

Ramp up to Experience Analytics (Tealeaf) On Premises in just four steps

Experience Analytics On Premises is more than an analytics service. When you install Experience Analytics On Premises, it literally becomes part of your business. Its data capture and behavior analytics are added to various servers and databases in your business network, allowing you to see your customers in ways not previously or otherwise possible. And because it does its work behind your network firewalls, it provides analysis more securely than any other analytics deployment method.

The path to integrating Experience Analytics into your business includes four steps.

- Identify the business problems that you want to solve.
- Plan the changes that are required.
- Prepare your network environment to implement the solutions.
- Install the Experience Analytic software in various places across your network.

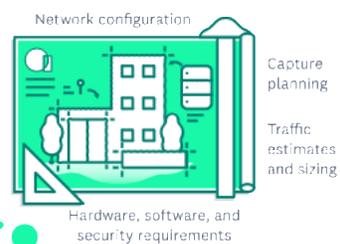
Identify problems

Consult with Acoustic



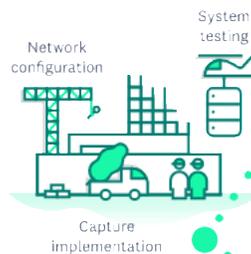
Plan the solution

Rely on Acoustic's proven implementation model. We've done this before.



Prepare your environment

Build out the planned solution.



Install the software

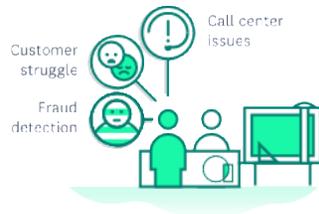
Install the Experience Analytics software on your network.



At each step in the process, Acoustic is there to support and assist you. Let's look at the steps one at a time.

Identify problems

No one knows your customers and your business better than you. No one knows behavior analysis better than Acoustic. To start, we'll meet to talk about your customers and how they interact with your web and mobile applications. We'll share an understanding of your marketing goals and learn about any obstacles that you need to overcome.



At this early planning step, it makes sense to identify what you know, and don't know, about how your customers behave. It's also useful to examine how your business responds to those behaviors.

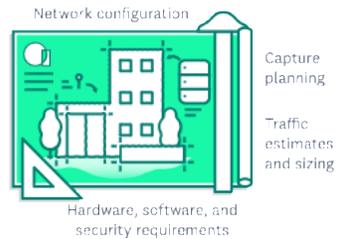
It can be helpful to ask questions about your customers and your relationship with them.

- Where do customers struggle as they interact with your business systems?
- What problems do you face as you interact with customers?
- How do you handle customer support? What improvements might be needed?
- Are there particular use cases that you want to pursue?
- How do you make ordering easier and quicker for your customers?
- How can you reduce order abandonment?
- How can you detect fraudulent activity?
- Can you improve the usability of your website or mobile app?

This is just the start of the conversation. Acoustic has been helping businesses to ask and answer questions like this many times before.

Plan the solution

Now that you've identified the problems, it's time to figure out the best ways to fix them. Designing solutions requires a close look at your systems and processes. Again, Acoustic can bring its experience to your assistance.



Look at traffic coming to your website or mobile app. Consider the types, volumes, and timing of the customer requests and system responses. Experience Analytics will be capturing it all.

Consider carefully which customer interactions that you want to track. Experience Analytics will be capturing every interaction that occurs on your site or app. Work with Acoustic to design analytics that recognize the types of behaviors that are important to you, that address the particular business use cases that you have prioritized during the planning step.

Identify the various stakeholders who will need the information that Experience Analytics will reveal. This is a good time to start thinking about reports, dashboards, and alerts. What kinds of information do your current and anticipated business systems need?

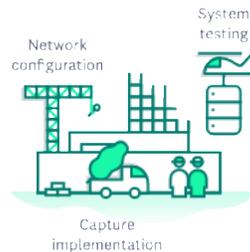
Examine system requirements. Do you have enough hardware? Do you have the right software? Do you have enough room in your databases?

You'll need to determine how to protect customer data and identity information. Decide where you will keep the information and for how long.

Count on Acoustic to help you craft a strategy that aligns with your business objectives and will help you develop a deeper understanding of your customers.

Prepare your environment

You've planned it out, now it's time to build it out. At this point, you might need hardware or software changes. You might need to update your databases. Put plans in place to integrate Experience Analytics into your process flows.



Evaluate your system readiness. Compare it to your plans and start to fill in the gaps. Compare the inventory of current network hardware, software, and database resources to the requirements of the Experience Analytics applications that you plan to install. Update your network resources as necessary.

Identify exactly where you will install Experience Analytics components. Determine the number of physical computer systems that you will use and itemize each piece of physical hardware. Consider the following hardware characteristics.

- Amount of installed memory
- Number and type of installed microprocessors
- External media
- Whether a particular unit can be upgraded

Itemize the currently installed software and database applications. For each application, consider the function, security requirements, and how widely the software is used throughout your organization.

Identify the IT personnel who will participate in the installation. Determine if they have the means and expertise to perform the installation and related database management. Make sure all individuals involved have user IDs with the appropriate authorizations to successfully install all products and files.

Don't forget to schedule time for the install. Let stakeholders know about the changes that are coming.

Contact your Acoustic representative if you are not sure whether your current assets are adequate for the Acoustic Experience Analytics (Tealeaf) solution to be deployed. The representative can assess the traffic on your site to determine if you need to purchase additional hardware, software, or database capacity.

Install the software

You've done your homework. You're ready to go!

Download the software and install the various modules according to the plan that you created with Acoustic. The installation sequence depends on the modules that you are installing, but you always install Experience Analytics CX first.

Run the installer on one or more servers. In some cases, you might choose to run the installer automatically. That can save time in large installations.

Install the Experience Analytics databases and the Passive Capture Application (PCA). The PCA runs on Linux, so the installation process is different from the rest of your Experience Analytics installation.

Implement UI Capture (UIC) and the mobile SDKs.

Bring the system up and get ready to customize the configuration to suit your particular business needs.

Just four steps start you along the path to integrating behavior analytics into your business. Consult with Acoustic to customize your new installation by making configurations that address your particular business needs.

