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SOLUTION BRIEF

# Web Usage & ROI Reporting

Let Data Drive Adoption, Value and Policy Abidance IT leaders continue to be faced with the problem of visibility. What are employees using their devices for? Are they making use of approved online applications? How much are they engaging with different types of online content? How do you identify employees who are violating Web content or search policies, creating risk to company devices and networks? Are we getting enough return on our Web tool investments and if not, should we make changes to our license distribution going forward?





ABSOLUTE WEB USAGE & ROI REPORTING / ABSOLUTE SECURE ENDPOINT / SOLUTION BRIEF

#### Absolute Web Usage & ROI Reporting Allows You To

- Generate Web Usage Reports to know what websites users are actively engaged with, how much, and when.
- Monitor how training and enablement impacts the adoption of Web tools and adjust your plans accordingly.
- Sensure the suite of Web tools you've subscribed to are being used and compare this with their license costs to assess your return on investment.
- Identify potentially harmful or unsafe Web usage so you can act against cyberattacks and compliance issues.

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yahoo.com	4h 42m	2h 38m	2h 4m	25% 1 of 4		Finance			
pearson.com	2h 36m	1h 37m	58m	25% 1 of 4		Professional Services			
windy.com	2h 31m	28m	2h 2m	25% 1 df4		Science and Technology			
youtube.com	1h 37m	47m	49m	75% 3 of 4		Adult Themes, Digital Me			
whatsapp.com	45m	Sm	40m	25% 1st4		Online Chat			
amazon.com	25m	0m	25m	25% 144		Specialized Shopping			

#### WEB USAGE - LAST 7 DAYS

See how much each website was actively used. Whether a VPN or proxy is used, on or off the corporate network — get complete visibility. Easily filter on categories to identify risky or inappropriate usage.

	leb Usage (Last 7 Days)				۲	'₁ ⊡ <sup>9</sup> ± ®	<b>\$</b> 0
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Web Usage by domain allows you to see usage for each individual website within a domain. For broad use sites like YouTube determine if usage reflects acceptable online behavior, or not.

#### WEB USAGE - TRENDING

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	Rank ^	Webpage title	Category						
1	1	IRONMAN Official Site   IRONMAN triathion 140.6 & 70.3 https://www.insteaman.com/	Corporate Marketing						
2	2	Learning Management System   LMS   Schoology Mtps://www.advology.com/	Education						
3	3	Arifureta Shokugyou de Sekai Saikyou Episode 9 English Subbed/Dubbed   AnimeRhino Mips//www.taximeticsus/spisode/19430-wifureta-shokagou-de-seka-saikyo-episode/t-sepisit-subbed	Video Streaming						
4	4	Clairmont Press: My State History Mgd/datasengess.com/wah/	News and Media						
5	5	U2, 500 chords & tabs found @ Ultimate-Guitar.Com Search https://www.ultimate.guitar.com/search_typ=+tile&value=u2	Recreation						
6	6	The American Yawp http://www.americanyawp.com/	Online Resources						
7	7	PowerSchool, a leading K-12 education technology company https://www.powerschool.com/	K-12						
8	8	OverTure Video Social NetWork - Upload your video now! - OverTure https://www.ukientuba.com/	Social Media						

Web Usage (Trending) provides a list of trending websites visited over the last seven days.

#### WEB SUBSCRIPTIONS - ROI

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	Website	1	Cost	Value of used licenses	Value of unused licens 🗸	Active users	Average usage		
1	moxedobe		\$5,204.49	\$2,481.8	\$3,722.7	40% 2015	2/1 59m		
2	asana.com		\$487.05	\$243.53	\$243.53	50% 2414	35h 17m		
3	drive.google.com		so	50	50	< 1% 2010	68h S8m		
4	office.com		\$384,000	\$384,000	50	100%	37h 58m		

Compares the usage of Web applications with license costs to assess return on investment.

### With This Data in Hand, You Can

Monitor Adoption, Assess ROI, and Optimize Licensing of Web-Based Tools Web Usage and Web Subscription Reports allow you to analyze usage patterns of your Web tools and compare this with their license costs to assess return on investment. This enables you to make better-informed decisions on the tools you are currently using by optimizing licensing spend to maximize your budget. You will also be able to identify trends and emerging needs within your workforce, a particularly interesting benefit for helping shape your organization's IT strategy.

#### **Detect Inappropriate Usage of Corporate Devices**

Find restricted domain serving adult content, gaming, or non-authorized websites. See which users have been using them and take direct action with individual users; establish new policies or implement Web filters.

#### **Investigate Security Incidents**

If a security incident has occurred, Weekly Web Usage Reports can identify if other users have visited an insecure webpage. Prevent similar incidents by identifying the sites you need to block and pro-actively contact users.

#### How to Take Advantage of Web Usage & ROI Reporting

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✓ Web Usage and Web Subscription (ROI) reporting is available with Absolute Visibility, Control and Resilience licenses.

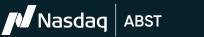
✓ Available for Windows and Chromebook Devices. Chrome browser only.



## **ABSOLUTE**<sup>®</sup>

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