

Ignite provides the industry's most secure and scalable Content Delivery Solution, enabling customers to efficiently publish, deliver, and manage digital assets – from rich media content for training and communications to software patches and virus updates –to anyone, anywhere, at any time. Ignite's patented Content Delivery Solution overcomes network and connectivity constraints that have limited the ability to reach online audiences with the highest quality, secure rich media. Ignite's Solution has been deployed around the globe at companies like Accenture, BearingPoint, Sabre, and Procter & Gamble.



### Leveraging Business Analytics

With Ignite's Reporting capabilities, business users and administrators can quickly and easily measure the effectiveness of content deliveries. Ignite's Reporting goes beyond just summary information to provide true business analytics, which help you identify trends and patterns. This feature allows you to respond to dynamic content demands in real time. Ignite's analysis can occur at an aggregate level or at a granular level – even down to an individual person or a single device.

All delivery and usage transactions are tracked and stored in the Delivery Manager. The system keeps track of information such as how many times a user views content, how much of the content is viewed, who is and isn't using new content, whether or not the user responds to questions, and the answers to those questions. This auditability of content usage provides for powerful analysis of content effectiveness, compliance, and, if needed, the accurate targeting of supplemental or remediation content.

Reporting and analysis can be performed directly within the Delivery Manager. Ignite provides commonly-used ("canned") reports, and additional advanced reports can be easily created using Ignite's web-based reporting wizard. Our Professional Services team can even create custom reports to meet your unique requirements. In addition, report data can be exported in a format compatible with your enterprise reporting system, business intelligence tools, or data warehouses.

### The Data You Need – How and When You Need It

The Ignite Delivery Manager provides extensive reporting capabilities at multiple levels for ultimate convenience and flexibility. You can access detailed and summary views of People, Computer, and Package information, depending on the level of granularity you need.

Pre-defined reports provide graphical illustrations of your data, such as pie charts and bar charts. You can also schedule batch reports to show specific activities that took place within certain time intervals (e.g., daily, weekly, or monthly view rates for a particular content package).

## Reporting Strategy

Reporting serves an important function by providing you with insight into how the system is being used. The extensive reporting capabilities provide an actionable feedback mechanism that can be utilized to further enhance the effectiveness of your content delivery strategy. Figure 1 below shows the recommended strategy for gaining insight and taking knowledgeable action within the Ignite system.

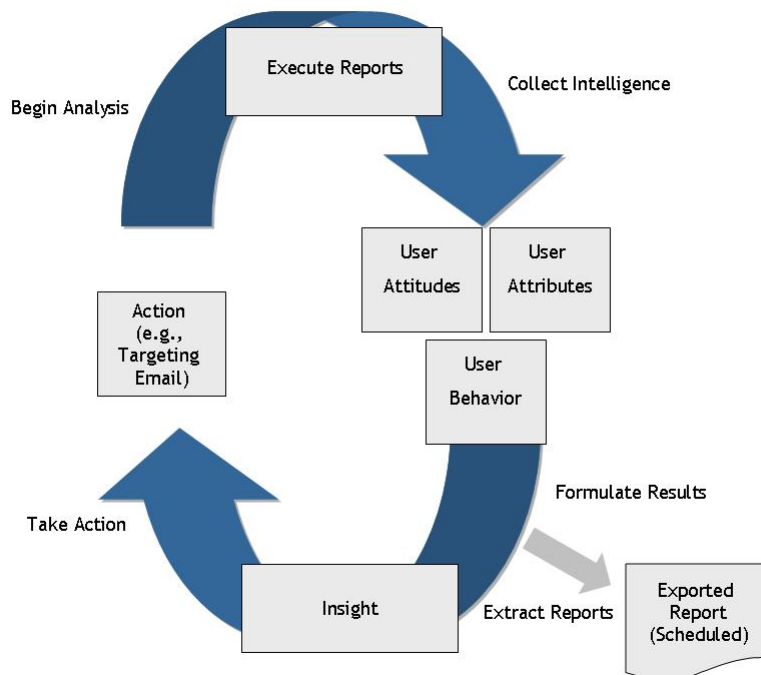


Figure 1: Reporting Strategy

## Single Record Reports

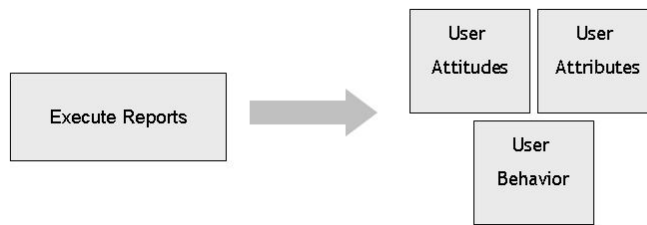
Individual record level reports allow you to see specific details about People and Computer attributes, as well as Package details. For example, you can see when a package was targeted, when the download began, when it was delivered, and when it was viewed by the end user. If the package was a video executed in the Ignite video player, then you can also track the percentage of the video that was viewed. Figure 11, Package Details Report, is an example of a single record report.

## Summary Reports

Summary reports show aggregate data for a particular category, such as People, Computers, and Packages. For example, Figure 7, Software Summary Report, shows what software applications are running on all installed computers.

### Pre-Defined Reports

Several pre-defined reports are available to show you details of events within the system. Some of these reports are graphically displayed to give you a better illustration of those particular events. By executing these reports, you can gain insight into: user attitudes (survey feedback), user attributes (profile information, location, department, etc.), and user behavior (view rates, click-through data, etc.), as illustrated below.



The Install Summary Report at Figure 4 is an example of a pre-defined graphical report.

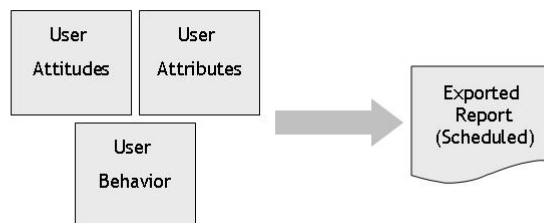
### Batch Reports

By using Ignite's Advanced Search/Batch Reporting functionality, you can execute ad-hoc reports based on a wealth of pre-defined People, Computer, and Package attributes to create a resulting data set. For example, you can run a report to see the percentage of employees who have viewed a specific video or similar content so you can adjust your Corporate Communications programs, if necessary. Or, you can run a report to see which people in your Sales department are running Microsoft Office 2003, Service Pack 2 so you can target them with any necessary software patches.

### Scheduled Reports

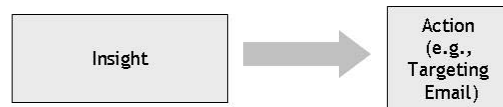
Executives often require periodic reports on certain activities within the Ignite system. The scheduled reporting module gives you the ability to process batch reports on a scheduled basis and then delivers those results – formatted (PDF or HTML) or unformatted (XML or CSV) – via a content package, email link, or both.

For example, if your marketing SVP would like weekly reports by Friday on the viewership of their weekly newsletter, you can use the Scheduled Reporting module to distribute a weekly report. The user attitudes, attributes, and behavior previously mentioned are leveraged to generate this scheduled report, as illustrated below.



### Taking Action Based on Reporting Results

After reporting data is gathered, the Delivery Manager allows you to perform actions based on the returned result set. For example, you can send another package to all people who took a survey, send a new software patch to all people who installed a previous patch, or send a new training course to all people who completed a prerequisite training course. In this manner, your insight leads to a specific action, as illustrated below.



### Types of Reports

All delivery and usage transactions are tracked and stored in the Ignite Delivery Manager. This information can be organized into commonly-used reports, including:

- People Information (including Installation Information)
- Computer Information
- Package Information

### People Information Reports

You can search and locate a people record to access identifying information, transactions and dates related to the People record, including a list of all packages targeted to the People record's primary and secondary computers, and any system-generated e-mail sent to the People record. These reports allow you to answer questions such as:

- What are the transactions associated with a particular People record?
- What packages have been delivered and to whom during the last week?
- What are the answers to the profile questions sent to new users?
- Who is installed and enabled but has not completed a profile?
- What are the answers to the survey? (Figure 2 below shows a sample Survey Statistics report.)

#### Understanding People Records and Computer Records

Ignite's Content Delivery Solution uses people records and computer records to deliver content to targeted people and computers.

**People Records** - created in the database when an end user's information is imported into the database, or when a user installs the Delivery Center for the first time.

**Computer Records** - created in the database, and associated to a People record, at the end of the computer registration process. When the Delivery Center polls the Delivery Manager for the first time, the Delivery Manager captures identifying information about the computer that links the user to the computer.



The **Install Summary report**, shown in Figure 4 below, illustrates the progress of your ongoing installation efforts. This report shows:

- Total People – Total number of people eligible to install the application
- Active People – Total number of people who have the application installed and have polled the Delivery Manager within the specified time period
- Install In-Progress – People who are currently installing the application
- Not Attempted – People who are eligible to install but have not done so
- No Active Poll – People who are installed but have not polled within the specified time period

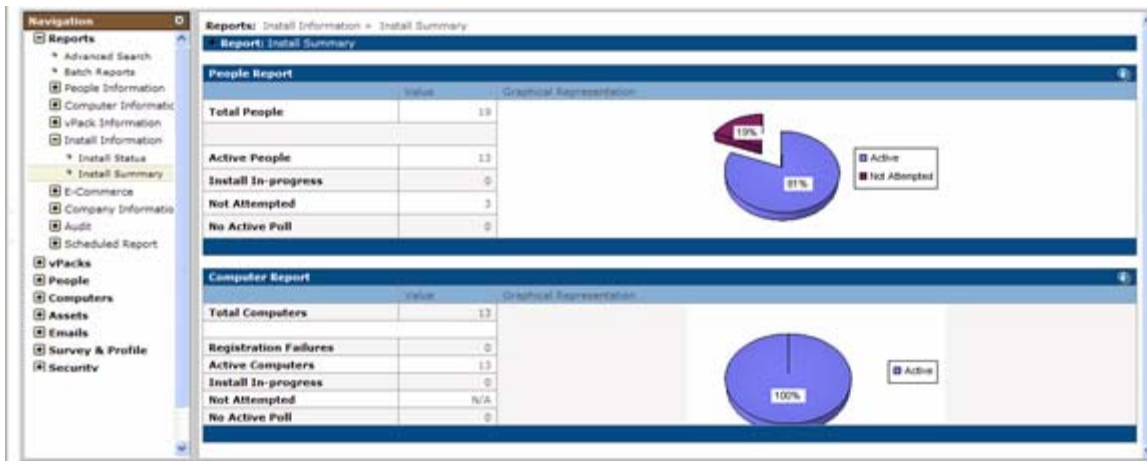


Figure 4: Sample Install Summary Report

The following table provides descriptions for the fields on the Install Summary report.

Field	Description
Total People/Computers	<u>People</u> : Enabled People records imported or added to the database as a result of installation. <u>Computer</u> : Enabled Primary and Secondary Computer records.
Active People/Computers	<u>People</u> : People records with either a Primary or Secondary Computer record that have polled within the Active Days or have any past poll date when no Active Days selected. <u>Computer</u> : Computer records that have polled within the Active Days or have any past poll date when no Active Days selected.
Install In Progress	<u>People</u> : People record with a Primary or Secondary Computer record in process of installing (there is no poll date registered). <u>Computer</u> : Enabled Primary and Secondary Computer records in the process of installing (there is no poll date registered).
Not Attempted	<u>People</u> : Enabled People records imported into database that are not installed or in process of install.
No Active Poll	<u>People</u> : People records with a Primary or Secondary Computer record not polled within Active Days. <u>Computer</u> : Computer records that have not polled within the Active Days.

### Computer Information Reports

You can search on a Computer record to access transactions and dates related to the Computer record, a list of all packages targeted to the computer and the computer's polling history. You can also run reports to view detailed computer inventory summary information based on specific hardware criteria, as well as view a summary of installed software. These reports help answer questions such as:

- What are the transactions associated to this Computer record?
- What is the inventory of all computer hardware for installed computers? (Figure 5 below shows a sample Hardware Inventory report.)

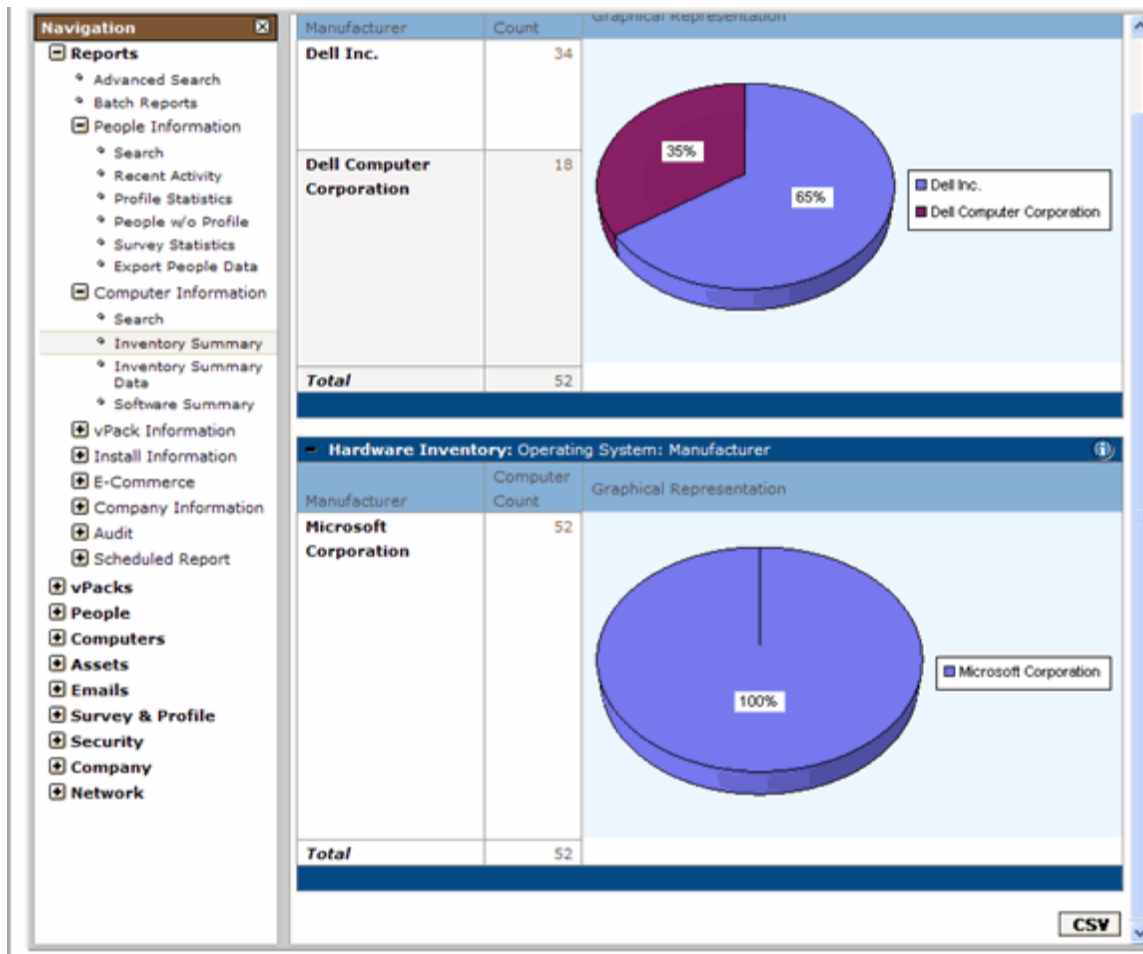


Figure 5: Sample Hardware Inventory Report

- What computers have not returned an inventory summary? (Figure 6 below shows a sample Inventory Summary Report.)

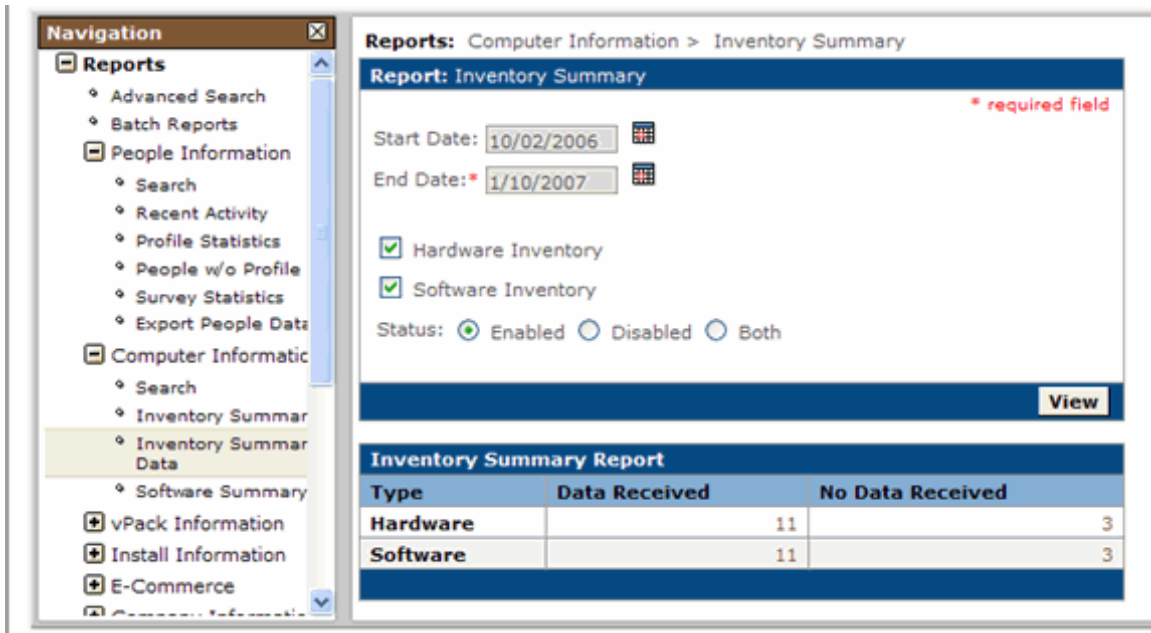


Figure 6: Sample Inventory Summary Report

- What software applications are running on the installed computers? (Figure 7 below shows a sample Software Summary report.)

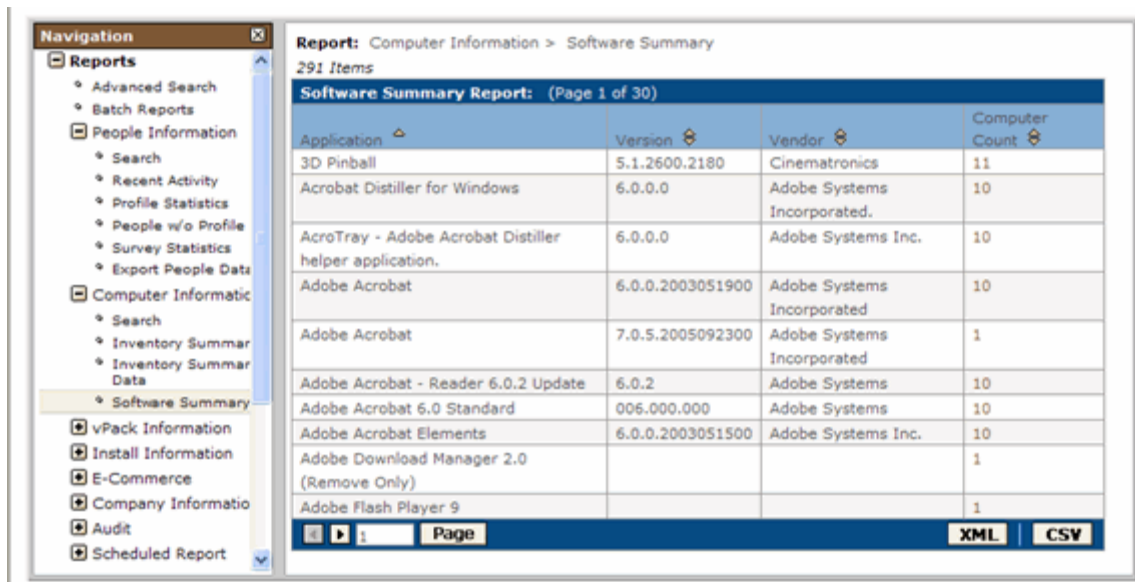


Figure 7: Sample Software Summary Report

### Package Information Reports

You can search and locate targeting/delivery information for all published packages to view package details, delivery summaries, and delivery reports. Package information reports include:

- **vPack Delivery Summary Report** – list of all packages delivered during specific time period. (Figure 8 shows a sample Delivery Summary report.)

Reports: vPack Information > vPack Delivery Summary

+ Search Criteria: vPack Delivery Summary

103 Items

vPack Delivery Summary Report: (Page 1 of 6)

vPack Name	Month Delivered	Approval Testing	Import Targeting	Manual	On Demand	Target Event	Revision	File Size (MB)	Total
00 - CEO Video	Dec 06	0	0	0	0	9	0	1.39	9
00 - Employee Handbook	Dec 06	0	0	2	0	0	0	0.48	2
00 - Ignite Overview	Dec 06	0	0	1	0	8	0	0.54	9
00 Package Test	Dec 06	0	0	0	0	5	0	0.33	5
00-CEO Survey	Dec 06	0	0	4	0	0	0	0.56	4
002-Business Unit Update Video	Dec 06	0	0	2	0	2	0	27.94	4
01 Biz Unit Update	Dec 06	0	0	3	0	2	0	27.94	5
01 Business Unit update video	Dec 06	0	0	9	0	0	0	27.94	9
01 CEO Feedback	Dec 06	0	0	1	0	0	0	0.5	1
01 CEO Feedback January	Dec 06	0	0	5	0	0	0	0.53	5
01 Employee Handbook	Dec 06	0	0	0	1	0	0	0.48	1
01 Hotfix PDF document	Dec 06	0	0	2	0	2	0	0.41	4
01 PDF Survey	Dec 06	0	0	3	0	0	0	0.54	3
01 second CEO video	Dec 06	0	0	1	0	8	0	1.39	9
01 Travel and Expense Policy	Dec 06	0	0	0	2	0	0	1.29	2
02 Business Unit Update Video	Dec 06	0	0	2	0	0	0	27.83	2
02 Ignite Overview Survey	Dec 06	0	0	1	0	0	0	0.53	1
02-Business Unit Update Video	Dec 06	0	0	1	0	0	0	27.94	1
02-CEO Survey	Dec 06	0	0	2	0	0	0	0.53	2
02-CEO Video	Dec 06	0	0	0	0	9	0	1.39	9

Page XML CSV

Figure 8: Sample Delivery Summary Report

- **Delivery Report** - total packages delivered, total megabytes delivered, total megabytes per delivery, and total packages published for the selected time period. (Figure 9 below shows a sample Delivery report.)

Reports: vPack Information > Delivery Report

+ Report: vPack Delivery Report

vPack Delivery Report

Information	Value
<b>Total Deliveries</b>	580
<b>Total Megabytes Delivered</b>	2515
<b>Megabyte per Delivery</b>	4.34
<b>vPacks Staged</b>	112

Figure 9: Sample Delivery Report

- **Deliveries by People Group** – number of packages delivered to a specific People group (e.g., East and West regions) (Figure 10 below shows a sample Deliveries by People Group report.)



Figure 10: Sample Deliveries by People Group Report

- **Package Details Report** – lists total and unique counts for number of targeted computers, number of packages delivered, number of views, etc. (Figure 11 below shows a sample Package Details report.)

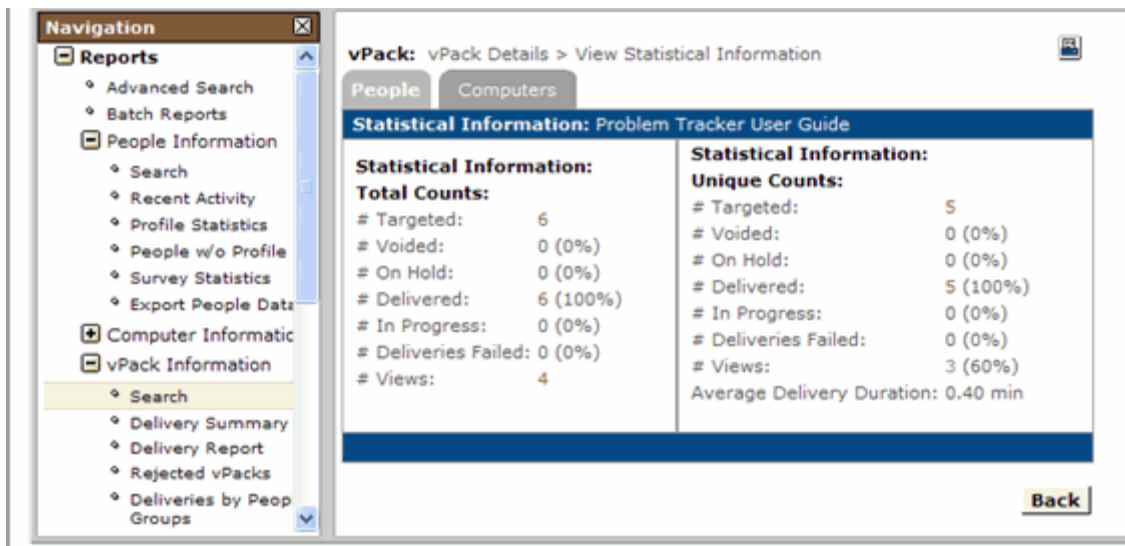


Figure 11: Package Details Report

### Custom Reports

If you require reports that are not included in Ignite's pre-defined or batch reports, Ignite's Professional Services team can build custom reports according to your specific requirements. These reports can then be accessed from the Delivery Manager.

### Exporting Reports

You can export any and all reporting data, such as survey responses, profile, and imported People information, and have it delivered in XML or CSV format via e-mail. Information can be filtered in a number of ways, including by the date the People record was added, specific People information, or by excluding disabled Computer records.

### Summary

Ignite's extensive reporting capabilities allow you to track all your delivery and usage transactions. Reporting within the Delivery Manager is performed at a detailed, summary, and aggregate level, giving you the flexibility you need and providing you with valuable insight into how the system is being used. When used consistently, Ignite's reporting capabilities help you most effectively leverage the Ignite solution.

To experience Ignite's Content Delivery Solution firsthand, visit [www.ignitetechnology.com](http://www.ignitetechnology.com) and click on the "Experience Ignite" link.