



NetIQ, digiMine Roll Out Web Site Analytic Tools

By [Dennis Callaghan](#) | Posted 2002-02-01

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On Monday, NetIQ Corp. will debut its WebTrends Intelligence Suite, the next iteration of the former CommerceTrends product. It is the highest end of the company's product line, featuring a new report design tool and pre-designed data warehouse tables.

At the same time, digiMine Inc. will release the first of its digiMine Advisors suite of managed services, a Web site analysis service called Conversion Advisor.

Both are poised to take advantage of a market expected to grow from \$160 million this year to \$463 million by 2005, according to International Data Corp.

Formerly known as CommerceTrends when [WebTrends was a separate company](#), WebTrends Intelligence Suite is used to measure user experience, marketing effectiveness, e-commerce performance and online customer service effectiveness.

Rodney Howeedy, director of database management for Firstdoor.com, a content site for human resources management professionals, said less is actually more in this new release. Howeedy noted that the OLAP Manager cubes have been reduced to about 40 from more than 80 in previous versions.

"You were sort of overwhelmed with the amount of options you had," said Howeedy, in Kennesaw, Ga. "It would take you a while to go through them all, and a lot of times, they seemed sort of abstract. Im glad they pared the number down."

New features in this release include the WebTrends Report Designer, based on Crystal Decisions Crystal Reports technology, for custom report design of marketing, service or support data. There also is pre-designed