



Skytide Analytical Platform for Online Commerce



In fast-paced and highly competitive industries including retail, financial services, travel, content delivery, and entertainment, what began as a “nice-to-have” supplemental channel for sales and service—online commerce—has become an undeniable “must-have.” The Skytide Analytical Platform provides you with unprecedented visibility into online visitor behavior and transaction patterns, letting you recognize current and future windows of opportunity, and identify issues before they impact customer loyalty and ultimately the bottom line. With Skytide, you can utilize your data to maximize revenue and manage risk for all online operations.

Increase Business Conversion Rates

E-commerce management is under constant pressure to drive more Web traffic to their sites and turn more visitors into paying customers. The Skytide Analytical Platform can extract meaningful information from HTTP traffic streams and combine it with your demographic or transactional data to provide in-depth visibility into user preferences and behavior. With a clear picture of which paths lead to committed transactions—and which lead to dead ends—you can optimize specific tactics, such as personalized content and links, to streamline transaction funnels and secure more high-value.

Drive Higher Revenues per Visit

To design effective campaigns that increase revenues across products and brands, marketing managers need to understand which offers work, with whom and under what conditions. The Skytide Analytical Platform allows you to quickly analyze massive volumes of diverse data to measure the success of campaigns, identify lucrative cross marketing and up-selling opportunities, and tailor promotions for specific visitors and customers.

Improve Customer Retention

With your competitors only a mouse-click away, ensuring a smooth online experience is imperative when it comes to gaining and retaining online customers. Using the Skytide Analytical Platform, your customer service managers can analyze HTTP traffic, emails, and call center data together to quickly identify navigation and service issues that can lead to confused visitors, dissatisfied customers, and lost sales. By keeping a close eye on customer satisfaction levels and addressing problems immediately, you can build stronger customer relationships and a healthier bottom line.

Next-Generation Business Analytical Solution

The Skytide Analytical Platform is designed to deliver business intelligence in the changing environment of Internet commerce. It enables rapid and thorough analysis of critical data at the core of online commerce processes—no matter how dynamic or complex it is—so you can answer difficult and timely questions more quickly, thoroughly, and cost-

“Skytide allows us to measure, in a very practical manner, the impact of email communications on consumer behavior. The ability to analyze previously unmanageable data gives us and our clients a real competitive advantage.”

Vice President, Analytics and Research, Quris, Inc.

Key Features & Benefits

- Analysis of complex data for increased insights and better, faster decisions
- Flexible models based on the most current data
- Provides intelligence at the right level of depth and scope
- Ad-hoc analysis and reporting
- Leverages existing IT and BI investments
- Delivers results through familiar desktop and reporting tools
- Drives more precise forecasting of financial impact of contractual clauses
- Delivers improved customer value and company profits.

effectively than ever before. Through its unique set of features, Skytide takes complex analytical models like Path Analysis to new levels, turning web analytics from a tool for IT managers into everyday intelligence for business users.

Better Utilize Information

In online commerce environments, data is generated not only in traditional structured formats well suited for relational databases, but also in a wide variety of complex and frequently changing Internet-based formats such as XML, HTML, E-mail, and HTTP logs.

The Skytide Analytical Platform can read and analyze this complex data directly from the source, expanding the depth and breadth of intelligence available to key decision makers. Using the Skytide Analytical Platform, you can create output that offers in-depth understanding of visitor and customer behaviour, attitudes and preferences.

Deliver Intelligence Fast

The highly dynamic business environment of online commerce requires faster deployment of new intelligence – an impossible task using traditional tools. The Skytide single-step guided analytical modeling process allows rapid creation and modification of complex models based on notoriously difficult-to-analyze data. With lightning fast analysis of data, and immediate access to important information, you can respond faster to new revenue opportunities and risk-laden problems.

Make Information Relevant

New organizational structures and tactics designed to boost online commerce require specific analytical models for specific sets of users. The Skytide architecture combines speed with flexibility to deliver customized analysis to product managers, marketing campaign owners, and other decision makers who need timely access to specific business intelligence.

Keep Pace with Continuous Change

To capitalize on new revenue opportunities, increase wallet-share, and reduce operational risk, time-sensitive information that continuously flows in and out of dynamic systems must be available for immediate analysis. The Skytide Analytical Platform makes change virtually transparent, quickly adapting to new data formats and allowing analysts to rapidly adjust analytics with minimal IT support.

Put Skytide to Work for You

Discover how the Skytide Analytical Platform can uncover the power of your data. Contact us today at info@skytide.com or 650.292.1900.

About Skytide

Skytide delivers business analytical solutions that provide timely and unprecedented insight into the constantly changing environment in which today's businesses operate. The XML-based Skytide Analytical Platform is the first and only solution available today that can understand complex data from virtually any source, including unstructured data such as XML and HTML, delivering the visibility necessary to make critical business decisions. Skytide customers include Fortune 1000 companies across a wide range of market segments, including manufacturing, financial services, healthcare, utilities, and retail. Founded in 2003, Skytide is a privately held, venture-backed company headquartered in California's Silicon Valley.



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