IBI Project

Team: student names here
Agenda

- About IBI
- About EIP
- Project Objectives
- Project Requirements
  - Motivation
  - Environment
  - Objectives Specific Requirements
- Proposed Solution
Turning Data into Business Intelligence

- Over 11,000 global customer sites.
- 26 years of Experience
- $300 million in Revenue
- Products – WebFocus & iWay Software
Internal Information Portal (EIP) used by employees.

Provides a customizable front-end to access and manage content.

Users can generate reports and graphs.

Users log-in to EIP using global_id and password.
Welcome to Information Builders' EIP 4.0!
Expanding the boundaries of Business Intelligence!

**eip** is packed with a host of new features to help you seamlessly integrate content from a variety of sources such as: product and competitive announcements, commission points and Onyx reports, and even your favorite ESP pages!

EIP's enhanced architecture enables you to easily add, organize and manage content on your home page. Come visit the site and see how the Component Wizard, Layout Manager and Search Utility can help you turn EIP into a useful sales productivity tool!
Project Objectives

- Assist IBI in *efficiently* determining the usefulness of the EIP.
  - Collection of user data
  - Generate reports on user data
  - Build EIP admin-user interface

“Reports about reports”
Requirements
Project Motivation

- Potential Revenue Generator
- Usefulness
  - Better space usage – eliminate unused reports
  - Customize reports/front end
    - Location
    - Department
    - Roles
  - Determine report priorities based on past usage
Project Environment

- Web Server – Microsoft’s IIS
  - Not complex – Development & Production
- Non-caching proxy server between client server
- Technology – DHTML, JavaScript, ASP
- Log file is IIS’s default web log (50-75 MB)
- Minimum of 150 unique users.
User Data

- Tracking EIP usage
  - Usage – reporting requests
  - Global ID – roles, department, location etc.

Diagram:

- Usage
- Global_ID
- Report 1
- Report 2
- Report 3
- Role
- Dept
- Location
User Data (Cont’d)

- Log files
  - Collection of non-specific user activity
    - IP address, session id, url, query etc
  - No consistent reporting of global_ID
User Data (Cont’d)

- IP Address
  - Multiple users on single IP
  - Single user on multiple IP
- Session variable
  - Same user, multiple sessions
Generating Reports

- Log Analysis Application
  - Build, buy, modify

- Report Requirements
  - Generic
    - IP, Session, URL, Query Variables, Errors
  - Customized
    - Report Type, EIP Section, Content, Global_ID...etc.
Generating Reports (Cont’d)

- **Buy/Modify (WebTrends)**
  - **Issues:**
    - Additional license
    - Motivation conflict

- **Build**
  - **ASP**
    - Existing web infrastructure
    - Project team strength
Interface

- To be determined
  - Based on solution of previous stages
  - Based on existing infrastructure
Current Analysis

- Determine Log File Methodology
  - Use existing logs?
  - Customize new logs?
- Determine method to associate Global_ID/roles to activity.
  - Global_ID in cookie
  - Combination of IP and session information
- Determine Necessity of Logs
  - Straight to SQL
  - SQL built from Log files
Customize Log Files

Current log & SQL

New log

cookie

SQL

Session

Customize Log Analysis

Customize

Build

Buy

(Application)

Build Interface

?(ASP vs JSP)

(perl vs java)

(Methdology)
Possible Solution

- Use cookies on client to store global-ids and session info.
- Capture cookie information into IIS server log.
- Write log to Database periodically.
- Read Database to generate reports.
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- Questions?