**COMPLEX BUSINESS ENVIRONMENT**

Today’s businesses are driving a richer and more engaging customer experience with a combination of online marketing applications including e-mail, ad serving, site search, surveys, behavioral targeting and more.

Today, every new application can require the re-tagging of thousands, if not millions, of individual Web pages—a very costly, time consuming, error-prone and resource intensive undertaking. Furthermore, marketing is increasingly reliant on the IT organization to implement these changes.

**SIMPonis ONLINE MEASUREMENT**

Open Transaction Framework (OTF) simplifies the process of online measurement by providing a single point of entry into the existing Omniture infrastructure. Using OTF, companies can leverage an information map that touches all site pages, is managed through a single point, can access business specific customer attributes, and utilizes Omniture’s existing image and URL management algorithms and code.

Online application providers can become OTF accredited through a new program that creates and certifies OTF application plug-ins. Accreditation is granted on an application level through testing and validation that the application plug-in complies with functional and performance specifications. This “plug-in” ability saves Omniture customers and partners incredible amounts of time and resources when implementing and maintaining data collection methods.

OTF facilitates easy implementation of new technologies to achieve faster time-to-value.

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**OMNITURE | OPEN TRANSACTION FRAMEWORK**

One JavaScript File For All Online Marketing Applications

- **ANALYTICS**
- **BEHAVIORAL TARGETING**
- **EMAIL**
- **AD NETWORK**
- **OTHER**

**SINGLE SOURCE MANAGEMENT**

Deploy, manage and make updates for multiple online technologies from one central location without having to “re-tag” the entire site.
“OTF is a much needed initiative that Omniture is well positioned to address given their broad reach in the market. We are pleased to have been a part of the architecture definition and roll-out of this framework.”

LYNDA CLARIZIO, President of Advertising.com.

“Today, data collection across online marketing applications is time-consuming and costly for businesses. I applaud the leadership that Omniture is taking by bringing such an elegant solution to the market.”

JIM STERNE, Internet Marketing expert and producer of the Emetrics Summit.

“Omniture is taking a leadership role in the industry by eliminating one of the biggest challenges in implementing online applications. Customers are all about time-to-market, so anything we can do to accelerate that process will be highly valued.”

BRENT HIEGGELKE, Chief Marketing Officer at Touch Clarity.

**KEY FEATURES/ATTRIBUTES**

**MAXIMUM EFFICIENCY**
Maximize the value of site mapping efforts by enabling accredited OTF partners to “plug-in” to the Open Transaction Framework.

**SINGLE SOURCE MANAGEMENT**
Deploy, manage and make updates for multiple online technologies from one central location without having to “re-tag” the entire site.

**BEST-IN-CLASS INFRASTRUCTURE**
All OTF partner plug-ins utilize Omniture’s best-in-class image and URL management algorithms.

**FULL AUDIT LOGGING**
Report on the number of times a OTF partner plug-in is executed.

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ABOUT OMNITURE
Omniture, Inc., is a leading provider of online business optimization software, enabling customers to manage and enhance online, offline and multi-channel business initiatives. Omniture’s software, which it hosts and delivers to its customers on-demand, enables customers to capture, store and analyze information generated by their Web sites and other sources and to gain critical business insights into the performance and efficiency of marketing and sales initiatives and other business processes. In addition, Omniture offers a range of professional services that complement its online services, including implementation, best practices, consulting, customer support and user training provided through Omniture University. Omniture’s customers include eBay, AOL, Wal-Mart, Gannett, Microsoft, Oracle, GM and HP. www.omniture.com.