

PARTS-PUBLISHER Tracking

Discover by whom and how your online catalogue or shop system is used!

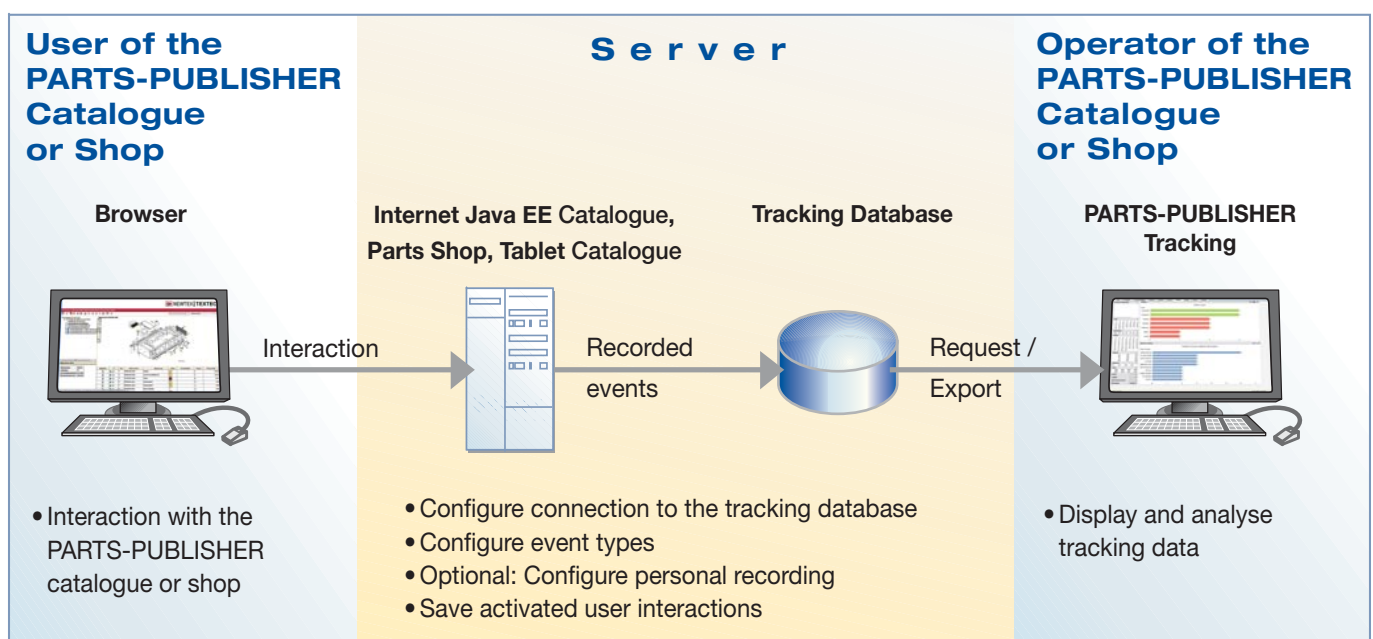
PARTS-PUBLISHER Tracking by Docware is a tool that allows the operators of Docware spare parts catalogue and shop solutions to record and analyse the user behaviour and the system performance of their internet applications. The software logs the interaction of catalogue and shop users with the web applications and provides information for creating usage statistics and evaluations. Knowledge of the distribution, pattern and frequency of requests and activities gained using the analysis tool provides a valuable basis for analysing the usage and acceptance of the relevant online applications. Informed decisions about optimising system operation and improving available information as well as supportive marketing or sales activities can be made as a result.

PARTS-PUBLISHER Tracking is the right tool for you

- if you want to know how, how long, how often, how successfully and by whom your internet spare parts catalogue or spare parts shop is used,
- if you wish to receive informed statements about user behaviour and the acceptance of your online spare parts catalogue system,
- if you would like to assess the search speed of your PARTS-PUBLISHER web applications,
- if you would like to apply this knowledge with a view to optimising operation of your online catalogue system and
- if you intend to introduce measures for promoting acceptance and sales based on the information gleaned.

Supported Docware products:

- PARTS-PUBLISHER Internet Java EE Catalogue
- PARTS-PUBLISHER Tablet Catalogue
- Docware Parts Shop



Features:

Configuring records according to requirements

The operator of the catalogue or shop application can decide what events are logged and configure them accordingly. It is possible to record

- login/logoff of users
- number of searches and hits
- shopping cart actions
- navigation in the catalogue and documentation
- failed access attempts
- languages when the catalogue is opened
- etc.

Analysing records

Records generated using the PARTS-PUBLISHER Tracking tool can be displayed and analysed in different ways.

1. Excel

Tracking logs can be exported into a CSV file and displayed in Excel. Analyses can also be performed using Excel. For example, information can be prepared graphically using filters, formulas and charts.

2. Reporting tools such as QlikView or Crystal Reports

Specialised reporting tools such as QlikView or Crystal Reports are the clearest, most effective way of analysing PARTS-PUBLISHER Tracking logs. These tools provide a wide range of individually configured evaluations and allow the outstanding graphic representation of analysis results. QlikView can access the PARTS-PUBLISHER Tracking database directly or read the exported CSV files.

Available information & knowledge:

Analysis of the tracking results provide answers & knowledge for the following questions:

Acceptance of the online system

- Number of requests
- Number of orders
- Who logged on, how often and within what period of time?
- What are the residence times?
- etc.

User behaviour

- How does the user access the catalogue?
- What are the click paths?
- Which search terms are used?
- How frequently does the user make use of the system?
- Is the system used exclusively to obtain information or also to place orders?
- How frequently are purchasing processes aborted?
- etc.

Information on the product range

- Which products are viewed/ordered most frequently? Why?
- Which products are viewed/ordered least frequently? Why?
- etc.

Technical parameters

- Search performance (system speed)
- etc.

Data protection

The onus is on you to ensure that there is voluntary and express consent from the user of PARTS-PUBLISHER Internet applications to collect, process and/or save personal data and data on usage,

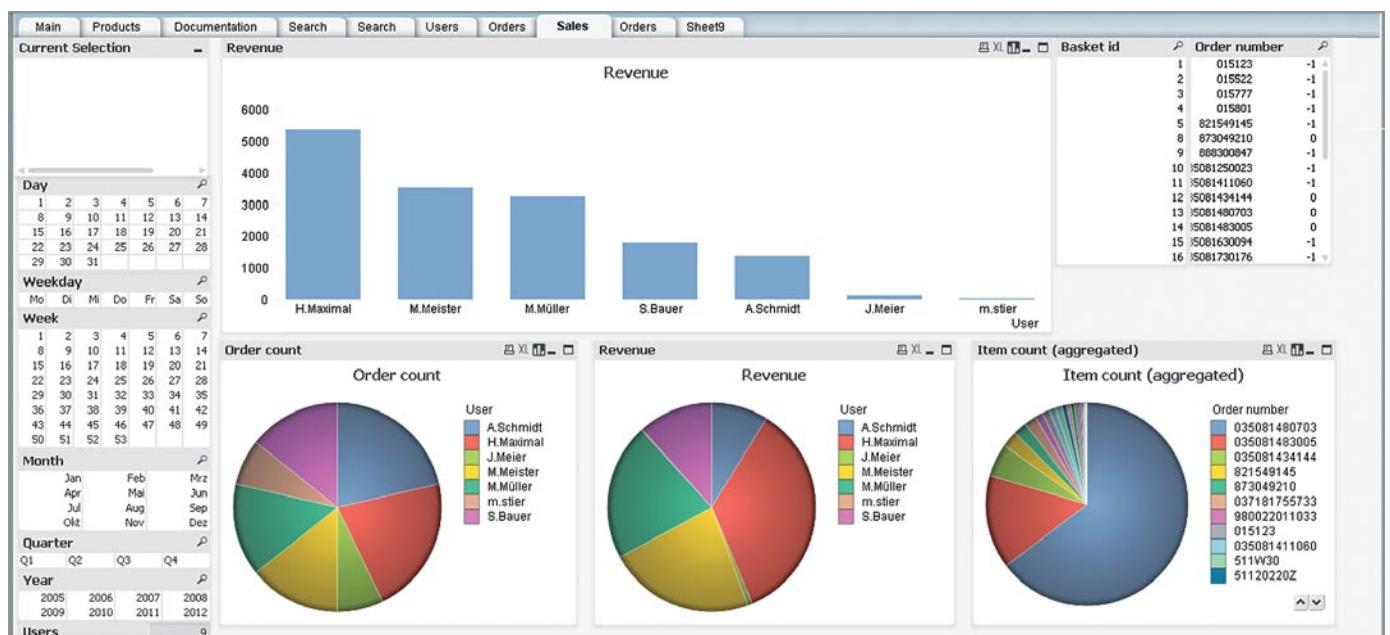
and to combine, file and use this data with other data. This consent is either given in writing or by clicking on a corresponding declaration. The right to withdrawal must be pointed out to the user.

Examples of evaluations

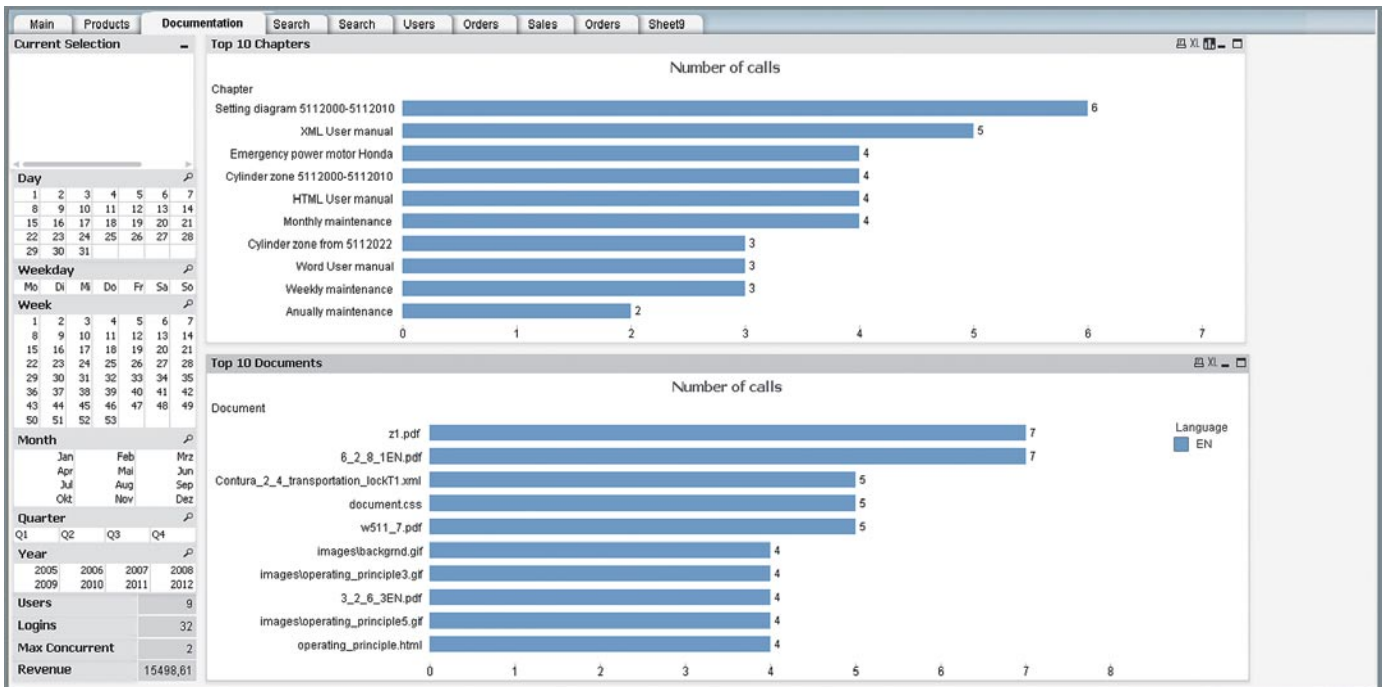
(created with PARTS-PUBLISHER Tracking and QlikView)



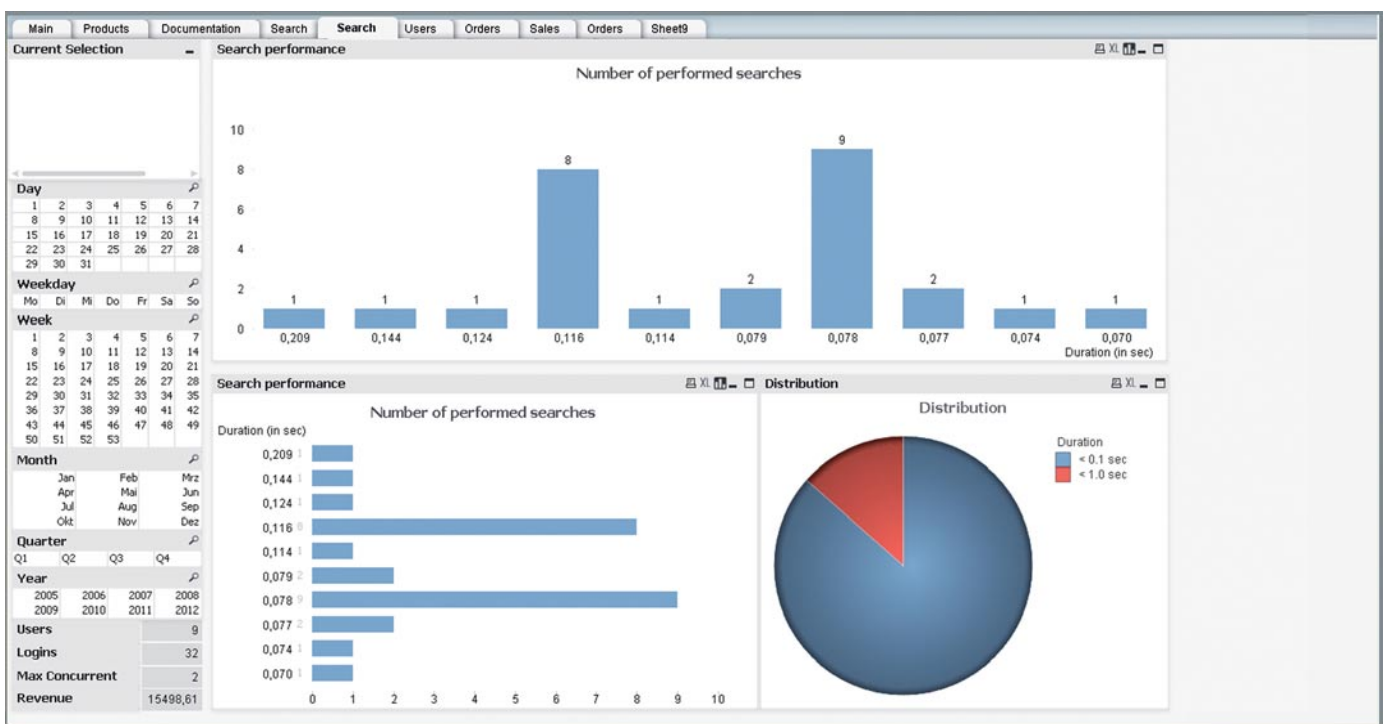
Top 10 modules requested within a certain period of time



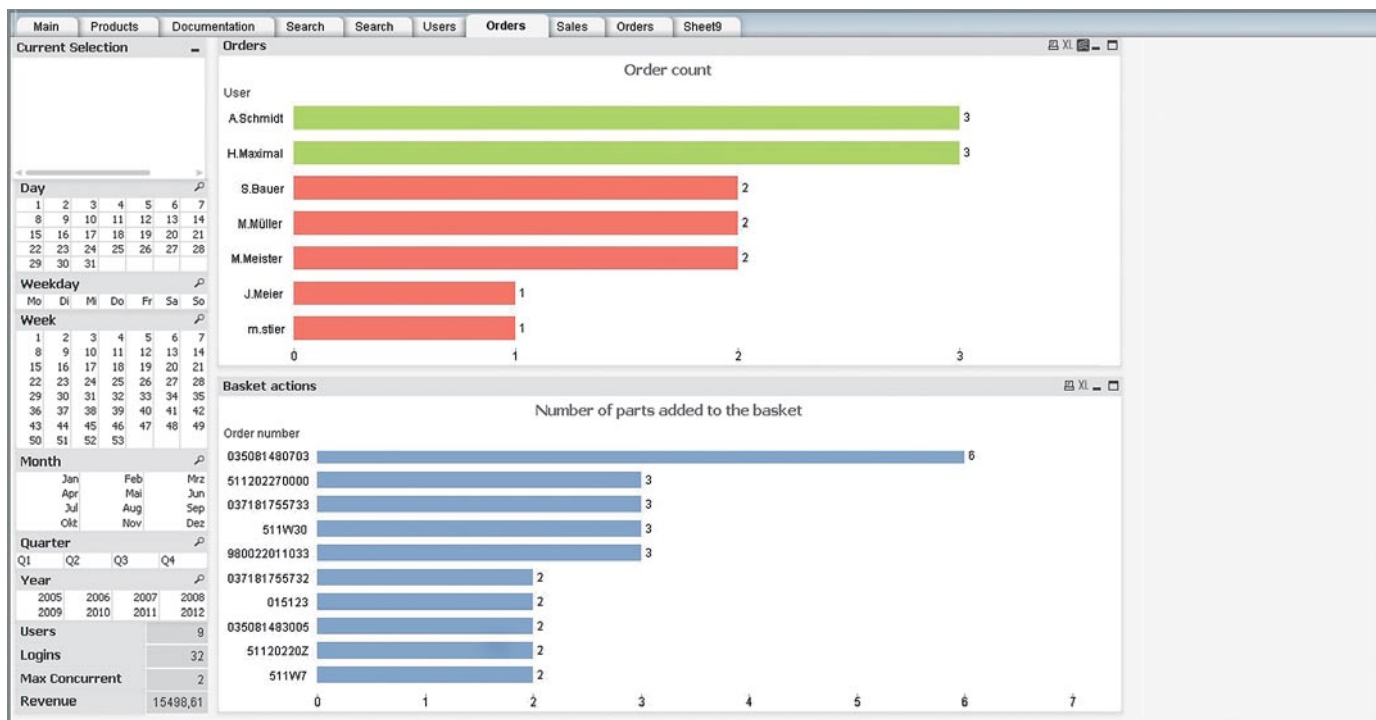
Sales figures, that can be narrowed down according to time, duration, user or order number



Number of requests for specific documents within a certain period of time



Search performance: time between the start of a specific search and the moment the search results are displayed



Number of products ordered by specific users

V 1.0. Subject to technical modifications and error.

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