IBM Tealeaf Customer Experience V9.0.1 supports SoftLayer and Azure cloud deployment, and delivers new features and enhancements to Tealeaf CX Mobile and Tealeaf cxOverstat

Table of contents

1 Overview
2 Key prerequisites
2 Planned availability date
2 Description
5 Program number
5 Publications
6 Technical information
7 Ordering information
8 Terms and conditions
11 Prices
12 Order now

Overview

In Version 9.0.1, IBM® Tealeaf® Customer Experience offers the following new capabilities, features, and enhancements:

• Cloud
  Customers who choose to deploy Tealeaf CX in their cloud can capture data from cloud-based websites and applications, and possibly lower their ownership costs for customer behavior analytics. New support is added for Tealeaf CX in a SoftLayer cloud or a Microsoft® Azure cloud that is customer-owned and customer-managed.

• Globalization
  End-user interfaces and selected documentation are now translated into Russian.

• Mobile
  Tealeaf CX Mobile delivers new features and enhancements that provide actionable and detailed information and bring exceptional visibility to the mobile customer experience.

• Usability analytics: Tealeaf cxOverstat
  Tealeaf cxOverstat delivers a new and enhanced workflow to help Tealeaf CX users better analyze and understand customer interactions across web and mobile interaction points.

• Tealeaf CX and Tealeaf cxImpact
  Tealeaf CX and Tealeaf cxImpact deliver additional improvements to performance alerting, and enhancements to data collection, Tealeaf alerts, and Passive Capture Application (PCA) scaling.

• Integration with Digital Analytics
  Performance improvements allow more customer session data to be exported to Digital Analytics.

Recommended upgrade from Version 9.0 to 9.0.1

New customers of Tealeaf Customer Experience are advised to install the latest version of the product, Version 9.0.1.
Existing customers of Version 9.0, with active maintenance, are eligible to upgrade to Version 9.0.1 to get the latest defect fixes for Version 9.0 as well as new features and enhancements. Software maintenance is included with the initial license, and is extended by the purchase of an annual renewal option. Active maintenance entitles customers to technical support that includes voice and electronic access to IBM support organizations.

For ordering, contact your IBM representative, an IBM Business Partner, or IBM Americas Call Centers at 800-IBM-CALL (Reference: YE001 )

Key prerequisites

Tealeaf CX is a prerequisite for all of the Tealeaf Customer Experience products:

- Tealeaf cxImpact
- Tealeaf cxView
- Tealeaf cxOverstat
- Tealeaf cxReveal
- Tealeaf cxVerify
- Tealeaf cxConnect for Data Analytics
- Tealeaf cxConnect for Web Analytics
- Tealeaf cxConnect for Voice of Customer
- Tealeaf CX Mobile

In addition, the Tealeaf cxView and Tealeaf cxOverstat products also require Tealeaf cxImpact.

For information about other technical requirements, refer to the Technical information section.

Planned availability date

December 4, 2014

Description

In Version 9.0.1, Tealeaf Customer Experience supports SoftLayer and Azure cloud deployment, and delivers new features and enhancements to Tealeaf CX Mobile and Tealeaf cxOverstat.

Cloud

For organizations that move their applications to cloud environments, Version 9.0.1 adds support for deployment of Tealeaf CX in SoftLayer and Azure clouds. Running Tealeaf CX in the cloud enables organizations to capture customer-behavior analytics data from cloud-based websites and applications. To use Tealeaf CX in a cloud environment, customers must meet the following prerequisites:

- Have an existing cloud environment that is hosted in a SoftLayer, Azure, or Amazon Web Services cloud, which is customer-owned and customer-managed.
- Run RHEL 6.x or SUSE 11 on the web tier of the cloud to support installation of Tealeaf CX.
- Create and install a Tealeaf CX cloud-based instance. The professional services team can provide assistance to setup Tealeaf CX in the customer's cloud. A separate statement of work is required for professional services.
Mobile

Tealeaf CX Mobile delivers new features and enhancements in Version 9.0.1 that provide actionable and detailed information and bring exceptional visibility to the mobile customer experience.

**Gesture capture and browser-based replay**

- Capture mobile gestures with addition of new passive listeners: tap, double tap, tap and hold, swipe, pinch, spread, and drag.
- Replay captured gesture information inside of browser-based replay, which includes X-Y coordinates, duration, and direction of touch gestures.

**Unresponsive gesture capture**

- Capture gestures that your mobile application users perform when the application is not responding. An automatic event is created when application is unresponsive for one-tenth of a second.
- Event reporting is enabled for unresponsive gestures.

**Out-of-the-box mobile reports**

Add pre-configured and pre-generated mobile reports to dashboards to see important information about the mobile customer experience. Mobile reports include:

- Application usability reports that provide data about application usability
- Environment reports that provide data about the mobile environment, such as device type
- Performance reports that provide data about performance, such as unintended exceptions

**Hybrid app browser-based replay**

Added browser-based replay support for hybrid mobile applications (native shell with embedded web views) to replay seamlessly using Document Object Model (DOM) capture technology.

**Usability analytics: Tealeaf cxOverstat**

In Version 9.0.1, Tealeaf cxOverstat delivers a new and enhanced workflow to help Tealeaf CX users better analyze and understand customer interactions across web and mobile interaction points. Tealeaf cxOverstat now supports capturing and analyzing customer interactions from the top down, through browser snapshot capture from a live site, and bottom-up, through browser-based replay.

- New Tealeaf cxOverstat browser extension for Mozilla Firefox allows users to capture page snapshots for analysis directly from the live website. In Version 9.0.1, the snapshot capture feature only supports Mozilla Firefox browser version 30 and later.
  - Use the browser extension or short-cut key to capture a snapshot of specific page states.
  - Capture click or hover-induced page states such as hover-to-display menus or rotating carousels.
  - Tag snapshots to make it easier to find and group snapshots.
- New Tealeaf cxOverstat gallery and viewer provides users with a highly visual method for finding, organizing and analyzing their captured page snapshots
  - Find pages easily with thumbnail view of snapshots.
  - Group multiple snapshots into a stack for analysis and collaboration.
  - View snapshots and stacks created by other users to facilitate cross-project or campaign collaboration.
  - Manage tags that are created for stacks and snapshots.
• Enhanced heat map and comparison analytics now filters usability data to only the visible elements on the page. This improves accuracy of analysis to drives better business actions.

• New accessibility overlays allow users to visually identify potential areas of struggles for users with disabilities that do not comply with Web Content Accessibility Guidelines (WCAG) 2.0 standards. In Version 9.0.1, two accessibility overlays are available in beta version.
  – Color-contrast overlay identifies text where the foreground text and background color contrast ratio does not meet standards. The color contrast overlay includes a tool that can suggest alternative foreground text and background colors to satisfy the suggested minimum contrast ratio or allow users to manually pick colors and validate if the new contrast ratio meets the standards.
  – Accessibility overlay identifies page elements that are potential areas of struggle for users with visual, auditory and physical disabilities. Violations are categorized by severity and provide information on the disabilities impacted.

**Tealeaf CX and Tealeaf cxImpact**

In Version 9.0.1, Tealeaf CX and Tealeaf cxImpact deliver additional improvements to performance alerting, and enhancements to data collection, Tealeaf alerts, and Passive Capture Application (PCA) scaling.

• Improvements to proactive alerts in Tealeaf cxImpact allow performance alerting and reporting on specific server thresholds: HBR, Portal, and additional metrics on canister, PCA, and Data Collector.

• Improvements in Tealeaf CX increase performance of Data Collector by pre-aggregating data in the data collector process.

• Enhancements to Tealeaf alerts, allow customers to:
  – Customize the Tealeaf email alert template and create multiple templates.
  – Set different blackout times for each weekday and set multiple blackout times per day.

• Improved scalability of the Passive Capture Application include:
  – Enhanced processing of secure SSL sessions across distributed PCA systems
  – Added support for improved multiple processing of PCA traffic capture

**Integration with IBM Digital Analytics**

Performance improvements in Version 9.0.1 allow more customer-session data to be exported to Digital Analytics. An increase in the session limit number increases the number of customer sessions in the Tealeaf segments that can be exported to Digital Analytics.

Tealeaf CX users who also have entitlement to Digital Analytics Explore can export Tealeaf search segments into Digital Analytics. In Explore, users can apply Tealeaf visitor and customer segments to the Digital Analytics data set and perform ad hoc report analyses in order to improve their understanding of their customers' behavior.

**Accessibility by people with disabilities**

A US Section 508 Voluntary Product Accessibility Template (VPAT) containing details on accessibility compliance can be requested at

Reference information


For information about Tealeaf Customer Experience V8.8, refer to Software Announcement 213-332, dated July 30, 2013.


Availability of national languages

IBM Tealeaf Customer Experience products are now available in the following languages. In Version 9.0.1, end-user interfaces and selected documentation are translated into Russian.

<table>
<thead>
<tr>
<th>Description</th>
<th>Availability date</th>
<th>Language</th>
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| IBM Tealeaf Customer Experience  | June 24, 2014     | Multilingual, Brazilian-Portuguese,
                                          |                                 | English, French, German,
                                          |                                 | Italian, Japanese, Korean,
                                          |                                 | Simplified Chinese, Spanish,
                                          |                                 | Traditional Chinese,
                                          |                                 | Russian                          |
|                                  | December 4, 2014  |                                    |

Program number

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<th>Program number</th>
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<tr>
<td>5725-K23</td>
<td>9.0.1</td>
<td>IBM Tealeaf Customer Experience</td>
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</table>

Publications

For Tealeaf Customer Experience V9.0.1, product documentation is available in HTML format directly through the Tealeaf CX Portal by clicking the question mark icon, and then selecting either Help for this Page or Product Documentation.

Product documentation in PDF format is available through the IBM Client Success Portal at

https://support.ibmcloud.com/ics/support/mylogin.asp

Services

Software Services

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To learn more about IBM Software Services or to contact a Software Services sales specialist, visit

http://www.ibm.com/software/sw-services/

Technical information

Specified operating environment

Hardware requirements

No new hardware requirements are introduced for Tealeaf Customer Experience Version 9.0.1 or Version 9.0.1A Enhanced International Character Support (EICS). Requirements are the same as those for V9.0 and V9.0A EICS. For details, refer to the Technical information section in 214-262, dated June 10, 2014.

Software requirements

With the following exception, no new software requirements are introduced for Version 9.0.1 or Version 9.0.1A EICS:

For cloud deployments to an Amazon Web Services (AWS) cloud, Microsoft Azure cloud, or SoftLayer cloud, Tealeaf CX requires RHEL 6.x or SUSE 11 on the web tier.

Other requirements are the same as those for V9.0 and V9.0A EICS. For details, refer to the Technical information section in 214-262, dated June 10, 2014.

The program’s specifications and specified operating environment information may be found in documentation accompanying the program, if available, such as a readme file, or other information published by IBM, such as an announcement letter. Documentation and other program content may be supplied only in the English language.

Limitations

For additional information, refer to Usage restriction topic in the Terms and conditions section of this announcement, or to the license information document that is available on the IBM Software License Agreement website


Planning information

Packaging

The products detailed in this announcement will be available in both electronic software distribution (ESD) and packaged formats. Physical media is delivered on DVDs.

Refer to the Ordering information section for a listing of media packs for the Tealeaf Customer Experience V9.0.1 (5725-K23) program. This program, when downloaded from a website, contains the applicable IBM license agreement and License Information, if appropriate, and will be presented for acceptance at the time of installation of the program. For future reference, the license and License Information will be stored in a directory such as LICENSE.TXT.
Security, auditability, and control

The product uses the security and auditability features of the host hardware or software. The customer is responsible for evaluation, selection, and implementation of security features, administrative procedures, and appropriate controls in application systems and communication facilities. The customer is responsible for evaluation, selection, and implementation of security features, administrative procedures, and appropriate controls in application systems and communication facilities.

Ordering information

This product is only available via Passport Advantage®. It is not available as shrinkwrap.

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For more information about IBM Software Value Plus, visit

http://www.ibm.com/partnerworld/page/svpAuthorizedPortfolio

To locate IBM Business Partners for Software Value Plus in your geography for a specific Software Value Plus portfolio, visit

http://www.ibm.com/partnerworld/wps/bplocator/

Product Group: IBM Tealeaf

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Product Category: Customer Experience Management

Passport Advantage

No new parts are introduced for the products in this announcement.

Passport Advantage customer: Media pack entitlement details

Customers with active maintenance or subscription for the products listed are entitled to receive the corresponding media pack.

Version 9.0.1A EICS is included as a separately installable code assembly on the Tealeaf CX V9.0.1 media.

The multiplatform, multilingual media packs listed in the following table apply to the Tealeaf Customer Experience V9.0.1 (5725-K23) product offerings.

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<th>Program name and description</th>
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IBM Tealeaf cxVerify V9.0.1 Multiplatform Multilingual Media Pack BN055ML
IBM Tealeaf cxConnect for Data Analysis V9.0.1 Multiplatform Multilingual Media Pack BN051ML
IBM Tealeaf cxConnect for Web Analytics V9.0.1 Multiplatform Multilingual Media Pack BN052ML
IBM Tealeaf cxConnect for Voice of Customer V9.0.1 Multiplatform Multilingual Media Pack BN053ML
IBM Tealeaf CX Mobile V9.0.1 Multiplatform Multilingual Media Pack BN054ML

**Charge metric**

No changes to charge metrics are introduced for the products in this announcement.

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When a customer orders a license to the program other than via Passport Advantage, these programs are licensed under the IBM Program License Agreement (IPLA) and the associated Agreement for Acquisition of Software Maintenance, which provide for support with ongoing access to releases and versions of the program. IBM includes one year of Software Subscription and Support (also referred to as Software Maintenance) with the initial license acquisition of each program acquired. The initial period of Software Subscription and Support (also referred to as Software Maintenance) can be extended by the purchase of a renewal option, if available. These programs have a one-time license charge for use of the program and an annual renewable charge for the enhanced support that includes telephone assistance (voice support for defects during normal business hours), as well as access to updates, releases, and versions of the program as long as support is in effect.

**License information number**

License information form numbers for Tealeaf Customer Experience products:

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<th>Product identifier</th>
<th>Product name</th>
<th>License Instruction ID</th>
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<td>5725-K23</td>
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<td>5725-K23</td>
<td>IBM Tealeaf cxOverstat V9.0.1</td>
<td>L-PLES-9P8ST3</td>
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Limited warranty applies

Yes

Limited warranty

IBM warrants that when the program is used in the specified operating environment, it will conform to its specifications. The warranty applies only to the unmodified portion of the program. IBM does not warrant uninterrupted or error-free operation of the program or that IBM will correct all program defects. You are responsible for the results obtained from the use of the program.

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Other terms

Volume orders (IVO)
No

IBM International Passport Advantage Agreement

Passport Advantage applies
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Usage restriction
Yes

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No
Variable charges apply

No

Educational allowance available

Not applicable.

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Reference: YE001

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**Note:** Shipments will begin after the planned availability date.

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