



WebAbacus Training Options

WebAbacus Support
Wednesday, 15 August 2007.

foviance Analyse
Rationalise
Optimise





Contents

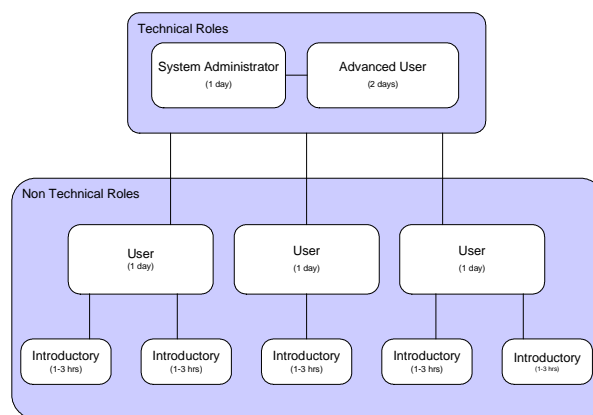
CONTENTS	2
OVERVIEW	3
INTRODUCTORY SESSION	4
USER TRAINING WORKSHOP	5
ADVANCED USER WORKSHOP	6
SYSTEM ADMINISTRATOR WORKSHOP	7
COPYRIGHT NOTICE.....	8
CONTACT DETAILS	8

Overview

This document outlines the various training options that Foviance offer for the WebAbacus product. The options range from a brief overview session, to an in depth workshop covering complex data manipulation.

The training options are intended to broadly match the functions people perform. These can be split into two categories; **technical** (log file processing, complex data manipulation, etc...), and **non-technical** (viewing and interpretation of data, cross-referencing, basic report creation).

In general, Foviance will perform the technical roles for hosted clients. However, for off-site implementations, it is highly recommended that there be internal resource to handle technical tasks.



1. [Introductory Session](#)
 - a. **Summary:** A basic introduction to the WebAbacus product intended for managers, requiring high-level information from the tool.
 - b. **Duration:** 1-3 hours
2. [User Training Workshop](#)
 - a. **Summary:** A general overview of the WebAbacus product intended for those in e-marketing, e-commerce, and web site management.
 - b. **Duration:** One day
3. [Advanced User Workshop](#)
 - a. **Summary:** An in depth workshop, covering the more complex aspects of the WebAbacus product. Intended for data analysts, and those requiring a detailed analysis of their web site(s).
 - b. **Duration:** Two days
4. [System Administrator Workshop](#)
 - a. **Summary:** An in depth technical session, intended for system/server administrators, and developers who will be responsible for an implementation, or externally hosted copy, of the WebAbacus product.
 - b. **Duration:** One day



Introductory Session

The *WebAbacus Introductory Session* is intended to give a brief overview of the WebAbacus interface.

Ø Objectives

- § Allow attendees to feel comfortable with the WebAbacus interface, allow specific data to be found for a given date or date range.
- § Allow attendees to search, and cross-reference the data displayed within WebAbacus.

Ø Includes

- § Overview of default WebAbacus reports
- § Searching, and filtering within WebAbacus reports
- § Selecting data across ad hoc date ranges
- § Common terminology used within Web Analytics

Ø Excludes

- § Creation of new reports
- § Creation of new date ranges
- § Data integration

Ø Prerequisites: Basic numerical understanding

Ø Intended for

- § Anyone using the WebAbacus tool, and wishes a quick overview.
- § Customers of the *Experience Management Programme* wishing to look at the supporting data detailed in the monthly reports.

Ø Duration: 1-3 hours

Ø Recommended max: Ten people



User Training Workshop

The *WebAbacus User Training Workshop* is intended to give attendees an overview of the WebAbacus tool. The course will allow for meaningful interpretation of data presented within reports. It also covers minimal editing of existing reports, and the creation of reports requiring little data manipulation.

Ø Objectives

- § An understanding of data derived from web source, and the implications for reporting.
- § Allow attendees to feel comfortable with the WebAbacus interface, allow specific data to be found for a given date or date range.
- § Allow attendees to search, and cross-reference the data displayed within WebAbacus.
- § Allow the manipulation of existing reports, or the creation of a similar report.

Ø Includes

- § Overview of default WebAbacus reports
- § Searching, and filtering within WebAbacus reports
- § Selecting data across date ranges, and creating custom date ranges for re-use.
- § Common terminology used within Web Analytics
- § Creation of basic reports, transforms, and row masks.

Ø Excludes

- § Complex data manipulation
- § WebAbacus administrative functions

Ø Prerequisites

- § knowledge of target web site
- § basic numerical understanding

Ø Intended for

- § People who require an understanding of their web site, such as those in Marketing, or Content provision.
- § The workshop should be suitable for anyone with working knowledge of spreadsheets, and Internet browsing.

Ø Duration: One day

Ø Recommended max: Six people



Advanced User Workshop

The *WebAbacus Advanced User Workshop* is intended to give attendees an in depth knowledge of extracting meaningful information from the WebAbacus tool. It is intended as a follow-on from the *WebAbacus User Training Workshop* providing a full range of data manipulation, integration, and dissemination of WebAbacus reports.

∅ Objectives

- § Comprehensive knowledge of data manipulation within WebAbacus
- § Ability to produce meaningful and relevant reports within WebAbacus
- § Ability to configure scheduled emails containing relevant reports
- § Enable attendees to act as first point of contact with an organisation running WebAbacus

∅ Includes

- § Advanced report creation
- § Row Masks
- § Transforms
- § Email Tasks and Schedules
- § Multi-Value Fields
- § Visitor profiling

∅ Excludes

- § Complex transforms
- § Data Sources
- § Administrative tasks, such as user creation.

∅ Prerequisites

- § Attendance on the WebAbacus 'User Orientation', or 'Intermediate User Training' workshops.
- § Alternatively, an in depth experience of web analytics, with a technical, or statistical background.

∅ Intended for

- § Managers who require a detailed and refined knowledge of their web site, such as Web site managers, e-Commerce managers, and Data Analysts.
- § Those who will champion the use of Web Analytics within an organisation, and act as the first point of contact for supporting WebAbacus.

∅ **Duration:** Two days

∅ **Recommended max:** Four people



System Administrator Workshop

The *WebAbacus System Administrator workshop* is intended to give attendees a comprehensive and in-depth knowledge of maintaining a WebAbacus environment. The focus is on the smooth day-to-day running of a WebAbacus implementation, and covers; data validity, data processing and alerts, system optimisation, and disaster recovery.

∅ Objectives

- § Attendees will be able to monitor, diagnose, and resolve common data and processing issues.
- § Able to apply new WebAbacus program updates, and licenses
- § Understanding of the WebAbacus security model, allowing the implementation and maintenance of a secure environment.
- § Configure new data sources, such as databases or lookup files, allowing the combination and cross-reference of data within WebAbacus reports.

∅ Includes

- § WebAbacus file system
- § WebAbacus System & licensing
- § Security model & User admin
- § Tasks & Processing
- § Data sources

∅ Excludes

- § Basic interface orientation
- § Report and Transforms

∅ Prerequisites: None

∅ Intended for

- § System or Server Administrators who will be responsible for the day-to-day running of a WebAbacus implementation.
- § Developers requiring an in-depth knowledge of data processing and data integration.

∅ Duration: One day

∅ Recommended max: Two people



Copyright Notice

(c) 2007 Foviance. All rights reserved, including the right of reproduction in whole or part, in any form. No part of this document may be reproduced without the express written consent of Usability Solutions Ltd.

Contact Details

If you have any queries regarding this document please contact:

WebAbacus Support

Foviance
14 Bonhill Street
London
EC2A 4BX.

Telephone: +44 (0)8450 546566

Fax: +44 (0)8450 546501

Email Address: helpdesk@foviance.com