**Business Challenge**

Companies today struggle to manage increasing levels of information, searching for ways to leverage this critical business data to empower their employees. Web analytics and business intelligence solutions integrate data from operational systems and the web, turning data into critical knowledge about how to run your business more effectively and be more responsive to dynamic market conditions. Dell Professional Services works with clients to organize, manage, report and analyze complex data and information. Our solutions may help clients to:

- Achieve better web channel leverage and ROI
- Redesign applications informed by user behavior patterns
- Improve sales forecasting
- Gain a better understanding of markets and customer segmentation
- Improve distribution and integration of budgeting, forecasting, and analysis
- React more quickly to market activities, and delivery of personalized services

**Key Benefits**

**Web Analytics and Business Intelligence**

Our professionals are expert at developing data warehouse architectures, data models and analytics to help you improve your enterprise performance and remain ahead of the competition. Whether you need to establish a more robust back-end server system or upgrade your existing data models to identify new opportunities, our professionals and key partners provide expert integration and business analysis services to meet your unique needs.

DPS resources are highly skilled in the areas of business analysis, technology consulting, application development, technical and information architecture, project management and user experience.

Consultants conducting WebTrends-specific engagements have completed training on WebTrends Reporting Center and WebTrends Intelligence Suite, and have used WebTrends analytics tools in numerous client engagements.

Many of our consultants hold MCSE and MCSE certifications, and are trained in specific Microsoft technologies such as SQL, .NET, Content Management Server, BizTalk, Windows 2000/XP, Office XP, IIS Server, SmartTags, Commerce Server and SharePoint. Additional skill sets include ProClarity, Oracle, EssBase, Sybase, Documentum, InterWoven, Lotus Notes.

Visit [www.dell.com/services](http://www.dell.com/services) for more information.
Dell Professional Service

Dell’s Differentiating Factor

Dell Professional Services combines affordability with an in-depth understanding and expertise in implementing standards-based systems. Complementing these strengths, Dell makes it easy to obtain the service you need by providing a single point of accountability.

Getting Started

**eBusiness Effectiveness Assessment:** Diagnoses specific opportunities to increase ROI for existing internet, intranet, or extranet sites or applications using WebTrends reporting Center Technology and proprietary methodologies.

**WebTrends Intelligence Suite Integration:** Dell Professional Services consultants provide consulting and integration services to extend Intelligence Suite and empower organizations with integrated web, commerce, CRM and legacy data.

**eMetrics Assessment:** By combining web analytics expertise, industry-leading measurement tools and user surveys, we show you how monitoring and acting on these metrics can help to transform your website into a powerful source of actionable eBusiness knowledge.

**Website Analysis Program:** Identifies key measurements that characterize a website’s effectiveness, which are then analyzed at regular intervals to make informed decisions and prioritize ongoing web initiatives such as redesigns and marketing efforts.

**WebTrends Workshops:** Tuning and optimizing WebTrends reporting solutions, providing best practices and utilities to analytics staff and consumers.

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