



MARKETING SUCCESS STARTS WITH U™



Unica® NetInsight® OnDemand

Gain Deep Web Insights Quickly and Easily With No Infrastructure Investment

The web is arguably the most important marketing channel today. Optimizing the experience of web site visitors and understanding what's working and what's not on a company's web site is now a mission-critical responsibility. As a result, web site analysis is an increasingly demanding process that requires marketers and web analysts to drill deep for details about visitor behavior, often in unanticipated ways.

But how can online marketers get the level of detail they need from their web site reports when most web analytics solutions rely only on summary data (or charge extra for reports based on more detailed data)? How can they be nimble and responsive in drawing insights from web behavior when tagging a site for web analytics is laborious, difficult to change and requires marketers to know in advance all the questions they'll want answered? And what can online marketers and web analytics do if they want a next-generation web analytics product now, but don't have the technical and infrastructure resources available to deploy software on-premise?

The answer is Unica NetInsight OnDemand, a web analytics product architected from the ground up for easy deployment and use - not just by analytics experts, but by every marketer:

- **Powerful and flexible reports:** Forrester writes that "NetInsight excels at reporting and analysis"
- **Role-based GUI:** adapts to all types of users, enabling easy self-service access to any dashboards or reports, from personalized metrics to advanced ad hoc visitor-level analysis
- **Granular visitor-level data always available:** data at the most "atomic" level is always available, without buying additional product modules, for drill-down, slicing-and-dicing and auditing of metrics, even if the need to do so wasn't anticipated when the site was tagged
- **World-class scalability:** meets the needs of high traffic web sites

- **"Soft-tagging" infrastructure:** page tags are designed only to collect data and don't define or constrain analyses; the tags are small, with low page overhead, and can be implemented or modified easily and quickly without first determining what kind of analyses will later be needed
- **Open data architecture:** designed as a single application with an open data architecture providing a strong core for data extension and integration with other complementary technology partners and marketing solutions
- **Flexible deployment and migration options:** available as enterprise software or on-demand, and easily be migrated from one to the other after initial deployment
- **Reliable SaaS delivery and a complete support team:** delivered as "software as a service" (SaaS) through Unica's world-class hosting facilities, and backed by a customer service team that ensures complete support is only a phone call or email away
- **Part of Unica's complete interactive marketing solution:** individual visitors or segments can be selected for immediate inclusion in outbound or inbound marketing campaigns and programs

Unica NetInsight OnDemand is a next-generation web analytics product designed to meet the full range of online analysis requirements, with less complexity, little up-front cost and no technical infrastructure investment.

NO HIDDEN COSTS

Unica's transparent pricing and predictable monthly fees mean there are no hidden costs. You'll eliminate infrastructure and system administration costs, paying only for the web analytics capabilities you use and the specific services you need. The NetInsight OnDemand delivery model is ideal for organizations that require a comprehensive, cost-effective web analytics solution with:

- Rapid deployment
- Unmatched flexibility
- World-class security
- Unwavering reliability
- Unlimited scalability
- Guaranteed performance

RAPID DEPLOYMENT

In as little as 5 days, Unica's JumpStart Program can get you started with using all the services you need to start using web analytics to optimize your website. We'll start by analyzing your raw data, then work with you to successfully deploy NetInsight OnDemand, configure and test profiles, train administrators, and assist with page tagging. Once you're up and running, you'll have access to all of the application's power through an exceptionally intuitive user interface. What's more, you'll be in command, every step of the way. You'll get uninterrupted reporting, support for an unlimited number of users and roles, and complete control over application configuration. We'll always be there to help, with a full spectrum of on demand services to support your marketers and administrators for years to come. You can call on us for everything from new user orientations and technical support to advanced training in best practices customized for your company.

Here are just some of the resources and services we offer:

Dedicated Analyst & Account Manager

Our internet marketing experts can assist with any web analytics data analysis and reporting challenge to help ensure that you meet and exceed your marketing objectives. Technical account managers are available for advice and guidance.

Internet Marketing Best Practices

We can provide key operational assessments of your site, expert advice, proven strategies, and innovative solutions to enhance performance in all these areas:

- E-Marketing 101
- Conversion point analysis
- Site tool analysis

- On-site search analysis
- Navigation assessment
- Landing page assessment
- Site real estate assessment
- Shopping card and checkout assessment
- Product page drivers and browsing depth analysis
- Traffic assessment
- On-site promotions
- Tying research data to user behavior
- Email program measurement
- Customer segmentation analysis
- Cross-channel analysis
- Consideration cycle analysis
- Seasonal analysis
- Strategic engagements

WEB-BASED USER TRAINING

Our web-based training delivers "just in time" instructions on the specific NetInsight OnDemand application features and techniques your users need – from basic navigation to marketing administration to advanced reporting and path analysis.



With NetInsight OnDemand, you can leverage dashboards configured to meet your web analytics needs.

THE SIMPLICITY OF "SOFT-TAGGING" INFRASTRUCTURE

NetInsight leverages a "soft-tagging" architecture that requires fewer up-front decisions, less up-front work, and dramatically less maintenance over time as business needs change. The tag is small, it creates comparatively little site overhead, and its job is solely to collect data. Business users separately specify how they want to analyze and report on the data through the application. The separation of data collection from data analysis dramatically increases application flexibility by giving marketers the freedom to change their analysis requirements without the need to re-tag. Furthermore, when key business metrics change, NetInsight gives marketers the flexibility to reassess the business historically through the new lens. Other products can only look forward.

UNMATCHED FLEXIBILITY

Flexible Data Integrations

Whether your business needs require integrations with complimentary technology partners or data exports to offline systems for further analysis, NetInsight OnDemand's open architecture allows marketers to easily import or extract data to and from the application.

Flexible Deployment Options

Unica's on-demand and on-premises solutions are completely compatible, so you can always bring your on-demand environment in-house if you choose. As your business evolves, you can always decide where web analytics should reside based on your business needs, not concerns about preserving investments in data and customized KPIs.

WORLD-CLASS SECURITY

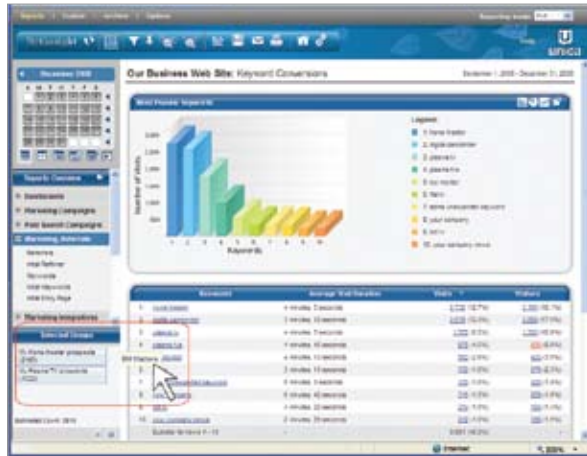
NetInsight OnDemand is delivered via a rock-solid technical infrastructure, including several SAS 70 compliant, globally distributed hosting facilities that provide exceptionally secure processing and transmission. All Unica hosting facilities proactively ensure security and customer privacy through measures such as:

- Recorded video surveillance and centralized monitoring of all data center security and environmental systems
- Facilities that are locked down and guarded 24x7x365
- Double authentication for data center access: both card reader and biometric palm scanner

Unlike multi-tenant Application Service Providers, Unica's on-demand solutions provide dedicated resources for your business, reducing vulnerabilities to shared threats.

All NetInsight OnDemand customers receive a separate, dedicated application and database environment running against a shared infrastructure. All web traffic data is conveyed to NetInsight OnDemand via page tag server requests that conform to the security certificates used by your organization's websites.

Your entire solution environment is designed to maximize system security. Our page tag servers operate behind dual firewalls and collect all data via SSL. Microsoft Windows Active Directory provides user authentication and added log and database security. Activity logs and data are archived and protected in an off-site, secure backup facility. We store your detailed data for 13 months standard, with optional services for extended time periods. Your archived reports are available indefinitely.



NetInsight OnDemand "Visual Selection" capability offers drag and drop identification of visitor segments. Grouped segments can be easily downloaded for remarketing efforts.

UNWAVERING RELIABILITY

All aspects of NetInsight OnDemand processing are monitored nonstop, and Unica Technical Support automatically notifies customers of any errors or failures. If you wish, Unica can provide daily summaries of all processing and exception reports of all processing errors. NetInsight OnDemand customer configurations are mirrored at a data center at another geographical location and data is periodically synchronized. If a catastrophe occurs, Unica will redirect the customer application page tag server to the secondary data center and restore service within one hour. Unica's Technical Support and dedicated Account Management teams are readily available to address your concerns and are relentlessly focused on your success. They have extensive expertise in web analytics and unsurpassed experience supporting the marketing requirements of diverse organizations in virtually every industry. Your dedicated Account Manager is your primary point of contact, responsible for helping you achieve all the results you expect. If you ever need

FIVE POWERFUL REASONS TO DEPLOY NETINSIGHT ONDEMAND

- **Deploy fast: no waiting for overburdened IT staff**
- **Leverage Unica's world-class expertise and dedicated resources to help you get results quickly**
- **Pay flexible fees based solely on your usage and needs**
- **Simplify the integration of web data and other customer data sources, reducing future dependence on IT**
- **Minimize code maintenance: focus scarce resources on applying web analysis, not maintaining software**

additional help with configuration, reporting assistance, or data analysis, your NetInsight OnDemand Account Manager can quickly connect you with the right Unica Professional Services experts. And if you have requests for product improvements, your Account Manager will get your message straight to Unica Product Management.

UNLIMITED SCALABILITY

NetInsight OnDemand offers unlimited scalability to support your enterprise no matter how fast it grows: whether your daily traffic comprises 100,000 page views or a billions. Since your environment is isolated from other customers' environments, its performance won't be adversely impacted by the growth of Unica's customer base.

WHAT WE DO

Unica provides innovative marketing solutions that turn your passion for marketing into business success.

ABOUT US

Unica Corporation (NASDAQ: UNCA) is the definitive leader in innovative marketing software solutions. Unica's advanced set of enterprise marketing management and on-demand marketing solutions empowers organizations and individuals to turn their passion for marketing into valuable customer relationships and more profitable, timely, and measurable business outcomes. Unica's solutions integrate and streamline all aspects of online and offline marketing. Unica's unique interactive marketing approach incorporates customer and web analytics, centralized decisioning, cross-channel execution, and integrated marketing operations. More than 800 companies worldwide depend on Unica for their marketing management solutions.



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