

# Speed-Trap

Complete online customer insight

*The purpose of business intelligence is to support better business decision making. Speed-Trap's Customer Insight Platform can deliver an unparalleled level of detailed, well structured business and customer information to feed online and multi-channel Business Intelligence (BI) systems - Complete on-line customer insight...*

## You can do BI with web data

It is a commonly held belief that "you can't do BI for the web".

The explanation people give is that "every website is different" (so BI deployment will be too expensive), and "web data is about the web not your customers".

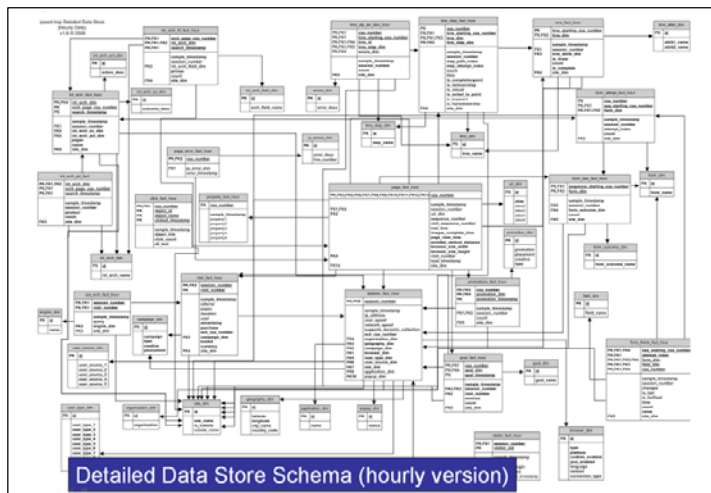
This is very true for traditional data feeds from web analytics systems that are usually incomplete, often inaccurate, typically contains "adjustments" or "assumptions", and always structured around the website and its pages, rather than focussed on the visitors.

Speed-Trap's Business Intelligence BI solutions make BI for the web possible, by providing complete, structured and accurate data that you really can work with, and data that is primarily focussed on visitors, their goals, their interests, their successes and failures rather than just on web pages, "unique visitors" and hits.

At the heart of Speed-Trap's BI component is the Detailed Data Store (DDS). This is an extensive and detailed relational database that can be used as a "stand alone" source of detailed visitor-centric information, or can be used as a source of data for enterprise applications that need access to detailed on-line activity information.

It also provides the level of detail necessary to support in-depth modelling and analytical decision making, which is essential for understanding the complexities of how your visitors interact with your online business.

As with other Speed-Trap components, the data in the DDS is generated by our configurable models, which mirror



## Application Note: Business Intelligence from the on-line channel

common visitor behaviour and common business processes and thereby allow you to quickly apply Speed-Trap's intelligence (and indeed your own) to visitors behaviour across all of your sites and applications, and consequently the data available for the DDS is well structured and will reflect your visitors and business processes.

Indeed, the data models the DDS systems build are standardised, so that the data is structured in the same way for all of the sites and applications in your online business.

Now you can analyse and integrate data from multiple sites using consistent methodologies, so you don't have to "reinvent the wheel" every time you launch a new online service.

Because the data is well structured using documented schema, you can incorporate this data into any BI system, be it SAS<sup>1</sup>, Business Objects, Oracle, Cognos etc.

Add the Cross-Domain Tracking option to the solution, and you can understand the entire interaction of a visitor across all of the domains in your online business, and do so in a completely consistent way, which removes extra work and reduces assumptions and potential errors.

## Key Benefits

- Complete and structured data
- Detail rather than summary or sample data
- Integrates with existing BI solutions
- Fast, flexible, light-touch & low-cost deployment
- An integrated part of the Speed-Trap Customer Insight Platform

## Example Applications

*"With detailed information like this, down to the level of the individual there is almost no limit to what we can achieve."*

## Multi Channel Intelligence

Organisations that operate multiple channel businesses will undoubtedly have enterprise-wide data warehouses that detail visitors' in-store purchases, calls to call centres and correspondences by letter and e-mail. BI solutions will be used to co-ordinate this data into an "enterprise-wide view" of the customer. However, for the reasons outlined above, integrating the on-line channel into such a 360-degree view of the customer was far from straight forward.

<sup>1</sup> The SAS for Customer Experience Analytics solution provides a ready-built integration of Speed-Trap and SAS Enterprise BI technology.

This was usually because the type of data available from web analytics systems is not visitor-centric, and is not sufficiently business-focussed so companies were unable to use this data and therefore did not know whether their customers visited their website until they actually register or purchase – and they have no view of what visitors' online activities were; how their activity could signal opportunities to “up-sell” or “cross-sell”, or improve the effectiveness of self-service processes.

The detailed data available within Speed-Trap's solutions and DDS modules makes the right kind of data available to be able to treat the online channel in just the same way as would any other channel, allowing you access to the real “enterprise-wide view” of the customer.

### Modelling & Analytical Data

Organisations try to maximise business performance, by adjusting the “variables” that are under their control these include:

- A/B Testing
- Price Elasticity
- Targeted Advertising
- Promotional offers etc.

However, understanding the exact effects these have on individual customers can be difficult, and very often the only measurements that can be used to determine the effectiveness of these activities is to monitor global changes in KPIs such as conversion ratios and total revenues or completions. With such limited data any attempt to build propensity or cross-sell/up-sell models will be very difficult.

Speed-Trap's DDS gives you access to detailed data about the more “subtle” effects that (for example) A/B Testing has on certain individuals. Version A is better than Version B – as it delivers better conversion – but why is that? And does it apply to everyone or just certain segments of visitors? And does Version B actually work better for certain types of visitor? And does it depend on what other activities those visitors have already done? And what other “attributes” of a visitor have a correlation with improved conversion using different A/B versions.

Without the detailed information provided by the Speed-Trap DDS, answers to these types of questions can be impossible to answer, which limits the ability to build really accurate models to drive marketing, merchandising and CRM programs.

### Closed loop marketing

The DDS allows you to undertake real closed-loop marketing where you can follow the individual customer from offer to purchase – even across multiple visits and multiple sites if you need to.

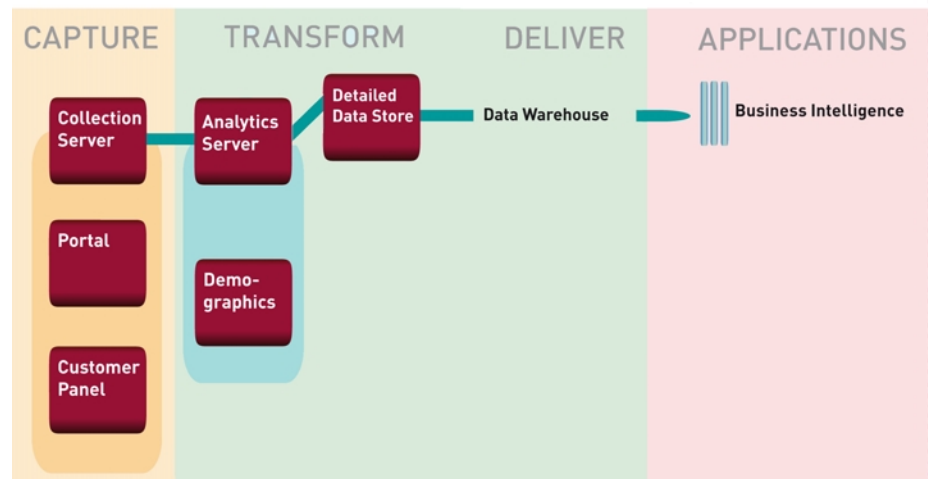
### Dynamic Collection™: Web 2.0 data collection

If you want to understand your customer's real experience of your site then you need to collect that data at the point where they are having that experience - at their browser.

Speed-Trap's in-browser collection using the latest Web2.0 technologies ensures that you have the detailed accurate, real-time data you need to measure the experience you are delivering to your customers. By using advanced AJAX technologies Speed-Trap also allows you to achieve instant-deployment, a *single* change will deliver all the data you will ever need to really understand your on-line business.

Dynamic Collection also allows you to collect more information than any other solution on the market, from click to mouse move, from page load to page content a *complete* suite of data all with that *single* change.

## Speed-Trap Business Intelligence



### Instant deployment options for every enterprise

You can choose how you want to deploy. It can be 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 two-minute change to your web templates. Or [deploy our technology in-house](#) for complete control of your information and real-time raw data analysis. This flexible approach lets you deploy speed-trap solutions without overloading your IT department.

### Integrated Solution

The BI and DDS components of the CIP mesh with the other components in the platform to provide a complete, integrated system for the capture, analysis and exploitation of on-line customer interactions, including real-time, personalisation and CRM applications.

### 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 ....

Speed-Trap,  
 Venture West,  
 New Greenham Park,  
 Newbury, RG19 6HN, UK  
 Tel: +44 1635 230630  
 Web: [www.speed-trap.com](http://www.speed-trap.com)  
 Mail: [info@speed-trap.com](mailto:info@speed-trap.com)

