

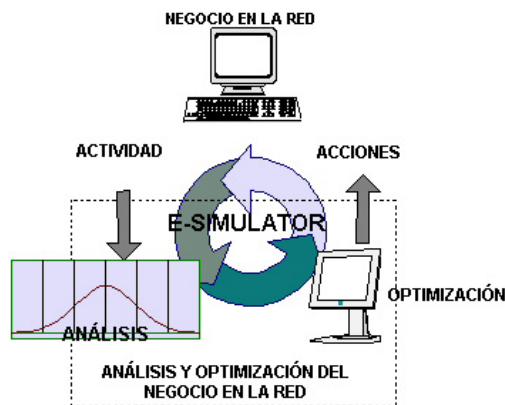
# e-SIMULATOR

## WebMining Analysis & Simulation

*Product for Simulation and Modeling  
of the Visitors Set of either one or more Websites*

### DESCRIPTION

**e-SIMULATOR** is an Expert System that allows modelization and simulation of the World Wide Web both in Intrasite and Extrasite navigation. It adds up to the available analysis in the e-WAY product a simulation model based on probabilistic and navigator typology classification techniques, as well as the potentiality to simulate and anticipate different behaviours on the Web.



It is a testing laboratory to analyze hypothesis, such as the potential impact of a content or structure change in the corporate Website. It is a tool with a great added value compared to the focus and results of traditional logger analyzers, and opens new ways of Internet applications for modelization and simulation of the World Wide Web.

### FUNCTIONALITIES

**e-SIMULATOR** gets the information about traffic and navigation flow (logger) generated by the proxy's, web servers, ISP, and so on. The process of capturing information can be performed both off-line (therefore the product does not need real time connection) and on-line. In addition, this product can obtain such information through the AIA Group e-WAY application.

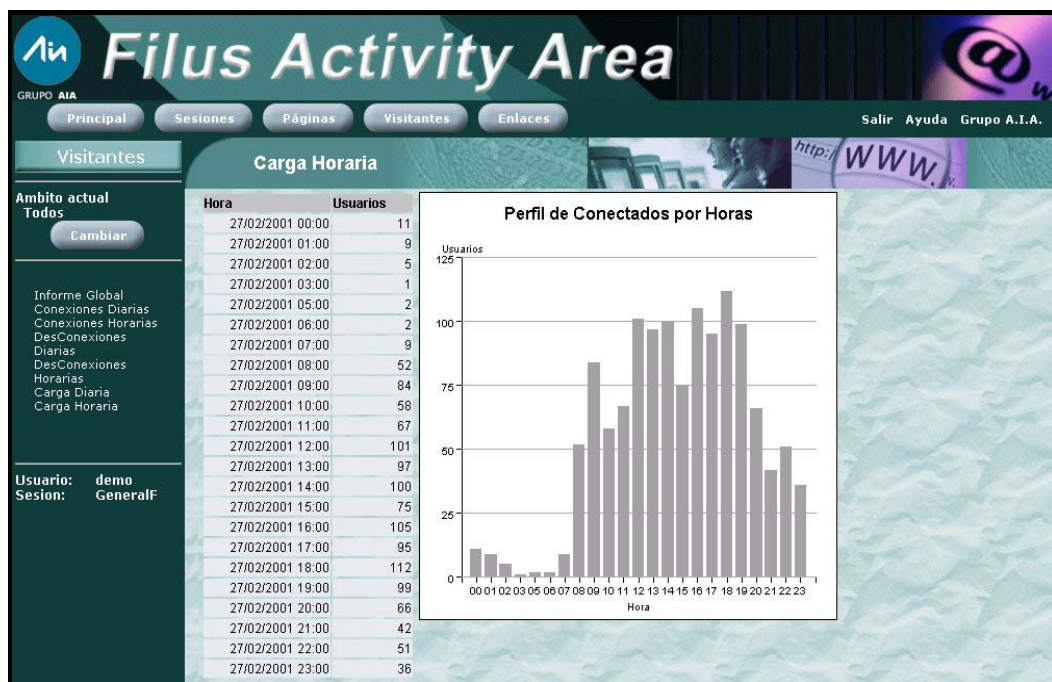
**e-SIMULATOR's** main functionality is to generate from navigation information a probabilistic model on the visitors behaviour of a given set of websites. The model is visualized through a high added value graphic interface.

The system, once the model is established, allows simulations on changes in the pages elements, users behaviour changes, and so on. It also allows to follow up in detail the consequences of these actions and simulations on the Web traffic scenario.



**e-SIMULATOR** generates a great variety of reports. We can highlight among them:

- Reports on intrasite or extrasite navigation: sites, links, permanence times, and so on.
- Reports on visitor profiles and on visited contents: identification, frequency, etc.
- Reports on the impact of changes on links or contents: detail information.
- Summary Tables and Charts.
- Transition Probability Matrix
- Others.



## METHODOLOGY

The users' profile detection and the webcontext classification are the parameters involved in the necessary path for reaching the conceptual modeling of Clients and the new universe offered to them.

The e-Simulator product is capable to work over an associative detailed level maintaining the group level of users' profile and categories of pages necessary for the analysis and modeling.

The Markov Simulation and the Montecarlo methodologies are the basis of the inference engine allowing for the future-behaviour Knowledge of visitors and clients starting from the represented model.

## "HIGHLIGHTS"

- Complete information about number of visits, visited pages, most used links, among others.
- Visitor behaviour according to his/her navigation patterns: classification.
- Content knowledge. Content description of Website pages can be communicated to the System or be automated with the additional incorporation of CLASSIT, an AIA product that classifies pages in real time.
- Test laboratory environment for the study of behaviours in front of content, structure or other changes. It has available a scenario editor.
- Graphic representation of all the information.
- Multisession product.

## THE SOLUTION

**e-SIMULATOR** is a product developed by AIA as the result of its experience, technological capacity and consulting expertise within Artificial Intelligence applied to Internet.

## ARCHITECTURE/REQUIREMENTS

The system is multiplatform. It runs on Windows, UNIX, LINUX and other environments. The basic solution requires an Intel-PC (Pentium II or superior) with a minimum of 128 MB RAM memory and a minimum of 50 MB hard disk.

