



# IBM Digital Analytics for On Premises delivers a high-performance, next-generation web analytics product to satisfy current and future digital analytics needs

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## Overview

IBM® Digital Analytics for On Premises is the core, web analytics software component of the Digital Analytics Accelerator solution. The software is sold as part of the solution, which includes:

- IBM Digital Analytics for On Premises software bundle installed on high-performance, IBM System x® application servers
- IBM PureData™ System for Analytics data warehouse appliance, powered by Netezza® technology

Digital Analytics for On Premises V1.0 offers the following capabilities to solution users:

- Comprehensive and flexible reporting: Enables configuration of digital analytics dashboards, reports, and performance metrics to fit the needs of any business by combining out-of-box and custom reporting dimensions, data filters, and metric calculations.
- Role-based user interface: Adapts to different user types to enable self-service access to any dashboard or report, from personalized metrics to advanced ad-hoc, visitor-level analysis.
- Individual visitor-level data that is always available: Data at the most atomic level is always available for drill-down, ad-hoc analysis, and auditing of metrics. There is no need to buy additional product modules.
- Open data architecture: It is designed as a single application with an open data architecture to provide a strong core for data extension and integration with other complementary technology partners and marketing solutions.
- Operational dashboards and management controls for administrators: Effectively serves a large number of enterprise users.
- Horizontal scaling design that includes load balancing capabilities: Enables the system to retain quick response times to support large numbers of simultaneous, web analytics users.
- Metadata store that is based on IBM DB2® database software: Reliably stores configuration settings that Digital Analytics for On Premises needs for its operation.
- IBM Enterprise Marketing Management suite integration: Individual visitors or segments can be selected for immediate inclusion in outbound or inbound marketing campaigns and programs.

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## Key prerequisites

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For details, refer to the [Technical information](#) section.

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## Planned availability date

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- December 18, 2012: Electronic delivery
- December 27, 2012: Physical delivery

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## Product positioning

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IBM Digital Analytics for On Premises V1.0 is sold as part of the IBM Digital Analytics Accelerator solution. The solution integrates next-generation, web analytics software with a data warehouse appliance, specifically built for running complex analytics on large data volumes. This on-premises offering is uniquely positioned against the competition to deliver the following:

- **Turn-key deployment** - A complete, pre-packaged hardware and software solution, that is sized, configured, and tested for your on-premises installation
- **Data security** - On-premises solution that keeps sensitive data behind your firewall, providing maximum data security
- **Scalability and performance** - Ability to efficiently process and store massive quantities of web data and to efficiently manage large numbers of users

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### Accessibility by people with disabilities

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

[http://www.ibm.com/able/product\\_accessibility/index.html](http://www.ibm.com/able/product_accessibility/index.html)

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## Reference information

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For information about IBM Digital Analytics Accelerator, refer to Solutions Announcement [712-001](#), dated December 18, 2012.

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## Program number

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Program number	VRM	Program name
5725-I33	V1.0	IBM Digital Analytics for On Premises

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## Offering Information

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Product information is available via the Offering Information website

<http://www.ibm.com/common/ssi>

Also, visit the Passport Advantage® website

<http://www.ibm.com/software/passportadvantage>

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## Publications

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Product information is included with the product and can be accessed via the user interface.

It can also be accessed from the Support Portal home page. Specify product information, and find documentation on the Documentation tab.

<http://www.ibm.com/support/>

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## Technical information

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### Specified operating environment

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#### **Hardware requirements**

The Digital Analytics for On Premises V1.0 software is offered as a component of the IBM Digital Analytics Accelerator solution. The software is pre-installed at the factory along with other prerequisite hardware and software.

The solution hardware is described in Solutions Announcement [712-001](#), dated December 18, 2012.

#### **Software requirements**

The Digital Analytics for On Premises V1.0 software is offered as a component of the IBM Digital Analytics Accelerator solution. The software is pre-installed at the factory along with other prerequisite hardware and software.

The solution software is described in Solutions Announcement [712-001](#), dated December 18, 2012.

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.

### Planning information

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#### **Packaging**

Physical media are available as follows:

Media pack description	Part number
IBM Digital Analytics for On Premises, v1.0.0.0 Multilingual Media Pack	BN01LML

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

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Digital Analytics for On Premises 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.

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## Software Services

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IBM Software Services has the breadth, depth, and reach to manage your services needs. You can leverage the deep technical skills of our lab-based, software services team and the business consulting, project management, and infrastructure expertise of our IBM Global Services team. Also, we extend our IBM Software Services reach through IBM Business Partners to provide an extensive portfolio of capabilities. Together, we provide the global reach, intellectual capital, industry insight, and technology leadership to support a wide range of critical business needs.

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

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

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## Ordering information

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This product is listed in Passport Advantage , but is ordered as part of the IBM Digital Analytics Accelerator solution.

The Sales Transaction Hub is the standard mechanism for Sellers to quote and order solution components. Sellers should work with their IBM representative to order the solution.

Product group: Enterprise Marketing Management

Product identifier	Product identifier	description
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5725-I33	IBM Digital Analytics for On Premises	V1.0
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Product category: Digital Analytics

### **Charge metric**

Program name	Part number or PID number	Charge metric
IBM Digital Analytics for On Premises	5725-I33	Authorized User Resource Value Unit

### **Authorized User**

Authorized User is a unit of measure by which the program can be licensed. An Authorized User is a unique person who is given access to the program. The program may be installed on any number of computers or servers and each Authorized User may have simultaneous access to any number of instances of the program at one time. Licensee must obtain separate, dedicated entitlements for each Authorized User accessing the program in any manner directly or indirectly (for example, via a multiplexing program, device, or application server) through any means. An entitlement for an Authorized User is unique to that Authorized User and may not be shared, nor may it be reassigned other than for the permanent transfer of the Authorized User entitlement to another person.

### **Resource Value Unit (RVU)**

RVU is a unit of measure by which the program can be licensed. RVU Proofs of Entitlement are based on the number of units of a specific resource used or managed by the program. Licensee must obtain sufficient entitlements for the number of RVUs required for licensee's environment for the specific resources as specified in the program specific table. RVU entitlements are specific to the program

and the type of resource and may not be exchanged, interchanged, or aggregated with RVU entitlements of another program or resource. Refer to the program specific RVU table.

## Passport Advantage

### IBM Digital Analytics for On Premises (5725-I33)

Program name/Description	Part number
IBM Digital Analytics for On Premises Authorized User License + SW Subscription & Support - 12 months	D0WGTL
IBM Digital Analytics for On Premises Authorized User Annual SW Subscription & Support Renewal	E0FZLL
IBM Digital Analytics for On Premises Authorized User SW Subscription & Support Reinstatement - 12 months	D0WGULL
IBM Digital Analytics for On Premises Authorized User Initial Fixed Term License + SW Subscription & Support - 12 months	D0WGVLL
IBM Digital Analytics for On Premises Authorized User Subsequent Fixed Term License + SW Subscription & Support - 12 months	E0FZMLL
IBM Digital Analytics for On Premises Resource Value Unit License + SW Subscription & Support - 12 months	D0WALLL
IBM Digital Analytics for On Premises Resource Value Unit Annual SW Subscription & Support Renewal	E0FWQLL
IBM Digital Analytics for On Premises Resource Value Unit SW Subscription & Support Reinstatement - 12 months	D0WAMLL
IBM Digital Analytics for On Premises Resource Value Unit Initial Fixed Term License + SW Subscription & Support - 12 months	D0WANLL
IBM Digital Analytics for On Premises Resource Value Unit Subsequent Fixed Term Licenses + SW Subscription & Support - 12 months	E0FWRL
IBM Digital Analytics for On Premises, v1.0.0.0 Multilingual Media Pack	BN01LML

## Pricing

The pricing for IBM Digital Analytics for On Premises is based on Authorized User and Resource Value Units (RVUs).

Authorized User and Resource Value Unit (RVU) entitlements are not alternative means for licensing the Program. Licensee must obtain sufficient Authorized User entitlements to cover the number of Power® Users of the Program as well as the appropriate number of RVU entitlements for the Program.

A Power User is a user of the Program who has the authority to perform tasks beyond those authorities entitled to standard users of the Program. Additional authorities for Power Users include the ability to create and enhance existing reports and enable additional functionality and reporting capabilities for other end users within the reporting interface.

The Resource for the purpose of the RVU calculation is 10 Million Monthly Interactions (MMI). The number of Interactions for any month is the total number of

Interactions captured by the Program in that month. Licensee must obtain sufficient entitlements to cover the highest average number of Monthly Interactions in any consecutive three (3) month period. An Interaction for the purpose of this Program is a Server Call managed by the Program when Used in Production. A Server Call is data passed to and processed by the Program as a result of a tagged event, initiated by a tracked visitor for one Client ID. A Server Call can also be identified as a page view if the Program processes by web log files instead of tagged events. In this case, a page view is not identified until after the web log files have been processed and represents a visitor visiting a unique web page. A Server Call processed by different profiles or Client IDs will be counted as a unique Server Call for each unique profile or Client ID.

Used in Production means used other than in an internal development or test environment (including but not limited to testing, performance tuning, fault diagnosis, internal benchmarking, staging, training, quality assurance activity and/or developing internally used additions or extensions to the Program using published application programming interfaces), or backup or archiving.

#### **Resource Value Unit Conversions Table**

From 1 to 2 Resources, 1 RVUs per Resource  
From 3 to 5 Resources, 2 RVUs plus .90 RVUs per Resource above 2  
From 6 to 10 Resources, 5 RVUs plus .80 RVUs per Resource above 5  
From 11 to 20 Resources, 9 RVUs plus .70 RVUs per Resource above 10  
From 21 to 35 Resources, 16 RVUs plus .60 RVUs per Resource above 20  
From 36 to 50 Resources, 25 RVUs plus .45 RVUs per Resource above 35  
For more than 50 Resources, 32 RVUs plus .30 RVUs per Resource above 50

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## **Terms and conditions**

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The information provided in this announcement letter is for reference and convenience purposes only. The terms and conditions that govern any transaction with IBM are contained in the applicable contract documents such as the IBM International Program License Agreement, IBM International Passport Advantage Agreement, and the IBM Agreement for Acquisition of Software Maintenance.

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

### ***Licensing***

IBM International Program License Agreement including the License Information document and Proof of Entitlement (PoE) govern your use of the program. PoEs are required for all authorized use. Part number products only, offered outside of Passport Advantage , where applicable, are license only and do not include Software Maintenance.

This software license includes Software Subscription and Support (also referred to as Software Maintenance).

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 form number**

License form number: L-PBOR-8ZDHQX

The program's License Information will be available for review on the IBM Software License Agreement website

<http://www.ibm.com/software/sla/sladb.nsf>

**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.

IBM provides you with access to IBM databases containing information on known program defects, defect corrections, restrictions, and bypasses at no additional charge. For further information, consult the *IBM Software Support Handbook* found at

<http://www.ibm.com/support/handbook>

IBM will maintain this information for at least one year after the original licensee acquires the program (warranty period).

**Program technical support**

Technical support of a program product version or release will be available for a minimum of three years from the general availability date, as long as your Software Subscription and Support (also referred to as Software Maintenance) is in effect. This technical support allows you to obtain assistance (via telephone or electronic means) from IBM for product-specific, task-oriented questions regarding the installation and operation of the program product. Software Subscription and Support (Software Maintenance) also provides you with access to updates (modifications or fixes), releases, and versions of the program. You will be notified, via announcement letter, of discontinuance of support with 12 months' notice. If you require additional technical support from IBM, including an extension of support beyond the discontinuance date, contact your IBM representative or IBM Business Partner. This extension may be available for a fee.

**Money-back guarantee**

If for any reason you are dissatisfied with the program and you are the original licensee, you may obtain a refund of the amount you paid for it, if within 30 days of your invoice date you return the program and its PoE to the party from whom you obtained it. If you downloaded the program, you may contact the party from whom you acquired it for instructions on how to obtain the refund.

For clarification, note that (1) for programs acquired under the IBM International Passport Advantage offering, this term applies only to your first acquisition of the program and (2) for programs acquired under any of IBM's On/Off Capacity on Demand (On/Off CoD) software offerings, this term does not apply since these offerings apply to programs already acquired and in use by you.

**Volume orders (IVO)**

No

**Passport Advantage applies**

Yes, and through the Passport Advantage website at

<http://www.ibm.com/software/passportadvantage>

**Usage restriction**

Yes. For additional information, refer to the License Information document that is available on the IBM Software License Agreement website

<http://www.ibm.com/software/sla/sladb.nsf>

**Software Subscription and Support applies**

Yes. Software Subscription and Support (also referred to as Software Maintenance) is included with licenses purchased through Passport Advantage and Passport Advantage Express® . Product upgrades and Technical Support are provided by the Software Subscription and Support offering as described in the Agreements. Product upgrades provide the latest versions and releases to entitled software and Technical Support provides voice and electronic access to IBM support organizations, worldwide.

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While your Software Subscription and Support is in effect, IBM provides you assistance for your routine, short duration installation and usage (how-to) questions, and code-related questions. IBM provides assistance via telephone and, if available, electronic access, only to your information systems (IS) technical support personnel during the normal business hours (published prime shift hours) of your IBM support center. (This assistance is not available to your end users.) IBM provides Severity 1 assistance 24 hours a day, 7 days a week. For additional details, consult your *IBM Software Support Handbook* at

<http://www.ibm.com/support/handbook>

Software Subscription and Support does not include assistance for the design and development of applications, your use of programs in other than their specified operating environment, or failures caused by products for which IBM is not responsible under the applicable agreements.

For additional information about the International Passport Advantage Agreement and the IBM International Passport Advantage Express Agreement, visit the Passport Advantage website at

<http://www.ibm.com/software/passportadvantage>

**System i Software Maintenance applies**

No

**Variable charges apply**

No

**Educational allowance available**

Not applicable.



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## Statement of good security practices

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IT system security involves protecting systems and information through prevention, detection, and response to improper access from within and outside your enterprise. Improper access can result in information being altered destroyed or misappropriated or can result in misuse of your systems to attack others. Without a comprehensive approach to security, no IT system or product should be considered completely secure and no single product or security measure can be completely effective in preventing improper access. IBM systems and products are designed to be part of a comprehensive security approach, which will necessarily involve additional operational procedures, and may require other systems, products, or services to be most effective. IBM does not warrant that systems and products are immune from the malicious or illegal conduct of any party.

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## Prices

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For Passport Advantage information and charges, contact your IBM representative.

Additional information is available at

<http://www.ibm.com/software/howtobuy/passportadvantage/>

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## IBM Global Financing

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IBM Global Financing offers competitive financing to credit-qualified customers to assist them in acquiring IT solutions. Offerings include financing for IT acquisition, including hardware, software, and services, from both IBM and other manufacturers or vendors. Offerings (for all customer segments: small, medium, and large enterprise), rates, terms, and availability can vary by country. Contact your local IBM Global Financing organization or visit

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