



Explanation of Changes – Professional Edition

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webTrends®

As you may already have heard, we recently announced the newest release of WebTrends. WebTrends Marketing Lab will help you build better one-to-one, targeted relationships with your customers. WebTrends Marketing Lab is a new product family that consists of WebTrends Analytics 8 and WebTrends Marketing Warehouse.

Product Mapping: It is our standard business policy to quote maintenance renewal contracts based on our current product offering. To that end, we have used the mapping below to determine the product(s) that your maintenance contract will be based on:

WebTrends 7 Professional →

WebTrends Analytics 8 Marketing Package
Commerce Reports Add-On for Marketing Package

\$0 Items on Your Quote: In order to provide the most favorable and comprehensive solution for our existing customers, we will honor the maintenance contract for the “add-on” components listed above at \$0. This will allow your organization to continue to use all of the functionality that you are entitled to today without incurring additional costs for the items that are now priced separately.

Page Views Listed on Your Quote: With the release of WebTrends 7, we changed to the industry-standard, page-view based licensing. With WebTrends Marketing Lab we will continue to license based on page views, and we now display on your quote the specific level of page views that you are licensed to use (this appears in the “Units” field).

Maintenance Percentage Changes: With the launch of WebTrends Marketing Lab we have changed the pricing of our maintenance contracts. The new pricing is 20% of the product list price for Essential Care and 25% of the product list price for Premium Care.