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e-WAY INTERNET WEB VIEWER AND REPORTING

**Product for Visualization and Reporting of Contents and
Visitors of either one or a set of Websites**

DESCRIPTION

e-WAY is a System for friendly Visualization and Analysis of Traffic and Navigation of users on the net -either Websites (extrasite) or one's own Website (intrasite)- that allows to learn visitors behaviour as well as contents consulted by them.

It incorporates a new real time visualization system of the World Wide Web, making easier a global vision and also access to specific details, both statically (site structure, links...) and dynamically (navigators, and so on).

It is a product to help in the decision making process of defining and updating the content and structure of an Internet site or site group, allowing detection of critical points (for instance, a page set that is the focus of attention, or non visited pages), link detection with a high access level, navigation cycles detection, and so on.

FUNCTIONALITIES

Information Capture

e-WAY gets information about navigation traffic and flow (Logger) generated by proxy's, web servers, ISP, etc. The information capture process can be performed either off-line (in this case, the product does not require connection in real time) or on-line.

Graphic Visualization

Visualization is global, allowing a fast analysis of the traffic flow concentration points (interest points) of clients/users whose data are being analysed. The elements that are visualized are sites, pages, links, and navigators, among others.

Internet &
Telecommunications
Product Line

Aplicaciones
en Informática
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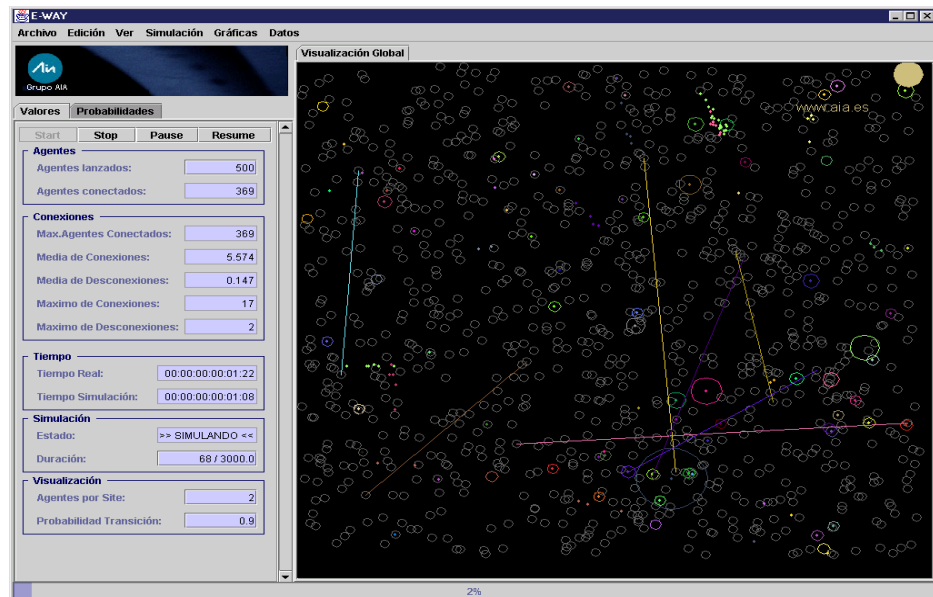
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An important feature is that the graphic visualization is a real time process allowing for the "on-line" detection of critical points and important information about the navigators' behaviour



REPORTS

The product has a complete reporting system that includes:

- Dynamic Reports on intrasite or extrasite navigation: sites, links, stay times, and so on.
- Dynamic Reports on visited contents: number of visitors, frequency, etc.
- Tables and Charts.
- Others.

e-Way

Visited Sites Relation

Sesion: Demo - Fecha: 22/08/2000-12:00:59

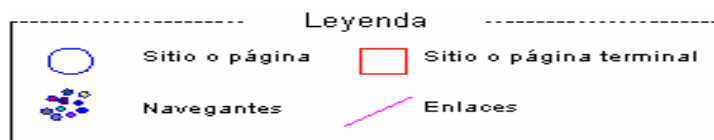
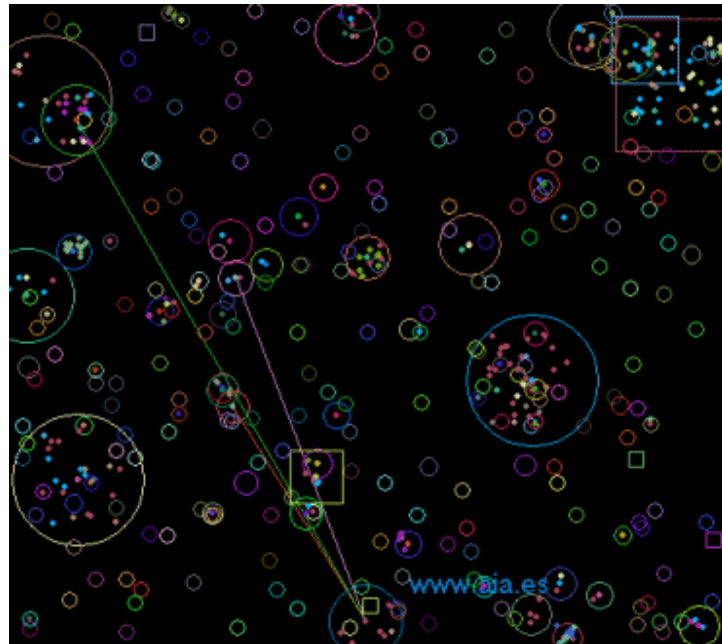
IDSITE	NUMBER _ VISITS
www.terra.es	40
www.google.com	34
www.microsoft.com	32
www.bsmarkets.com	10
www.sbd.net	9
www.ctv.es	9

HIGHLIGHTS

- It includes a new World Wide Web visualization system that eases both global vision and access to specific details statically (site structure, links...) and dynamically (navigators...).
- Connection with most proxy's and web servers in the market.
- Complete information of number of visits, pages visited, most used links, and so on.
- Graphic representation of the entire information.
- Multisession product.

DEMO

The demo version consists of a simulation where there are shown, on the one hand navigators accessing sites -terminals or not-, and on the other hand the links being produced. See image below:



THE SOLUTION

e-WAY is an AIA developed product. It is the result of AIA's experience, technological capacity and consulting expertise within the 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.

