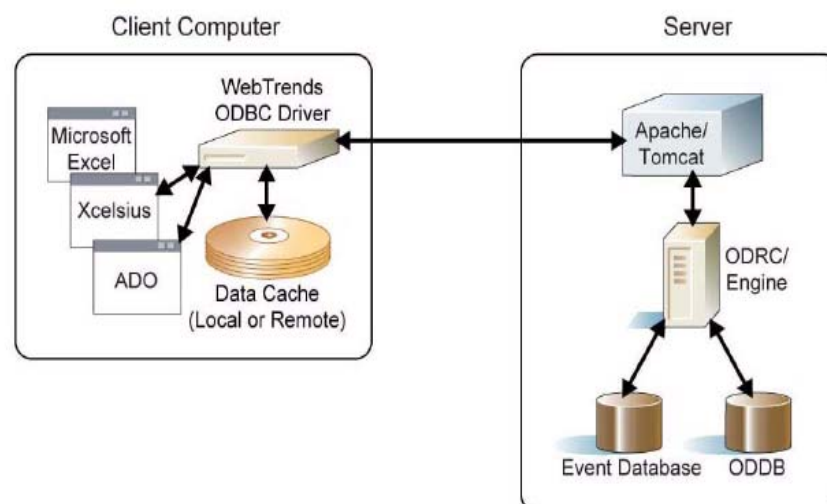


**Webtrends – Description of Cedefop current implementation**

Analytics Product	Webtrends Marketing lab 2, v8.5
Database	MS SQL server 9.0.377 (i.e. SQL 2005)
SDC	Running – needs fine tuning
Profile for downloads	Based on IIS logs
SDC Profile	Based on SDC
Aleph profile	Based on IIS
Custom Reports	Cedefop has purchased custom reports
Number of used Profiles	3

**Components used****ODBC**

Cedefop has created a custom application to track and display more details about downloaded files that Webtrends can't offer. This was possible making

use of the ODBC component of Webtrends. It constitutes of a MS Access database that retrieves data from Webtrends as well as it retrieves more informative data about each URL from the Webportal's database by comparing URL from within webtrends with the URL within the Webportal's SQL server database.

An Excel spreadsheet is linked to the Access database to retrieve dynamically what exists in the Access database. It provides users with a detailed analysis.