

## Omniture Engineering Services: Your Additional Development Team



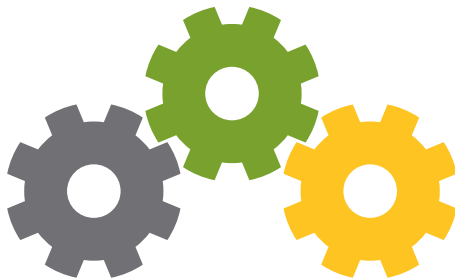
### SERVICES OVERVIEW

#### WHO WE ARE

When you're perfecting your online analytics and optimization, you may need expert advice or specialized help to quickly and efficiently develop solutions that augment your business needs.

As needed, we can work with, or independent of, your in-house development team—or in lieu of the one you don't have. **Omniture Engineering Services** is here to help you.

#### ENGINEERING SERVICES



YOUR BUSINESS

SPECIALIZED NEEDS

#### CUSTOM SOLUTION EXAMPLES

**Omniture Engineering Services** develops niche solutions for a wide variety of clients. Here are some of the solutions we can assist you in specializing:

- » Data feeds
- » Data marts
- » Data Warehouse queries
- » Traffic routing, filtering, segmentation
- » Metrics
- » Reporting
- » JavaScript plugins
- » Offline/historical/3rd-party data imports
- » Automated report suite creation, setup, etc.
- » Data transfers with enhanced security
- » Integration with third-party vendors
- » Omniture data feed consultation
- » RSS Feeds/Widgets
- » Custom graphing solutions
- » VISTA Rules

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#### CLIENTS



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#### CONTACT US

Engineering Services Web page:  
[omniture.com/services/es](http://omniture.com/services/es)

Meeting Setup:  
Contact your **Omniture Account Manager**

## WHAT WE OFFER



### Encryption Enhancements

Encrypt and Decrypt sensitive revenue and client data

## HAVE YOU EVER NEEDED TO...

Encrypt reporting data? . . . . . **Outgoing Data Encryption**

Encrypt implementation variables? . . . . **Incoming Data Decryption**

Automate Secure FTP? . . . . . **SFTP Automation (push/pull)**

## WE HAVE YOUR SOLUTIONS!



### Report Suite Add-Ons

Add custom metrics to your SiteCatalyst reporting

Create Net Profit / Gross Margin reports? . . . . . **Cost of Goods (COGS) Reporting**

Combine Campaign / Finding Method reports? . . . . . **Unified Sources**

Create Return Frequency reports? . . . . . **Return Frequency**

Associate revenue geographically? . . . . . **Geo-Segmentation Commerce**



### Traffic Routing

Route specific traffic into segmented report suites

Redirect internal web traffic? . . . . . **Internal Traffic Routing**

Filter monitoring agent (Keynote/Gomez) traffic? . . . . . **Monitoring Agent Routing**

Filter other unwanted web traffic? . . . . . **Unauthorized Source Routing**

Isolate high quantity/revenue orders . . . **Fraudulent Order Routing**



### Custom Solutions

Customize the Omniture data to any format you need

Customize report formatting? . . . . . **Customized Data Feeds**

Remarket similar products? . . . . . **Product Recommendation Feeds**

Synchronize CRM incident tracking? . . . **CRM Synchronization**

Track advanced visitor behaviors? . . . . . **Visitor Profiling Segment Feeds**

Display custom charting widgets? . . . . . **Custom Graphing Packages**

## THE LEADER IN ONLINE BUSINESS OPTIMIZATION

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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 as an on-demand subscription service, 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 through Omniture University™. Omniture's more than 2,000 customers include eBay, AOL, Wal-Mart, Gannett, Microsoft, Neiman Marcus, Oracle, Countrywide Financial, General Motors, Sony and HP. [www.omniture.com](http://www.omniture.com)

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