



SUCCESS STORY



# High-tech Leader "Clones" Staff with SiteCatalyst



TECHNOLOGY





## OVERVIEW

Veritas Software fine-tunes marketing content and streamlines the evaluation process with Omniture SiteCatalyst™. With 2004 revenues of more than \$2 billion and customers that include 99 percent of the Fortune 500, Veritas Software ranks among the world's top ten software companies. The company is pioneering an open, heterogeneous approach to utility computing that ensures its customers maximum flexibility in evolving their IT environments over time. Veritas products include award-winning, market-leading solutions for data protection, high availability, server and storage automation and application service management. The company's hybrid B2B/indirect sales model combines a channel organization as well as a direct sales force.

### CHALLENGE

Veritas Software places a premium on high-performance and high-availability computing and storage solutions—not only in the solutions it delivers, but the products and services its employees use everyday. Needless to say, the company that specializes in getting the most from computing resources was looking to get more from its Web analytics data and its employees.

When Erik Bower arrived at Veritas as the newly hired senior manager of e-marketing, he found an interactive marketing organization with a serious analytical challenge.

The company was using a Web analytics tool that was difficult and inaccessible for nontechnical users. Because only four people were fully trained, few of the

marketing and management staff had timely access to current site performance metrics. In addition, poor integration between the firm's analytical system and third-party service providers like DoubleClick made real-time reporting a virtual impossibility.

Fortunately for Veritas, Bower had recently participated in a thorough evaluation of Web analytics solutions for Oracle, his previous employer. Bower knew exactly what he wanted.

"Our RFP process was 'I want Omniture,'" Bower said. "We didn't even look at any other products. I had already done that at Oracle, and I knew from that experience as well as from talking with other people in the industry that Omniture was the best."

### SOLUTION

Veritas began its transition to SiteCatalyst from its old solution by first deploying SiteCatalyst on a limited area of its site. The first content to be tagged was on the pages that potential customers typically consult when evaluating Veritas' solutions.

"We've tried to optimize the evaluation phase," Bower explained. "Those are the pages that explain what the product is and why customers buy it. There is always a lot of interest in trying to prioritize and optimize the effectiveness of that content. We're always trying to decide whether it would be better to create a white paper or a Flash demo that would illustrate features and functionality. Which would have the greatest impact?"

"SiteCatalyst helps us understand not only which items get the most traffic, but which contribute most to revenue. And SiteCatalyst helped us prove that visitors spend more time on a page when a Flash demo is included."

At the same time, Bower and his team focused on expanding the number of Veritas marketers who can directly access and use its analytical tools. "When we implemented SiteCatalyst, we went from only four people in this department using the information to more than 65 power users across the



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**Erik Bower**, Senior Manager of E-marketing, Veritas Software

organization, including users in sales, support, education, our services groups, consulting and our IR and competitive analysis group," asserted Bower.

SiteCatalyst has also helped the online marketing staff push site performance data out to its internal customers on a much more timely basis.


"We have biweekly meetings with the product and business unit teams," explained Bower. "We present current results and see what insights we can extract from the data beyond just understanding the traffic flow. We get a lot of input from marketing people and merchandisers to make improvements. I've also created 25 or 30 dashboards for different groups, another 150 for individuals, and weekly reports with a unique template—built to deliver product-specific analysis—for each product group." The expanding suite of Omniture tools is even letting Bower push real-time management control out to key Veritas executives.

"I created one dashboard for our advertising executive that includes everything related to search engine key word purchases," Bower stated. "With Omniture's new SEM product, he'll actually be able to manage the campaigns, not just report on the purchases."

#### RESULT

One impact of the shift to SiteCatalyst has been an immediate reduction in the manpower required to acquire, report and distribute relevant site performance analysis.

"It's like we cloned our staff with SiteCatalyst. We freed up two people who were dedicated to the previous analytical system to do other things," affirmed Bower. "And we've eliminated the burden on other people who were translating those results for consumption. SiteCatalyst paid for itself right away." The transition to SiteCatalyst has also made it easier to get time-critical data from third-party service providers, such as DoubleClick, Overture and Google.

"Having Omniture streamline that process and provide out-of-the-box integration with those ad placement companies was great," said Bower. "That's key in terms of getting to an overall view of the customer and marketing efforts. Omniture has a really keen focus on usability and customer requirements." Looking forward, Bower has ambitious plans for more sophisticated site functionality based on extended analytical capabilities, beginning with CRM. And thanks to SiteCatalyst, the company's Web site will continue to deliver intelligent features that really click with Veritas customers. 

#### OTHER PRODUCTS VS. SITECATALYST



Number of power users  
with other products

VS



Number of power users  
with SiteCatalyst

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**ABOUT VERITAS**

Veritas Software is a leading provider of software and services to enable utility computing. In a utility computing model, IT resources are aligned with business needs, and business applications are delivered with optimal performance and availability on top of shared computing infrastructure, minimizing hardware and labor costs. Veritas delivers products and services for data protection, storage and server management, high availability and application performance management that are used by 99 percent of the Fortune 500. Veritas is currently merging with Symantec Software, bringing world-leading security solutions to complement Veritas’ high-performance, data protection, storage and server management offerings. More information about Veritas can be found at [www.veritas.com](http://www.veritas.com).

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**ABOUT OMNITURE** Omniture, Inc., headquartered in Orem, Utah, is the pioneer of on-demand Web analytics technology that delivers the essential intelligence needed by Web commerce leaders and innovators to drive the business decisions that increase ROI. Omniture is the largest on-demand Web analytics provider by revenue, and Omniture’s SiteCatalyst is the most mature and comprehensive technology on the market, offering industry-leading scalability and flexibility combined with an intuitive user interface. Omniture is the only company in its market to offer a comprehensive view of activity on a company’s Web site that includes historical and real-time analysis and reporting. In addition, Omniture offers knowledgeable professional service teams, experienced in helping customers determine the questions they must ask to arrive at the answers they require. Proof of its world-class technology and outstanding team, Omniture has the highest level of retained and satisfied customers in the market, including eBay, AOL, Wal-Mart, Gannett, Microsoft, Oracle, Overstock.com, GM, and Hewlett-Packard. [www.omniture.com](http://www.omniture.com).



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