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Introduction to WebHound

Overview

WebHound is a tool that turns Web traffic data into information and enables you to optimize your e-business investment. WebHound captures information about Web traffic, summarizes the information for detailed and historical analyses, and allows ad hoc queries against this data. Information about your customers' Web use is available in graphical or tabular form. It can be presented through any Web browser or in hard copy form. WebHound is built upon SAS Institute's IT Service Vision software, which is an industry leader in the analysis of time-based data and performance evaluation.

WebHound can transform the largest Web system and the most complex Web log into a fully functioning data warehouse. This enables you to make intelligent decisions in order to achieve your e-business objectives.

Key Benefits from Using WebHound

Managing Service-Level Agreements for e-Business

Quality service is a critical component of the e-business channel. Response times must be reasonable, and the Web site's content must be accurate and meaningful. WebHound provides reports and graphs that show

- □ overall and peak response times
- □ what pages are accessed most often
- □ demographics of the customers who access your Web site
- □ average server response times.

With this and the other information provided in WebHound, you can assess the present level of service and plan for the future.

Providing Timely Reports and Easy Access to Information

Using the data warehousing capabilities within SAS software, WebHound creates a data warehouse that can be easily modified and maintained. This warehouse can be used for historical trending and detail-level analysis of Web traffic. The WebHound graphical user interface (GUI) enables you to produce ad hoc reports and graphs and to test for exception conditions. Reports can be distributed online, in hard copy, or through the Web.

Growing and Changing with Business Needs

WebHound is designed to be flexible while the IT organization matures. The data warehouse can be modified easily through the GUI. New data sources can be added, including information from cookies or applications. In addition, WebHound can be easily integrated with SAS/IT Service Vision software to correlate Web-usage tracking with network data and server-usage data in order to provide performance management, capacity planning, and problem resolution.

WebHound can also be used with customer data in order to determine more specific information about your site's customers.

Important Concepts

To make the most of the link between WebHound and IT Service Vision, it is useful to understand some of the concepts that apply to both products.

performance database (PDB)
    specifies a group of SAS libraries that contains the data used by WebHound. It is also called a performance data warehouse. Your site may have one or more PDBs, depending on how you want to collect and store your data.

table
    specifies a group of data, statistics, and definitions that is stored in a PDB. Each table contains data that is organized in a format that is useful for reporting.

table definition
    specifies a description (stored in the PDB) of how to create a table. Table definitions include

    □ collector used to gather the data
    □ type of data that is stored in the table
    □ type of table—interval or event
    □ list of variables to store in the table
    □ variable definitions for all variables in the table.

variable definition
    specifies a description of how to create a variable. Variable definitions include:

□ data type—numeric or character
□ variable format
□ interpretation type—interval or event
□ statistics to be calculated for the variable at each summary level in the PDB.

formula variables
> are variables whose values are calculated from the data that you collect. These variables are calculated dynamically when you access that data; however, the values of these variables are not stored in the PDB.

derived variables
> are variables that do not exist in your raw data, but are computed based on your data. After they are computed, the values of the derived variables are stored with your data in the PDB.

level
> specifies one of five libraries that are used to store data within a table: Detail, Day, Week, Month, and Year.
>
> *Note:* Because WebHound presummarizes data, it does not store data at the Detail level. WebHound presummarizes data by default because if you have a very large site, you would not want to analyze or store the detail information on a regular basis. However, when you want to analyze detail data, you can easily create tables for reporting that contain all the data coming into the Web log. This might be useful for path analysis or for data mining. △
>
> For the relevant time period, each library contains statistics that are summarized by grouping variables, such as PAGE, HOUR, and DAY. For example, the Month library may contain the statistics for a given Web page for a given month.

view
> specifies a display of data from one level of a table in a PDB. A view is named with a combination of the level and the table name in the form of *level.table*.

Starting WebHound

Before you start WebHound, you must start your SAS/IntrNet service. Follow this path:

| Start | ▶ | Programs | ▶ | The SAS System | ▶ | IntrNet |

▶ | Create a New IntrNet Service |
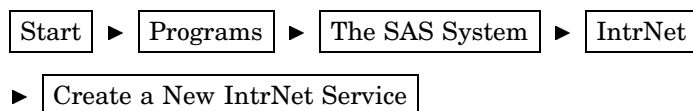
To start WebHound, bring up your browser and specify the URL location of WebHound. For example, you can substitute your Web server name in the following: http://<webserver>/webhound/welcome.htm .

When you open WebHound by pointing to the welcome.htm page, you see the Welcome page:

On the left side of the welcome page, you see a menu of report categories that are available by default. Click on a folder to display the full list of reports available in each category. You can customize the menu to make other reports available. Click the welcome page as indicated to see the help for WebHound.

Additional Documentation

For more information, see *Getting Started with IT Service Vision*.