


Bolero


Intelligent logging, analysis and reporting for your Web server.

- Who is accessing my Web site?
- What pages are they requesting most often?
- Where are my users coming from?
- When is my site generating the most traffic?
- Which departments are taking advantage of our intranet capabilities?
- How effective are my online efforts?

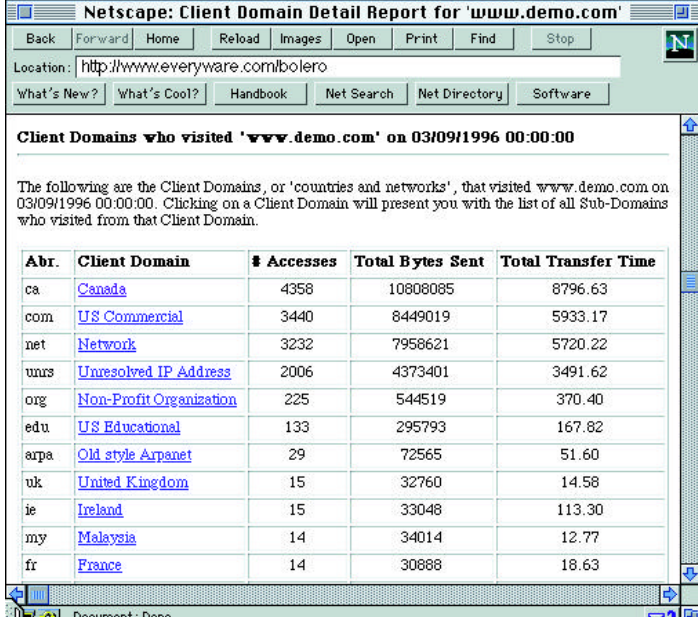
 So you have started a Web site for your company and everything looks great. You know people are using it because the number of hits keeps increasing, but what do the number of "hits" indicate? Does it tell you how visitors are using your site, what is attracting them to your site, and what is keeping them there?

Bolero will answer all these questions and more to help you manage your rapidly growing Web site, ensuring that your online success is more than a hit or miss affair.

Empowering You To Make Decisions

 The information captured by Bolero facilitates the generation of reports on key marketing and internal communication objectives. With the information gained from Bolero you can customize your site to respond to the users who are visiting. You can also decide where to advertise, depending on which external sites are generating the most traffic.

If you are an information technologist who has developed an extensive corporate intranet, how do you measure which departments are making the most of your internal network? Uncovering trends in usage will let you tailor your site so that all internal users benefit from your intranet.



Netscape: Client Domain Detail Report for 'www.demo.com'

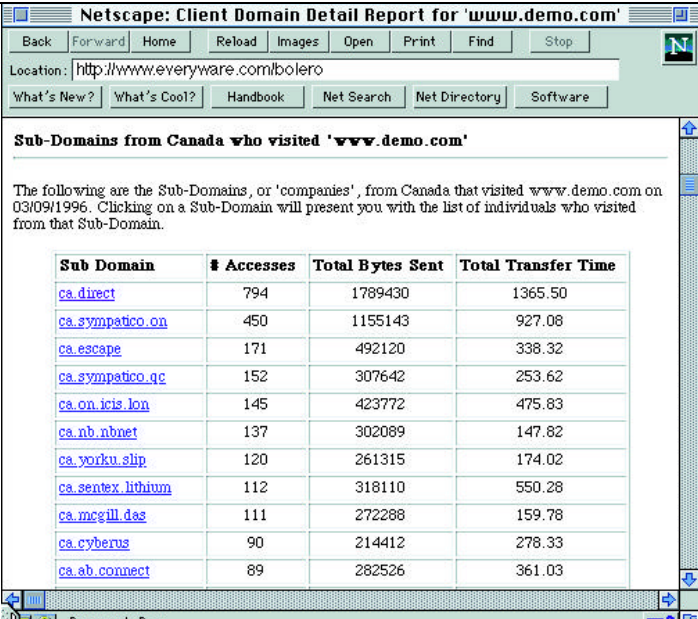
Location: <http://www.everyware.com/bolero>

Client Domains who visited 'www.demo.com' on 03/09/1996 00:00:00

The following are the Client Domains, or 'countries and networks', that visited www.demo.com on 03/09/1996 00:00:00. Clicking on a Client Domain will present you with the list of all Sub-Domains who visited from that Client Domain.

Abr.	Client Domain	# Accesses	Total Bytes Sent	Total Transfer Time
ca	Canada	4358	10808085	8796.63
com	US Commercial	3440	8449019	5933.17
net	Network	3232	7958621	5720.22
unrs	Unresolved IP Address	2006	4373401	3491.62
org	Non-Profit Organization	225	544519	370.40
edu	US Educational	133	295793	167.82
arpa	Old style Arpanet	29	72565	51.60
uk	United Kingdom	15	32760	14.58
ie	Ireland	15	33048	113.30
my	Malaysia	14	34014	12.77
fr	France	14	30888	18.63

The above report shows the Client Domains or 'countries and networks' that visited your site on a given day.



Netscape: Client Domain Detail Report for 'www.demo.com'

Location: <http://www.everyware.com/bolero>

Sub-Domains from Canada who visited 'www.demo.com'

The following are the Sub-Domains, or 'companies', from Canada that visited www.demo.com on 03/09/1996. Clicking on a Sub-Domain will present you with the list of individuals who visited from that Sub-Domain.

Sub Domain	# Accesses	Total Bytes Sent	Total Transfer Time
ca.direct	794	1789430	1365.50
ca.sympatico.on	450	1155143	927.08
ca.escape	171	492120	338.32
ca.sympatico.qc	152	307642	253.62
ca.on.icis.lon	145	423772	475.83
ca.nb.nbnet	137	302089	147.82
ca.yorku.slip	120	261315	174.02
ca.sentex.lithium	112	318110	550.28
ca.mcgill.das	111	272288	159.78
ca.cyberus	90	214412	278.33
ca.ab.connect	89	282526	361.03

Selecting a Client Domain generates a list of Sub-Domains.

Measure Your Results In Real-Time



You want immediate answers on your Web site activity. Gone are the days when you had to spend hours analyzing those text-based log files generated by your Web server. Bolero captures your log data in real-time and stores the data in industry-standard SQL databases. With EveryWare's Web/database integration tool, Tango, you now have real-time access to the information stored in your database. You can begin analyzing the trends immediately.

Domain	# Accesses	Total Bytes Sent	Total Transfer Time
van-as-01c05.direct.ca	176	198579	126.45
cal-as-01b11.direct.ca	92	251278	168.13
cal-as-01a06.direct.ca	84	202078	164.12
cal-as-01b02.direct.ca	66		
kel-as-01b06.direct.ca	62		
van-as-03a02.direct.ca	43		
van-as-05b03.direct.ca	39		
van-as-11b08.direct.ca	35		
van-pm-0119.direct.ca	34		
van-as-02c11.direct.ca	28		
van-pm-0215.direct.ca	25		

Time	Bytes Sent	Transfer Time	URL
03/09/1996 16:01:12	3638	1.38	/corp/prof.htm
03/09/1996 16:01:23	3177	.37	/default.html
03/09/1996 16:01:31	2137	1.10	/GIF/Smartbank.GIF
03/09/1996 16:01:31	3945	1.23	/GIF/SIO.0.MENUBKOD.GIF
03/09/1996 16:01:31	2318	1.33	/GIF/hamis.GIF
03/09/1996 16:01:31	4887	1.77	/GIF/welcome.GIF
03/09/1996 16:01:40	1263	.35	/GIF/EBMologo.GIF
03/09/1996 16:01:40	2338	.62	/GIF/5mblogo.GIF
03/09/1996 16:01:41	1257	.62	/GIF/5Webmasterbutton.GIF
03/09/1996 16:01:45	1148	.53	/GIF/5EBmember.GIF
03/09/1996 16:01:46	661	.52	/GIF/5visitor.GIF
03/09/1996 16:01:46	681	.72	/GIF/5financis.GIF

Selecting a Sub-Domain provides you with the above list of individual visitors.

You can then follow the path that an individual visitor took through your site.

Platforms Supported

- Bolero 1.0 works with Quarterdeck's WebSTAR for Macintosh operating system.

Coming soon
Support for:

- Netscape Web servers for NT & UNIX
- Microsoft Internet Information Server for NT

Outstanding Database Connectivity



Bolero lets you make the most of the database applications that you're already using. Bolero supports any ODBC-compliant database including Oracle, Informix, Sybase, Microsoft SQL Server, and Butler SQL to name just a few.

Advanced Analysis And Reporting



Now that you have all this data in your database, how do you translate this important information into reports that make sense?

Bolero includes several pre-defined Tango reports for your most commonly requested statistics, including:

- most popular pages on your site*
- new, repeat, and total visitors to your site*
- paths travelled through your site*
- external sites directing traffic to your site*

Since the information captured by Bolero is stored in a SQL database, you can also choose to use any of the numerous reporting and analysis tools such as CLEAR:Access, Microsoft Excel, Brio Query, GQL, Voyant etc. Bolero's flexibility gives you unlimited reporting and analysis capabilities.

Bolero Features

- real-time capture of Web server log information
- built-in Domain Name resolution
- no post-processing of log files required
- automatically generates hourly, daily, weekly or monthly summaries
- ability to perform aggregate summaries for any time period
- utility for importing historical logs files
- customizable for your site using Tango or any other SQL reporting application for immediate reports
- ability to generate dynamic HTML reports that allow you to drill down in your queries
- ability to connect to the most popular industry standard SQL databases such as SQL Server, Oracle, Informix, Sybase and Butler SQL
- logs multiple Web servers simultaneously (RAIC support)

Don't take our word for it. Take Bolero for a test drive! You can order your Free CD by calling us or completing our online request form at:

<http://www.everyware.com/cd/>

Call for your **FREE**
Test Drive CD Today

TOLL-FREE
1-888-819-2500

