for Every Enterprise

By using Speed-Trap’s Dynamic Capture technology with its Instant Instrumentation™ capabilities it is fast and simple to get started.

[Customers have deployed our systems within an hour and been gathering the real-time information they need.](#)

You can choose how you want to deploy Speed-Trap CIP solutions – delivered via simple-to-deploy ASP services or by deploying the system on your in-house servers.

Choose a [monthly ASP service](#), and be up-and-running for the cost of a single change to your web templates. Or [run it in-house](#) for complete control of your information and real-time raw data analysis. This flexible approach lets you deploy our solutions without overloading your IT department.

The system also allows you to provide integrated reporting across multi-domain portals without the need for any changes to the site or the use of 3rd-party cookies.

Light-Touch Implementation

Business Alerts uses data captured by the [Capture](#) layer of the Speed-Trap Customer Insight Platform.

The single change needed to include this script application means that a complete site can be instrumented in minutes, and with none of the variable setting demanded by traditional tagging solutions, so cost of deployment and cost of maintenance are very low.

This approach also means that implementation is independent of the web server, application server or content management systems.

Need to know more?

Call one of our sales consultants and let them show you just how easy it is to get complete online customer insight

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