

# BusinessAlerts™: sometimes it matters NOW!

*speed-trap's BusinessAlerts™ allow you to react fast when key events happen in your on-line business... by measuring the experience and actions of the only people who matter – your visitors!*

## when time is of the essence

In online environments we all know that time seems to run faster. Businesses can transact faster, at lower cost, and with better customer experience. But equally when things do not run to plan you need to **react faster** too.

speed-trap's proven e-business intelligence systems have always been able to provide rapid answers and information on just how well your business or on-line systems are **performing**, but such systems do require you to review the results regularly to learn what you needed to know and react to changes.

BusinessAlerts™ from speed-trap changes that – Business Alerts allow you to get on with your business without having to constantly look over your shoulder to be sure everything is running well. speed-trap's BusinessAlerts **automatically alert** you or key members of the team when things go awry.

BusinessAlerts do this by measuring the actions and experiences of your visitors not robots – ensuring accurate, reliable monitoring of your real business.

## automated Exception Reporting

Just tell BusinessAlerts™ the key metrics and information you need to be tracked and who needs to know when things vary from the **normal behaviour** of your site.

BusinessAlert's **auto-learning** systems will then start tracking these key variables and build up a profile of what "normal" looks like on your site. This involves understanding how these metrics vary by time of day or day of week, and also understanding how variable they normally are. This process will normally take a month to ensure that unwanted or false alarms are avoided.

Once this profile has been established the system will switch from **learning mode** to **alerting mode**.

Once the systems are in alerting mode any unusual change in the monitored metrics will trigger the system to dispatch **automated e-mail alerts** to the distribution lists you have established for the specific exception that has occurred.

By including an SMS gateway in the distribution list you can ensure that alerts get to key staff via their **mobile phone** day or night.

## good news and bad

BusinessAlerts are not restricted to delivering bad news. You can equally tell the system to let you know when key **sales targets** are met or when important marketing campaigns kick in and start delivering visitors or buyers.

You can set the sensitivity of alerts too. So you might not care about a 5% drop in visitors to a particular department but might want to get a message to go out and celebrate if sales have doubled overnight!

## monitor every part of your on-line business

Because BusinessAlerts utilise the same Dynamic Collection™ and advanced data analysis systems as speed-trap's e-Business Intelligence systems, you can monitor any aspect of your business from server to shopping basket.

This means you can alert your IT team if page load times start to slip, or internal database performance starts to suffer slowing search or registration times.

The same system could alert your merchant services partners when credit card validation times or confirmation failure rates start to get too high, or alert your e-marketing teams when conversion rates on a key product line start to dip – and all of this in real time...

## fast deployment options for every enterprise

BusinessAlert's has a solid foundation. By using speed-trap's Dynamic Capture technology with it's One-Tag-Does-All™ instrumentation it is fast and simple to deploy and normally needs no changes to your site 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 BusinessAlerts – it can be added to any other speed-trap product offering and can be delivered via simple-to-deploy ASP services or by deploying the system on your in-house servers.

### Are you speaking my language?

speed-trap's systems operate by collecting and analysing information collected directly from your visitors. This approach provides a different perspective from traditional robot-driven solutions. Our systems are measuring your real business processes and visitors and will spot problems with Content Management Systems which would go unnoticed by a robot shopper – publish a key page in the wrong language and your customers and speed-trap's BusinessAlerts™ will notice at once!

Choose a **monthly ASP service**, and be up-and-running for the cost of a two-minute 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 BusinessAlerts™ without overloading your IT department.

### need to know more?

Call one of our sales consultants and let them show you just how easy it is to get the latest generation of e-business intelligence....

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