

# USING ANALYTICS FOR CONTINUOUS IMPROVEMENT

OMNIA CONFERENCE | MALMÖ 14-15 NOV.

# AGENDA

- ✓ Overview
- ✓ Solution
- ✓ Implementation
- ✓ Roadmap
- ✓ Summary and questions



# OVERVIEW







All screenshots and live demos are from Omnia 7.5.  
(Rolling out broadly in the beginning of next year.)

# SOLUTION

# Realtime analytics

### Governance Hub

- REALTIME
- USAGE
- ROADBLOCKS
- PUBLISHING
- COMMUNITIES
- TEAMWORK
- SEARCH
- STATISTICS
- BEHAVIOR



2

3 visits and 4 actions in the last 3 minutes





# Realtime analytics

- The real-time map can be used to analyze traffic from different locations at different times during the workday.
- Visitor count can be displayed for everyone as a start page gimmick.
- It's fun to get an overview of how your intranet is used at this exact moment!

# **Period and user filters**

### Governance Hub

- REALTIME
- USAGE**
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- SEARCH
- STATISTICS
- BEHAVIOR

Day  
Week  
**Month**  
Year

Period date: This month | User Type | Department | Location

Location | Device | Screen size | Browser | OS | Over time

Countries | Worldwide | Visits



USAGE - MAP - PERIOD - THIS MONTH

# Governance Hub

- REALTIME
- USAGE**
- ROADBLOCKS
- PUBLISHING
- COMMUNITIES
- TEAMWORK
- SEARCH
- STATISTICS
- BEHAVIOR

Period: Week | This week | User Type | Department | Location

Map | Screen size | Browser | OS | Over time

41 visits



Countries

Worldwide | Visits

USAGE - MAP - PERIOD - THIS WEEK



## Governance Hub

- REALTIME
- USAGE**
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- BEHAVIOR

Period Year  Period date 2023  User Type Office Worker  Department Marketing  Location

- Map**
- Location
- Device
- Screen size
- Browser
- OS
- Over time

70 visits



Countries

Worldwide Visits

USAGE - MAP - OFFICE WORKERS - MARKETING

# Period and user filters

- Data can be analyzed based on a period: Year, Month, Week or Day.
- Any user property can be used to create a user filter for the analytics data.

Examples of user filters:

- User type
- Job role
- Department
- Location

# **Insights and export**

## Governance Hub

- REALTIME
- USAGE**
- ROADBLOCKS
- PUBLISHING
- COMMUNITIES
- TEAMWORK
- SEARCH
- STATISTICS
- BEHAVIOR

Period: Month | Period date: This month | User Type | Department | Location

- Map
- Location**
- Device
- Screen size
- Browser
- OS
- Over time

COUNTRY	VISITS
Sweden	108
Vietnam	27
United Kingdom	22
United States	4
Spain	2

1-5 of 5

USAGE - LOCATION



# Governance Hub

- REALTIME
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Period: Month | Period date: This month | User Type | Department | Location

- Map
- Location**
- Device
- Screen size
- Browser
- OS
- Over time

COUNTRY	VISITS
Sweden	108
Vietnam	27
United Kingdom	22
United States	4
Spain	2

1-5 of 5

- Display simple table
- Display a table with Visitor engagement metrics
- Display a table with Goals metrics
- Insights
- Vertical bar graph
- Pie chart
- Tag Cloud

USAGE - LOCATION - CHANGE VISUALIZATION

### Governance Hub

- REALTIME
- USAGE**
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- BEHAVIOR

Period: Month | 
 Period date: This month | 
 User Type:  | 
 Department:  | 
 Location:

- Map
- Location**
- Device
- Screen size
- Browser
- OS
- Over time

COUNTRY	VISITS	ACTIONS	ACTIONS PER VISIT	AVG. TIME ON WEBSITE	BOUNCE RATE
Sweden	108	1,195	11.1	7 min 56s	65%
Vietnam	27	36	1.3	1 min 29s	74%
United Kingdom	22	118	5.4	5 min 12s	59%
United States	4	8	2	2 min 3s	75%
Spain	2	100	50	51 min 46s	50%

1-5 of 5

**USAGE - LOCATION - VISITOR ENGAGEMENT**

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Period:  | 
 Period date:  | 
 User Type:  | 
 Department:  | 
 Location:

- Map
- Location**
- Device
- Screen size
- Browser
- OS
- Over time

COUNTRY	VISITS	EVOLUTION
<b>United Kingdom</b>	<b>+22</b>	<b>+100%</b>
Spain	+1	+100%
Sweden	-324	-75%
United States	-15	-78.9%

Growth compared to the

Filter:  |



USAGE - LOCATION - INSIGHTS

Table with 2 columns: Country, Count. Rows: Vietnam (39), United States (19), Germany (12), Canada (8). Includes pagination '1-5 of 9'.

### Export Country

Export format

- CSV
- TSV (Excel)
- XML
- Json
- HTML
- RSS

Format metrics

Report type

- Standard report
- Report with metadata

Row limit

- All
- Custom limit

**EXPORT** Show Export URL



AutoSave Off Export\_Country\_October 2023 (2).csv - Excel

File Home Insert Draw Page Layout Formulas Data Review View Automate Developer Help

Clipboard Font Alignment Number Styles Cells Editing Analysis Sensitivity Omnia

Label	Visits	Actions	Maximum actions in one visit	Total time spent by visitors (in seconds)	Bounces	Visits with Conversions	Unique visitors (daily sum)	Users (daily sum)	Metadata: code	Metadata: logo	Metadata: segment	Metadata: logoHeight
Sweden	432	12067	577	555848	163	0	196	142	se	plugins/Morpheus/icons/dist/flags/se.png	countryCode==se	16
Vietnam	39	1270	336	58634	18	0	17	14	vn	plugins/Morpheus/icons/dist/flags/vn.png	countryCode==vn	16
United States	19	180	49	5321	12	0	11	6	us	plugins/Morpheus/icons/dist/flags/us.png	countryCode==us	16
Germany	12	66	18	1061	5	0	7	4	de	plugins/Morpheus/icons/dist/flags/de.png	countryCode==de	16
Canada	8	269	176	5036	3	0	3	3	ca	plugins/Morpheus/icons/dist/flags/ca.png	countryCode==ca	16
Switzerland	8	121	89	2814	4	0	7	4	ch	plugins/Morpheus/icons/dist/flags/ch.png	countryCode==ch	16
Belgium	7	27	16	2009	4	0	2	1	be	plugins/Morpheus/icons/dist/flags/be.png	countryCode==be	16
Denmark	1	32	32	4750	0	0	1	1	dk	plugins/Morpheus/icons/dist/flags/dk.png	countryCode==dk	16
Spain	1	20	20	385	0	0	1	1	es	plugins/Morpheus/icons/dist/flags/es.png	countryCode==es	16

Export\_Country\_October 2023

Ready Accessibility: Unavailable 100%

USAGE - LOCATION - EXPORT TO EXCEL

# Insights and export

- Detailed analytics about engagement and average time spent on site.
- Analyzing trends across different time periods for valuable insights.
- Possibility to export data to Excel for further analysis and report creation.

# Layout improvements

### Governance Hub

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Period: Year ▼ | 
 Period date: 2023 ▼ | 
 User Type ▼ | 
 Department ▼ | 
 Location ▼

- Map
- Location
- Device**
- Screen size
- Browser
- OS
- Over time

TYPE	VISITS	ACTIONS	ACTIONS PER VISIT	AVG. TIME ON WEBSITE	BOUNCE RATE
Desktop	98% 676	15,290	22.6	17 min 5s	46%
Smartphone	2% 14	219	15.6	12 min 26s	21%

1-2 of 2

USAGE - BROWSER

## Governance Hub

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Period: Year ▼
 Period date: 2023 ▼
 User Type ▼
 Department ▼
 Location ▼

Map	Location	Device	Screen size	Browser	OS	Over time		
RESOLUTION			VISITS	ACTIONS	ACTIONS PER VISIT	AVG. TIME ON WEBSITE	BOUNCE RATE	CONVERSION RATE
			34.6% 239	5,868	24.6	19 min 11s	44%	0%
			26.5% 183	5,445	29.8	20 min 31s	33%	0%
			10.7% 74	581	7.9	5 min 57s	65%	0%
			7% 48	781	16.3	15 min 48s	50%	0%
			6.8% 47	483	10.3	7 min 9s	60%	0%

1-5 of 24 [Next >](#)

5 ▼

Related report: Configurations

### Governance Hub

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- STATISTICS
- BEHAVIOR

Period: Year | Period date: 2023 | User Type: Production Worker | Department: | Location: |

- Map
- Location
- Device
- Screen size**
- Browser
- OS
- Over time

RESOLUTION	VISITS
1536x960	33

1-1 of 1

Related report: Configurations

**USAGE - SCREEN SIZE - PRODUCTION WORKER**



# Layout improvements

- Start page and page type layouts:
  - Which screen sizes should we focus on?
  - Should we create specific layouts for mobile devices or just make them responsive?
- Extranet portal targeted to a specific user type.
  - Which is the most common device? Is it desktop, tablet or mobile?

# **Custom development**

# Governance Hub

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- SEARCH
- STATISTICS
- BEHAVIOR

Period: Year ▼ | 
 Period date: 2023 ▼ | 
 User Type ▼ | 
 Department ▼ | 
 Location ▼

- Map
- Location
- Device
- Screen size
- Browser**
- OS
- Over time

BROWSER	VISITS
Chrome	592
Microsoft Edge	83
Mobile Safari	11
Firefox	2
Chrome Mobile iOS	1
Chrome Webview	1

1-6 of 6

Related report: Browser version

USAGE - BROWSER

# Governance Hub

- REALTIME
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- TEAMWORK
- SEARCH
- STATISTICS
- BEHAVIOR

Period: Year | Period date: 2023 | User Type | Department | Location

- Map
- Location
- Device
- Screen size
- Browser**
- OS
- Over time

BROWSER VERSION	VISITS
Chrome 117.0	290
Chrome 118.0	262
Microsoft Edge 118.0	52
Chrome 119.0	32
Microsoft Edge 117.0	21
Microsoft Edge 119.0	10
Chrome 109.0	6
Mobile Safari	6
Mobile Safari 16.6	5
Chrome 116.0	2

1-10 of 13 | Next | 10

Related report: Browsers

USAGE - BROWSER VERSION

# Governance Hub

- REALTIME
- USAGE**
- ROADBLOCKS
- PUBLISHING
- COMMUNITIES
- TEAMWORK
- SEARCH
- STATISTICS
- BEHAVIOR

Period Year: [Dropdown] | Period date: 2023 [Dropdown] | User Type: [Dropdown] | Department: [Dropdown] | Location: [Dropdown]

- Map
- Location
- Device
- Screen size
- Browser
- OS**
- Over time

OPERATING SYSTEM VERSION		VISITS
Windows 10		517
Windows 11		139
Mac 10.15		12
iOS 16.6		9
Mac 13.1		4
Mac 13.0		3
iOS 16.1		2
Android 8.0		1
Android 14.0		1
iOS 17.0		1

1-10 of 11 | Next >

Related report: Operating System families

USAGE - OPERATION SYSTEM VERSIONS

### Governance Hub

- REALTIME
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- SEARCH
- STATISTICS
- BEHAVIOR

Period: Year | Period date: 2023 | User Type | Department | Location

- Map
- Location
- Device
- Screen size
- Browser
- OS**
- Over time

OPERATING SYSTEM FAMILY	VISITS
Windows	656
Mac	20
iOS	12
Android	2

1-4 of 4

Related report: Operating System versions

USAGE – OPERATION SYSTEM FAMILY



# Custom development

- Which browsers do we need to support when building a new application or integration in the solution?
- Do we have a dependency to any operating system that we need to take into consideration?
- Why do we have certain browsers accessing the solution? It is against our corporate policy.
- If we build an application targeted to a specific user type, which browser and operating system needs to be supported?

**Over time**

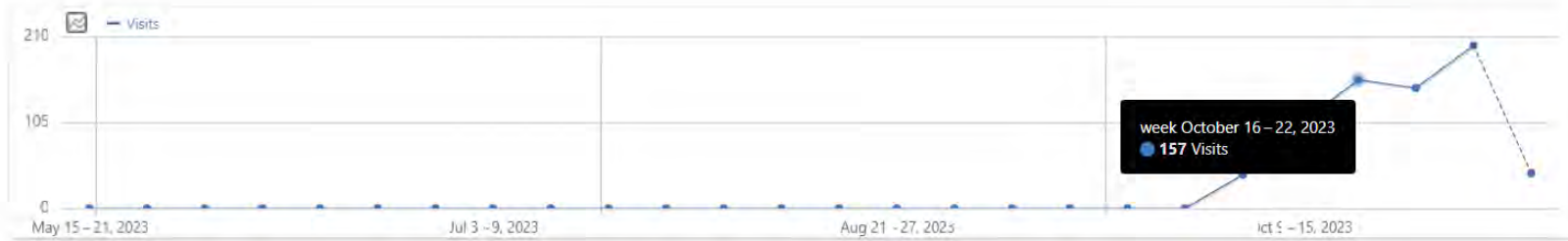
# Governance Hub

- REALTIME
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- COMMUNITIES
- TEAMWORK
- SEARCH
- STATISTICS
- BEHAVIOR

Period: **Week** | 
 Period date: **This week** | 
 User Type: | 
 Department: | 
 Location:

- Map
- Location
- Device
- Screen size
- Browser
- OS
- Over time**

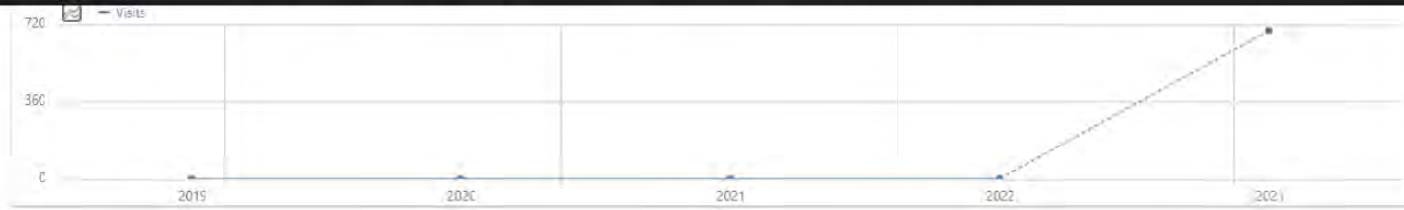
## Trend



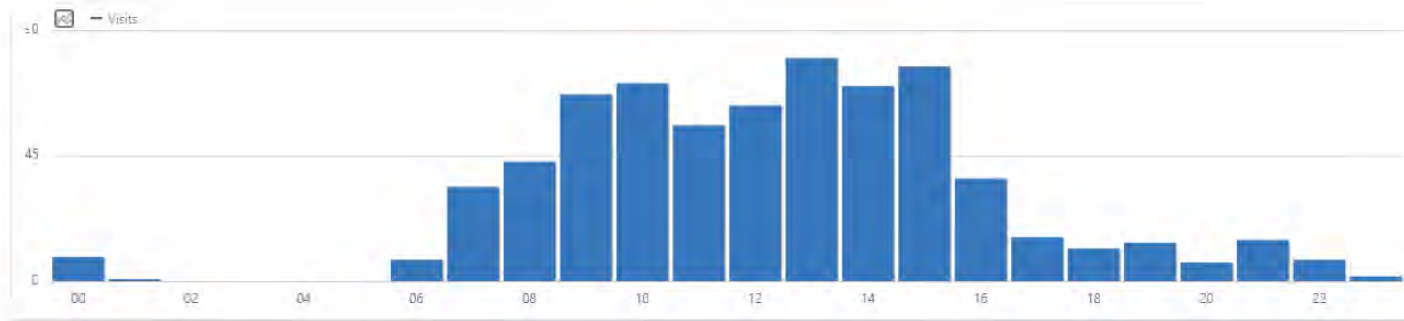
## Time of day



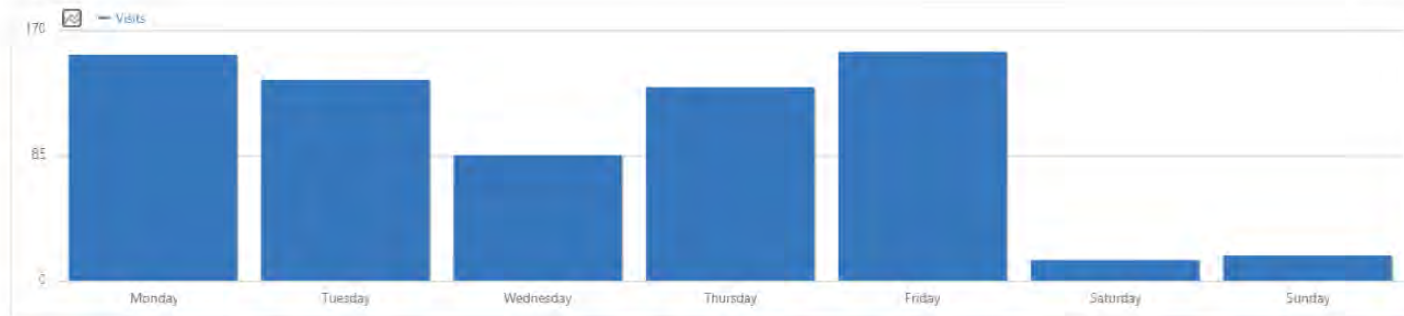
VISITORS TREND



Time of day



Day of week



TIME OF DAY AND DAY OF WEEK

# Over time

- Analyze visits for various user groups over time.
- Analyze traffic patterns during different times of the day to identify possible performance issues.
- Analyze traffic patterns on when to do specific news releases.

# Roadblocks

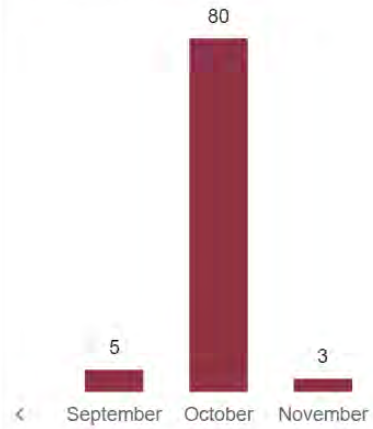


# Governance Hub

- REALTIME
- USAGE
- ROADBLOCKS**
- PUBLISHING
- COMMUNITIES
- TEAMWORK
- SEARCH
- STATISTICS
- BEHAVIOR

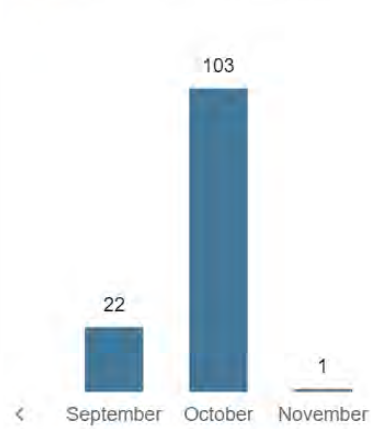
## Access denied

Resources accessed that were denied access.



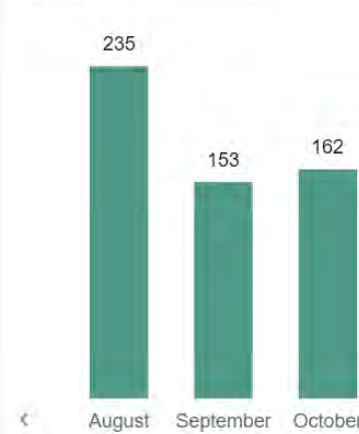
## Broken links

Urls that users try to access that are broken.



## Underused Content

Pages that have almost no visits.



ALAMEDA ONE

ABOUT ALAMEDA | OUR ORGANIZATION | HOW WE WORK | INTERNAL SUPPORT | PRODUCTS AND SERVICES | NEWS

Governance

REALTIME

Access Denied

BEHAVIOR

162

September

October

November

Access denied

Broken link	No of hits	show details
<a href="https://alamedagroup.omniatestcloud.net/">https://alamedagroup.omniatestcloud.net/</a>	23	show detail
<a href="https://alamedagroup.omniatestcloud.net/@admin/1c79a6a8-e5c1-421c-857e-bbce6792dc67">https://alamedagroup.omniatestcloud.net/@admin/1c79a6a8-e5c1-421c-857e-bbce6792dc67</a>	1	show detail
<a href="https://alamedagroup.omniatestcloud.net/@admin/1c79a6a8-e5c1-421c-857e-bbce6792dc67?tenantheader=false&amp;bpheader=false">https://alamedagroup.omniatestcloud.net/@admin/1c79a6a8-e5c1-421c-857e-bbce6792dc67?tenantheader=false&amp;bpheader=false</a>	2	show detail
<a href="https://alamedagroup.omniatestcloud.net/@admin/d6207946-eb85-4ee6-8ec3-b4f7d488e7bc">https://alamedagroup.omniatestcloud.net/@admin/d6207946-eb85-4ee6-8ec3-b4f7d488e7bc</a>	1	show detail
<a href="https://alamedagroup.omniatestcloud.net/@mobile-sign-in">https://alamedagroup.omniatestcloud.net/@mobile-sign-in</a>	4	show detail
<a href="https://alamedagroup.omniatestcloud.net/_/apps/find-people?tenantheader=false&amp;bpheader=false">https://alamedagroup.omniatestcloud.net/_/apps/find-people?tenantheader=false&amp;bpheader=false</a>	4	show detail
<a href="https://alamedagroup.omniatestcloud.net/_/apps/find-products?tenantheader=false&amp;bpheader=false">https://alamedagroup.omniatestcloud.net/_/apps/find-products?tenantheader=false&amp;bpheader=false</a>	2	show detail
<a href="https://alamedagroup.omniatestcloud.net/_/business-support/pages/transportation/relocation">https://alamedagroup.omniatestcloud.net/_/business-support/pages/transportation/relocation</a>	1	show detail
<a href="https://alamedagroup.omniatestcloud.net/_/campaign-city-bikes-2023-q2">https://alamedagroup.omniatestcloud.net/_/campaign-city-bikes-2023-q2</a>	1	show detail
<a href="https://alamedagroup.omniatestcloud.net/_/corporate-news/en-us/archive/demo-test-1/@admin/a4d8a618-e764-4269-b17b-1fobb1fa7276/pagetype">https://alamedagroup.omniatestcloud.net/_/corporate-news/en-us/archive/demo-test-1/@admin/a4d8a618-e764-4269-b17b-1fobb1fa7276/pagetype</a>	6	show detail

1 2 3 4 5 6 7 8

September October November

**ROADBLOCKS – ACCESS DENIED**

ALAMEDA ONE

ABOUT ALAMEDA | OUR ORGANIZATION | HOW WE WORK | INTERNAL SUPPORT | PRODUCTS AND SERVICES | NEWS

Governance

REALTIME



BEHAVIOR

Access Denied

Broken link

Broken link	No of hits	show details
<a href="https://alamedagroup.omniatestcloud.net/">https://alamedagroup.omniatestcloud.net/</a>	23	show detail
<a href="https://alamedagroup.omniatestcloud.net/@admin/1c79a6a8-e5c1-421c-857e-bbce6792dc67">https://alamedagroup.omniatestcloud.net/@admin/1c79a6a8-e5c1-421c-857e-bbce6792dc67</a>	1	show detail

https://alamedagroup.omniatestcloud.net/@admin/1c79a6a8-e5c1-421c-857e-bbce6792dc67?tenantheader=false&bpheader=false

Date	User	Referer URL
2023-10-24,10:23 AM	 <b>Sanne Jensen</b> sanne.jensen@alamedagroup.onmicrosoft.com	<a href="https://alamedagroup.omniatestcloud.net/@admin/1c79a6a8-e5c1-421c-857e-bbce6792dc67?tenantheader=false&amp;bpheader=false">https://alamedagroup.omniatestcloud.net/@admin/1c79a6a8-e5c1-421c-857e-bbce6792dc67?tenantheader=false&amp;bpheader=false</a>
2023-10-24,10:23 AM	 <b>Sanne Jensen</b> sanne.jensen@alamedagroup.onmicrosoft.com	<a href="https://alamedagroup.omniatestcloud.net/_/mobile-apps/mobile-app-pages/create?tenantheader=false&amp;bpheader=false">https://alamedagroup.omniatestcloud.net/_/mobile-apps/mobile-app-pages/create?tenantheader=false&amp;bpheader=false</a>

<a href="https://alamedagroup.omniatestcloud.net/_/business-support/pages/transportation/relocation">https://alamedagroup.omniatestcloud.net/_/business-support/pages/transportation/relocation</a>	1	show detail
<a href="https://alamedagroup.omniatestcloud.net/_/campaign-city-bikes-2023-q2">https://alamedagroup.omniatestcloud.net/_/campaign-city-bikes-2023-q2</a>	1	show detail
<a href="https://alamedagroup.omniatestcloud.net/_/corporate-news/en-us/archive/demo-test-1/@admin/a4d8a618-e764-4269-b17b-1fcb1fa7276/pagetype">https://alamedagroup.omniatestcloud.net/_/corporate-news/en-us/archive/demo-test-1/@admin/a4d8a618-e764-4269-b17b-1fcb1fa7276/pagetype</a>	6	show detail

1 2 3 4 5 6 7 8

← September      October      November →

**ROADBLOCKS – ACCESS DENIED - DETAILS**

Governance

**Broken links** [Close]

Broken link	No of hits	show details
<a href="https://alamedagroup.omniatestcloud.net/_/">https://alamedagroup.omniatestcloud.net/_/</a>	1	show detail
<a href="https://alamedagroup.omniatestcloud.net/_/about-us/en-us/start/alameda-facts/customer-satisfaction">https://alamedagroup.omniatestcloud.net/_/about-us/en-us/start/alameda-facts/customer-satisfaction</a>	1	show detail
<a href="https://alamedagroup.omniatestcloud.net/_/bormio-store-workers">https://alamedagroup.omniatestcloud.net/_/bormio-store-workers</a>	1	show detail
<a href="https://alamedagroup.omniatestcloud.net/_/clearbox-2013-sandbox">https://alamedagroup.omniatestcloud.net/_/clearbox-2013-sandbox</a>	1	show detail
<a href="https://alamedagroup.omniatestcloud.net/_/clearbox-sandbox">https://alamedagroup.omniatestcloud.net/_/clearbox-sandbox</a>	1	show detail
<a href="https://alamedagroup.omniatestcloud.net/_/clearbox-sandbox-36103b6f-0adb-48fd-b202-8330a1cdd586/start">https://alamedagroup.omniatestcloud.net/_/clearbox-sandbox-36103b6f-0adb-48fd-b202-8330a1cdd586/start</a>	2	show detail
<a href="https://alamedagroup.omniatestcloud.net/_/clearbox-sandbox-36103b6f-0adb-48fd-b202-8330a1cdd586/start/about-us/where-do-we-come-from/the-early-years">https://alamedagroup.omniatestcloud.net/_/clearbox-sandbox-36103b6f-0adb-48fd-b202-8330a1cdd586/start/about-us/where-do-we-come-from/the-early-years</a>	3	show detail
<a href="https://alamedagroup.omniatestcloud.net/_/clearbox-sandbox-36103b6f-0adb-48fd-b202-8330a1cdd586/start/about-us/who-we-are/code-of-conduct">https://alamedagroup.omniatestcloud.net/_/clearbox-sandbox-36103b6f-0adb-48fd-b202-8330a1cdd586/start/about-us/who-we-are/code-of-conduct</a>	1	show detail
<a href="https://alamedagroup.omniatestcloud.net/_/clearbox-sandbox-36103b6f-0adb-48fd-b202-8330a1cdd586/start/how-we-work/organization/locations">https://alamedagroup.omniatestcloud.net/_/clearbox-sandbox-36103b6f-0adb-48fd-b202-8330a1cdd586/start/how-we-work/organization/locations</a>	1	show detail
<a href="https://alamedagroup.omniatestcloud.net/_/clearbox-sandbox-36103b6f-0adb-48fd-b202-8330a1cdd586/start/how-we-work/organization/management-team">https://alamedagroup.omniatestcloud.net/_/clearbox-sandbox-36103b6f-0adb-48fd-b202-8330a1cdd586/start/how-we-work/organization/management-team</a>	1	show detail

Navigation: < 1 2 3 4 ... 9 10 11 >

Month navigation: < September October November >

REALTIME

Access

Resources

BEHAVIOR

162

October

ALAMEDA ONE


ABOUT ALAMEDA | OUR ORGANIZATION | HOW WE WORK | INTERNAL SUPPORT | PRODUCTS AND SERVICES | NEWS

### Governance

#### Broken links

Broken link	No of hits	show details
<a href="https://alamedagroup.omniatestcloud.net/_/">https://alamedagroup.omniatestcloud.net/_/</a>	1	show detail
<a href="https://alamedagroup.omniatestcloud.net/_/about-us/en-us/start/alameda-facts/customer-satisfaction">https://alamedagroup.omniatestcloud.net/_/about-us/en-us/start/alameda-facts/customer-satisfaction</a>	1	show detail
<a href="https://alamedagroup.omniatestcloud.net/_/bormio-store-workers">https://alamedagroup.omniatestcloud.net/_/bormio-store-workers</a>	1	show

[https://alamedagroup.omniatestcloud.net/\\_/about-us/en-us/start/alameda-facts/customer-satisfaction](https://alamedagroup.omniatestcloud.net/_/about-us/en-us/start/alameda-facts/customer-satisfaction)

Date	User	Referer URL
2023-10-12,09:18 AM	 <b>Anna Karlsson</b> anna.karlsson@alamedagroup.onmicrosoft.com	<a href="https://alamedagroup.omniatestcloud.net/">https://alamedagroup.omniatestcloud.net/</a>

<a href="https://alamedagroup.omniatestcloud.net/_/clearbox-sandbox-36103b6f-0adb-48fd-b202-8330a1cdd586/start/about-us/where-do-we-come-from/the-early-years">https://alamedagroup.omniatestcloud.net/_/clearbox-sandbox-36103b6f-0adb-48fd-b202-8330a1cdd586/start/about-us/where-do-we-come-from/the-early-years</a>		detail
<a href="https://alamedagroup.omniatestcloud.net/_/clearbox-sandbox-36103b6f-0adb-48fd-b202-8330a1cdd586/start/about-us/who-we-are/code-of-conduct">https://alamedagroup.omniatestcloud.net/_/clearbox-sandbox-36103b6f-0adb-48fd-b202-8330a1cdd586/start/about-us/who-we-are/code-of-conduct</a>	1	show detail
<a href="https://alamedagroup.omniatestcloud.net/_/clearbox-sandbox-36103b6f-0adb-48fd-b202-8330a1cdd586/start/how-we-work/organization/locations">https://alamedagroup.omniatestcloud.net/_/clearbox-sandbox-36103b6f-0adb-48fd-b202-8330a1cdd586/start/how-we-work/organization/locations</a>	1	show detail
<a href="https://alamedagroup.omniatestcloud.net/_/clearbox-sandbox-36103b6f-0adb-48fd-b202-8330a1cdd586/start/how-we-work/organization/management-team">https://alamedagroup.omniatestcloud.net/_/clearbox-sandbox-36103b6f-0adb-48fd-b202-8330a1cdd586/start/how-we-work/organization/management-team</a>	1	show detail

1 2 3 4 ... 9 10 11

← September      October      November →

**ROADBLOCKS – BROKEN LINKS - DETAILS**



ALAMEDA ONE

ABOUT ALAMEDA | OUR ORGANIZATION | HOW WE WORK | INTERNAL SUPPORT | PRODUCTS AND SERVICES | NEWS

### Governance

#### Underused Content

Title	Contact	Page Hits	Unique Visitors
<a href="#">Employee Handbook</a>	No contact set	0	0
<a href="#">General Information</a>	No contact set	0	0
<a href="#">Employment Relations</a>			
<a href="#">Workplace Professionalism</a>			
<a href="#">Compensation and Benefits</a>			
<a href="#">Anställningsförhållanden</a>			
<a href="#">Anställningsförhållanden</a>			
<a href="#">Professionalism på arbetsplatsen</a>			
<a href="#">Professionalism på arbetsplatsen</a>	No contact set	0	0
<a href="#">Frånvaro och semester</a>	No contact set	0	0

#### Page information

- Publishing App**  
Innsbruck Store Workers
- Page Collection**  
Innsbruck Store
- Unique Visitors**  
0

← 1 2 3 4 ... 15 16 17 →

← September October →

**ROADBLOCKS - UNDERUSED CONTENT**

# Roadblocks

- Have we set up read permissions correctly for all areas of the solution?
- Do we have links that points to protected areas?
- Have we forgotten to include users in the appropriate security groups?
- Do we have links that points to pages that have been deleted?
- Where do these links come from?
- Do we have content that is underused and/or never accessed?

# Behavior



# Governance Hub

- REALTIME
- USAGE
- ROADBLOCKS
- PUBLISHING
- COMMUNITIES
- TEAMWORK
- SEARCH
- STATISTICS
- BEHAVIOR**

Period: **Month** | Period date: **This month**

Action Type: | Top 100 labels: **Communities | Communities (13 pageviews)**



## ROADBLOCKS

# Behavior

- How do our users move from one page to another in the solution?
- How did users arrive to a specific landing page in the solution?
  - Onboarding portal
  - Employee handbook
  - Learning center
  - Etc

# IMPLEMENTATION



- Tenant
- System
- User Management**
- Permissions
- Settings
- Omnia Feed
- Features
- Properties
- Business Profiles
- Shared Links
- Dashboard
- Announcements
- Sign-off Requests
- Tutorial
- Web Content Management
- Document Management
- Process Management
- Alameda One
- About us

















### User Management

- Users
- Groups
- Dynamic Groups
- User Types
- User Properties**
- Synchronization

### User Properties

The user properties that are registered below are stored in the Omnia database to support features such as targeted mobile push notifications and non-M365 users.

GDPR: As soon as a user is off-boarded, all user data will be removed from the Omnia database.

Property	
[Username]	
[Display name]	
[User icon]	
[Email]	
[Preferred language]	
[UI language]	
Company name	 
Partner contact	 
Account Enabled	 
Mobile phone	 
Manager	 
Hire date	 
Employee ID	 
Department	 

- Tenant
- Alameda One
- User Management
- Permissions
- Settings**
- Omnia Feed
- Features
- Search
- Workspace
- Publishing
- Communities
- Teamwork
- Forms
- Shared Links
- Announcements
- Notification Panel
- About us

- Settings
- Analytics
- Setup Wizard
- System layouts
- Dall-E

Analytics

Matomo

<https://analytics-alamedagroup.omniatestcloud.net?idSite=2>

Enable data collection

Dimensions (3/5)

Add the user properties that you would like to use as dimensions in the analytics widgets and reports.

User property	Dimension	
[User type]	User Type	
Department	Department	
Location	Location	

Select Properties  Select dimension  +

Note! Removing a dimension will only stop data collection for that property. Once created, a dimension cannot be removed in Matomo.

# Governance Hub

- REALTIME
- USAGE
- ROADBLOCKS
- PUBLISHING
- COMMUNITIES
- TEAMWORK
- SEARCH
- STATISTICS
- BEHAVIOR



1  
1 visit and 2 actions in the last 3 minutes





[CHECK FOR UPDATES](#)[Personal](#)[System](#)[Privacy](#)[Measurables](#)[Platform](#)[Marketplace](#)[Widgets](#)[API](#)[Diagnostic](#)

## Marketplace

Plugins extend and expand the functionality of Matomo. You may automatically install plugins from the Marketplace or [upload a plugin](#) in .zip format.

A valid license key has been set up. For security reasons we do not show the license key here. If you have lost your license key, please contact the Matomo team.

License key is valid

[UPDATE](#)[REMOVE LICENSE KEY](#)[VIEW SUBSCRIPTIONS](#)

Show

Plugins

Sort

Alphabetically

Search 110 plugins...



### A/B Testing

Increase revenue and conversions by comparing different versions of your websites or apps & detect the winning variation that will grow your business! [> more](#)

Version: 4.2.6  
Updated: Sep 27, 2023  
Developer: **matomo**

FROM USD229 / YEAR (FREE TRIAL)

### Activity Log

Get a detailed audit log of all activities happening in your Matomo Analytics for increased security, risk management, and problem diagnostic. [> more](#)

Version: 4.1.2  
Updated: May 3, 2023  
Developer: **matomo**

FROM USD29 / YEAR (FREE TRIAL)

### Admin Notification

Adds the ability for Matomo (Piwik) administrators to include an informative message to all user's dashboards. This uses the built in Notification function. [> more](#)

Version: 4.0.0  
Updated: Sep 16, 2020  
Downloads: 29166  
Developer: jbrule

INSTALL

Advertising Conversion Export

Ajax Opt Out

Anonymous Piwik Usage  
Measurement

# Implementation

- Set up user properties in Omnia and sync data from Azure AD.
- Add user properties dimensions to Matomo in Omnia Admin.
- Set up Governance Hub (coming soon in setup wizard).
- Check out the Marketplace in Matomo for plugins:
  - A/B Testing
  - Funnels
  - Heatmap & Session Recording
  - Google Analytics Importer
  - Etc





# ROADMAP

# Analytics roadmap

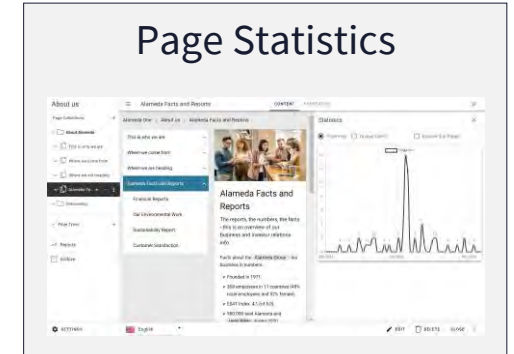
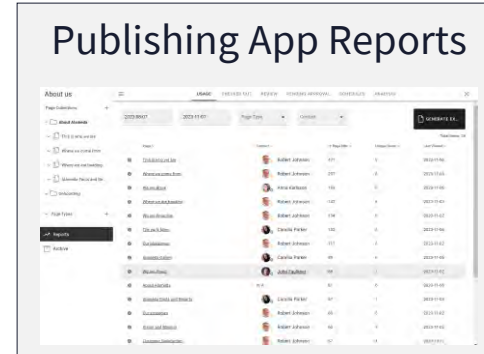
- **Setup wizard: Analytics**  
Automatic setup of an analytics solution including a governance hub and news hub.
- **Extended user behavior analytics.**
  - Engagement (Likes/Comments/Rating)
  - Forms (Quick Polls/Surveys/Knowledge checks)
  - View (Process/Document/Person profile)
- **Improved reach metrics for news articles.**  
Further improvements to the rich analytics concept focused on content reach.
- **Profile update analytics and follow-up.**  
Possibility to analyze further improvements to the rich analytics concept focused on content reach.

# SUMMARY & QUESTIONS

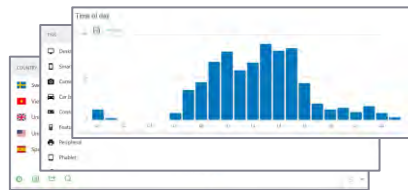


# Summary

Analytics concepts



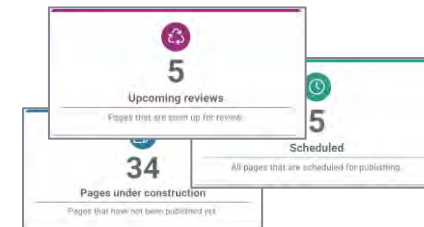
Analytics features



Analytics widgets



Built-in metrics



Dynamic metrics



Built-in reports

The background consists of a repeating pattern of blue speech bubbles, each containing a white question mark. The bubbles are arranged in a staggered, overlapping grid. The text "ANY QUESTIONS?" is centered in the middle of the image in a bold, white, sans-serif font.

**ANY QUESTIONS?**

omnia