iAnalyst Description

iAnalyst is a comprehensive log file analyzer targeted towards individual and small business web sites. iAnalyst's many strengths include the following:

• Ease of Use

iAnalyst does not sacrifice ease-of-use for robustness. iAnalyst is a graphical Windows 95/98/NT product that sports a complete online manual with a simple point-and-click interface. The user does not have to master cryptic command-line arguments in order to produce a report containing useful data.

• Full Feature Set

iAnalyst contains features that small business and individual web site owners need, without the "Executive Summary" fluff that is irrelevant in many of their situations. IAnalyst's plethora of features include:

- **Report Icons** iAnalyst allows the user to have several different options organized into "reports". This structure gives the user freedom to have several different reports acting independent of one another – there could be one for calculating total bytes transferred, another for unique visitors, the possibilities are endless!
- **Report Options** Within each individual report, the user has several options of how to parse and organize the contents of their log files. iAnalyst can perform the following:
 - Count each unique visitor
 - Perform DNS look-ups for unresolved IP addresses
 - Organize referrer sites and break down the frequency at which they appeared
 - Calculate the top pages within the site, broken down by percentage and total hits at a
 particular page
 - Obtain the bandwidth that the web site used in terms of total bytes, kilobytes, and megabytes transferred
 - Report the most popular browsers used when viewing the web site
- **Report Inputs** Each report can have an unlimited number of input files. iAnalyst supports wildcards and allows the user to denote whole directories containing log files as inputs.
- **Report Output** The user has many choices when iAnalyst is ready to present the report's contents.
 - The program can output the information to a unique tab-orientated screen in the program, which allows for great flexibility during the user's own analysis of the data. For example, if the user wants to visit a referrer site, they just have to double-click on the referrer URL address and iAnalyst will launch the default web browser (or a program of their choice) to view the site. If the user wants to resolve an IP address that they didn't have iAnalyst resolve when it analyzed the report, simply double-click on the address in the report window.
 - iAnalyst also allows the user to automatically save reports to files or send reports through e-mail for later perusal..
- Filter Lists iAnalyst can filter out information so it does not show up in reports. Useful information to exclude includes the user or company's own IP address, web site URL address, etc.
- Report Automation iAnalyst can be setup to run reports automatically, such as late at night or whenever the user finds it convenient.
- Small Footprint While robust and comprehensive, iAnalyst does not consume large amounts of disk space for its own files. In fact, the entire iAnalyst program, including its install program, can easily fit onto one 1.44MB floppy disk, with plenty of room to spare.
- Affordability iAnalyst targets a small business/individual web site owner's needs in more ways then just features. A singler-user license for the product costs only **\$29.95** and comes with free support.

Product Tour

The <u>online version</u> of iAnalyst's product tour, which has pictures in addition to the text below, is available via the Internet. This tour assumes that you have not yet used the product.

• Main Screen

When you first start iAnalyst, you are presented with the main program screen.

You manage reports by either using the "Reports" menu at the menu bar or by utilizing one of the first three icons (New Report, Modify Report, or Delete Report). The "Update Check" button launches your default web browser or the program you have setup in iAnalyst as your web browser. The web browser will be pointed to a special update page which will check your iAnalyst version.

The "Reports" list will have icons representing each report that you have created. At the moment, we do not have any reports so there is nothing in this list. To the right of the list, you see buttons to analyze a selected report, exit the program, or obtain additional help from this manual.

We will begin by creating a report. To create a report, we can either click on the "New Report" button, or go to "Reports" and select the "New Report" option.

Report Properties

Now, we arrive at the "Report Properties" screen. Here, you will fill in all the properties that define the report you have just created. We start at the "General" tab by filling in a name for this report and a brief description that will help us remember what defines this report. While we recommend you keep the name short, if you plan on doing remote automation with iAnalyst, you must keep the name to one word. The description field under the "General" tab will show

up along the status bar at the bottom of the Main Screen.

Now, click on the "Selections" tab. Place a checkmark next to what you want iAnalyst to do with the report. You can check as many or as few options as you like, but be sure to at least select one. The "Help" button will explain what defines each option.

Next, click on the "Inputs" tab. You manually add files to the list by clicking the "Add" button, or you can click on the "Browse" button. You can use wildcards (*) to denote more then one file. If you click on the "Folder" button and select a folder, iAnalyst will automatically add the entire contents of the folder as inputs (e.g. c:\logs*.*).

Finally, click on the "Output" tab. If you want to have the program show a window with the results of your report after an analysis, check the "Output to a screen" option. Otherwise, have the product save the analysis to a file. If you choose this route, you can also have it send the file through an e-mail to the recipient's address (or multiple addresses, see the "Help" button for more details). Please note that in order for the e-mail option to work, you must fill out some server details under the "Tools -> Options" portion located at the program's main screen. We will show you how to do this as we move through the tour.

If you're satisfied with the properties of this report, click "Ok."

Options Screen

You should be back at the main program screen, but unlike last time, you now have an icon with the caption being the name of your report. Click on the icon once to highlight the icon. Now, look at the bottom of the main screen. You will see your report description listed in the status bar. We are not quite ready to analyze this report as we still have to set some global program options. To set the program's options, go to the "Tools" menu and select the "Options" option (no pun intended).

At the top of the "General" tab, set your web browser preference. For most situations, using your default

web browser is sufficient. The "Site Information" portion of the "General" tab is extremely important. If you do not fill out this information, iAnalyst will not be able to calculate total bytes transferred or append the proper site to the beginning of any "Top Pages" report. Therefore, enter your web site address in this space. At the bottom of the tab, you will find advanced options to control the "DNS Cache." If disk space is not a concern, you probably want to leave the option where it is at. Valid values are from 0 to 250,000. The "Flush Cache" button will delete the cache file off your hard drive.

Now, click on the "Filters" tab. Here, you can add filters to weed out items from reports that shouldn't be there. Examples include the IP address(es) that you or your company uses, your web site so referrer sites that come from you are not listed, etc. For details, click on the "Help" button.

Finally, click on "Server Settings." If you access the web through a proxy server, you might need to fill out the top portion of this tab. If this applies to you, contact your Network Administrator for details on these settings. The bottom of the tab lists settings needed to e-mail reports to others. Make sure you fill this in correctly if you plan on using the e-mail option with reports. When you're done with this window, click "OK," and we will run through a report.

Report Analysis

Once again, we are back at the main program screen. Now, it's time to analyze a report. To analyze a report, you can either double-click on the report icon, right-click on the report icon and select "Analyze," or click on the icon and select the "Analyze Now" button on the right-side of the main screen.

iAnalyst is now working with the selected report and performing the tasks you originally assigned to the report property's "Selection" tab. Depending on the size of your log file(s) and the selections you made, this could take a short while.

When the program is done analyzing it will either bring up a results screen, save the results to a file and return to the main screen, or save the results and e-mail them to the addresses specified. For this tour, we have chosen the "Output to a Screen" option. That is where we will go next.

Report Output

Finally, we arrive at the report profile screen.

The title bar of the window will tell you the date of the first entry of the log file(s) that you specified and the date of the last entry of the log file(s) that you specified. You can optionally mail this report to the person identified in the report properties screen or save this information to a file for later perusal.

When going through the Visitor's list, double-click on the icon to resolve an IP address. If it's resolvable, the new address will replace the old one. You can also right-click on any item in the listbox to bring up a pop-up menu.

With the "Referrer" and "Top Pages" lists, double-click on any item to go directly to the URL. You can also right-click and bring up a pop-up menu for these reports as well.

That's it! Remember, if you would like more detailed information on any portion of iAnalyst, click on the "Help" button in the appropriate section of the program or peruse other topics in this manual.

Main Window

The main screen appears when you first launch iAnalyst. The following sub-section describes the screen's main buttons and menu items.

- **New Report** (Button and under "Reports" menu) This button launches the report properties window in order for you to specify options for the new report.
- Modify Report (Button and under the "Reports" menu)
 Highlight a report and select this button to bring up the properties window for the particular report.
- **Delete Report** (Button and under the "Reports" menu) Highlight the report that you wish to delete, then click this button. Confirm the deletion and the report will be removed from the list. Alternatively, you can select any report icon and hit the "Delete" key on the keyboard to accomplish the same task.
- Update Check (Button and under the "Tools" menu) This button will launch your web browser (or the program specified to act as the web browser under the "Tools" menu, "Options" selection) and point it to a special update page on The Limit Software's web site. You will then be notified if any upgrades exist, and how you can proceed to obtain them.
- Analyze Now (Button)
 Click on this button after highlighting a report and iAnalyst will begin its analysis. Alternatively, you can right-click on the report's icon and select "Analyze" or double-click on the report's icon.
- Exit (Button) This button will close iAnalyst.
- Help or How To Buy (Button) This button fluctuates between "Help" and "How to Buy." In the 30-day trial version of the product, the button allows you to obtain information on purchasing a licensed version. In the licensed version, the button allows you to open the electronic manual straight from the main screen.
- **Options** (under the "Tools" menu) This menu item launches the global program options window. These options apply to every report created within iAnalyst. For more information, see the <u>separate section</u> in this manual.

How To Rename a Report

In order to rename a report, you must right-click on its icon off the main screen, and then select "Rename" from the pop-up menu that appears. Once you click "Rename," the "Report Properties" window will appear. In the "Name" field off the "General" tab, enter the new name for the report. Then, click "OK."

Note: All other components in the Report Properties window will be disabled during a rename request. Therefore, you must first rename the report, click "OK", and then modify the report in order to access the report's properties.

Report Properties

The report properties window is the "heart" of each report. Through this window, you set and modify settings including the report's input files, selections, and the output it produces.

• General Tab

The "General" tab is the framework of the report. Here, you enter the report's name and description. The name field will appear as the icon's caption off the main iAnalyst window, and the description will show on the main window's status bar.

• Selections Tab

The "Selections" tab tells iAnalyst what to do with these log files. You can chose from the following options:

- **Visitors List** This option will have iAnalyst tally each unique visitor that came to the web site. A "visitor" is counted as one having a unique IP address. The Visitors List option can take a while to produce if you have a large log file.
- Reverse DNS Look-Up (requires "Visitors List") The reverse DNS lookup option transforms a visitor's numeric IP address into a domain name. This technique is most efficient when done by the web server while logging activity, however, many web server administrators disable this option. If your operator does, you can have iAnalyst do this for you. Please note that this process can take a *very long time*.
- **Referrer List** The "referrer" URL is the web page that a visitor was viewing prior to coming to your web site. iAnalyst will tally each unique referrer URL if this option is selected. We do recommend that you add appropriate filters for this report in order to prevent your site from appearing in this list.
- **Top Pages** This selection will count the number of times each page on your web site was visited. Again, we recommend that you add appropriate filters for this report so you do not see graphic images and other server requests counted as web pages.
- **Calculate Total Bytes Transferred (requires "Top Pages")** iAnalyst will take each page request (including images, etc.) and tally the total amount of bandwidth that was utilized during the log file period.
- Most Popular Browser This selection will tally the type of browsers that were used to access your web site.

Inputs Tab

This area specifies which log files iAnalyst should analyze. You can add a log file by either clicking the "Add" button and manually typing it in, or by clicking the "Browse" button and pointing to the desired file.

iAnalyst supports the wildcard asterisk character (*), thus enabling you to type in directory names such as **c:\logs*.*** or **c:\logs*.log**. To facilitate this feature, you can click on the "Folder" button and point to an entire directory. iAnalyst will automatically add the directory, plus the default all denotation (*.*) to the list.

• Output Tab

There are three ways of outputting the report data. They include the following:

• **Output to a screen within the program** – This option will cause iAnalyst to show an interactive window at the end of the report's analysis. The window will allow you to view all of the report's findings within the program. See the Report Profile section for more detail.

- Save to the following file Instead of showing the report's data within the program, iAnalyst can save it to an ASCII text file. If you select this option, make sure you point it to a valid directory and give the program a filename.
- E-Mail the report (requires "Save to the following file") iAnalyst can e-mail an unlimited number of recepients the saved report file. Simply check this box and type in the e-mail address. If you have multiple recepients, make sure you separate each address with a semicolon (;).

Example: example@example.com; example2@example.com

If you decide to use these options, make sure that you fill in the mail server fields under the "Tools" menu, "Options" option.

Options

You access the global program options by going to the "Tools" menu, and selecting the "Options" option. These settings are imperative to providing smooth program operation.

General Tab

Web Browsers

You can either have iAnalyst launch your default web browser or a program of your choice when you want to visit web sites.

Site Information

Enter in the domain name of your site. For example, http://www.thelimitsoft.com. Do not enter the trailing slash (and of course, do not enter the period at the end of the above sentence). IAnalyst will use this for calculating the total bytes transferred and for reporting back the "Top Pages" report selection. If this is incorrect, it will be unable to do either option correctly.

DNS Cache

In an effort to improve long reverse DNS lookups, iAnalyst creates a cache of unresolvable addresses in a file. You can restrict the number of entries in this file. Valid arguments are from 0 to 250,000. Remember, the higher the number, the larger the file will become and the more memory it will consume when being used during program operation.

You can also flush the cache and delete the file from your computer by clicking on the "Flush Cache" button.

• Filters Tab

Visitor Filter List

This list allows you to filter out visitors that you do not want placed in any "Visitors List" report selection. You can use wildcards to filter out domain names or IP addresses. If you plan on having both style of addresses in your reports, we suggest that you add both your IP address and domain name into the report. Examples include the following:

*thelimitsoft.com – would filter out anything that has thelimitsoft.com in the name (e.g. server.thelimitsoft.com, proxy.thelimitsoft.com, etc.)

209.68.15.185 - would filter out the IP address

209.68.15* - would filter out any IP address beginning with 209.68.15

Referrer Filter List

This filter eliminates sites from the "Referrer List" report selection. In order to use this filter properly, you should enter the domain name of your web site. For example,

thelimitsoft.com – would filter out any referrering URL that has thelimitsoft.com in it.

server.thelimitsoft.com – would filter out any referring URL that has server.thelimitsoft.com in it, but not URLs that have just thelimitsoft.com in them.

You do not use wildcards with this filter. Instead, if you do not want to get rid of everything in your domain, be a bit more specific with what you do want to eliminate as shown above. Most users prefer to filter out their sites entirely from these statistics.

Top Pages Filter List

If you do not want specific directories or file types named in this report (such as those for images or CGI scripts), enter in the directory or type. For example,

/cgi-bin – would filter out anything that has /cgi-bin/ in its title (effectively, the entire cgi-bin directory)

.gif – would filter out anything that has .gif in its title (effectively, any GIF graphic).

You do not need to use wildcards with this filter.

• Server Settings

Proxy Settings

If you access the web through a proxy server, you may need to fill out this information if you want iAnalyst to perform bandwidth calculations. Please contact your Network Administrator for the details on what needs to be filled in here.

Mail Server

If you want iAnalyst to e-mail reports to others, you **must** fill in these settings.

- **SMTP Server** The server which sends your outgoing mail, typically mail.thedomain.com or postoffice.thedomain.com, etc.
- E-Mail Subject When iAnalyst sends reports to others through e-mail, this will be the subject of the message.
- From Your return e-mail address.
- **Reply-To** Your return e-mail address. If it's the same as the From address, type in your same e-mail address again.

Report Profile

This window appears after a report analysis if you choose to output the data to the screen. The title bar of this window lists the date on the first log file entry and the date on the last log file entry.

Save Button

This button launches a save file dialog box (with the filename provided in the report properties as default). Confirm where you want to save the report's contents and click "Save."

Mail Button

This button launches a save file dialog box, just like the "Save" button. After you choose and confirm a location, the program will then attempt to e-mail the addresses listed under this report's properties.

If you do **not have any e-mail addresses listed under the report's properties**, you cannot use this feature. You must first list a "To:" address under the report's properties so iAnalyst knows where to send the e-mail message.

- **Overview Tab** This tab provides numerical summaries for all of the reports analysis. Some totals might have "Not Selected" listed if you did not run that particular selection.
- Visitors List A tally of each unique visitor that visited your web site. If you want to perform a reverse DNS lookup to try and get a domain name from a numerical IP address, doubleclick on the address or right-click and select "resolve." You can also right-click and select "copy" or type CTRL+C to copy the address to the clipboard.
- **Referrer & Top Pages Lists** Both of these lists are identical, except for the fact that one lists referrer URLs and the other lists the most heavily visited pages at your web site. If you double-click on any URL, your web browser (or program selected for URLs) will launch. If you right-click on the address or type CTRL + C, you can also copy the URL to the clipboard.
- Browser List This list shows the various browsers that were used to visit your web site.

Remote Automation

iAnalyst supports command-line arguments to assist in running unattended report analysis' for scheduling programs, such as Windows 98 Scheduled Tasks. The arguments are as follows:

c:\program files\ianalyst\ianalyst.exe <report name> <close flag>

The first part is the path to the program, whatever that may be. The second part is the name of the report. This name **MUST** be one word. If the name of the report is more then one word, the program will not obtain the correct report name, and the unattended analysis will not run. The third part is an optional flag. If the word "close" is listed, the program will close itself after running the report.

Examples:

c:\program files\ianalyst\ianalyst.exe Complete close – will run the "Complete" report and close when it's done.

c:\program files\ianalyst\ianalyst.exe Complete – will run the "Complete" report and stay open when finished.

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Technical Support

The Limit Software provides technical support via e-mail, regular postal mail, or fax. You should always check the <u>web site</u> (www.thelimitsoft.com) before requesting support to make sure you are using the latest version of iAnalyst, and to see if the problem you are having has already been resolved.

When requesting support please be sure to include the following information:

- Your name and contact information (either e-mail address (preferred), street address for regular mail, or fax number for fax).
- What operating system are you using? For example, Windows 95/98, Windows NT 4.0 etc.
- What version of iAnalyst are you using? You can select the "About" option from the "Help" menu to locate the version number.
- Nature of the problem?
- Does the problem occur often?
- If an error message was displayed, please include the full text of the error message including the number (if applicable).

Internet Support (Fastest method, 24-hour turnaround time)

Please send an e-mail to our support department at support@thelimitsoft.com, **or** post your message to our online technical support message board. Please include the above information.

Fax

Please send your fax to 219-392-2466. Be sure to include the above information and please print or type neatly.

Postal Mail Support

Please send mail to the following address:

The Limit Software PO Box 580 East Chicago, IN 46312-0580 USA

Be sure to include the above information.

Purchase iAnalyst

The registration fee for a single copy license of iAnalyst is \$29.95 USD. When you place an order, you will receive by return e-mail or postal mail information on how to unlock your trial version.

• Check or Money Order

To order by check or money order, simply visit our online order form.

Alternatively, you can print out and send this manual <u>order form</u> and a check or money order made payable to The Limit Software. Instructions for ordering by check or money order are included on the order form. Payment must be in U.S. dollars drawn on a U.S. bank. Your registration information will be sent to you via e-mail or postal mail.

• Ordering by Credit Card

Visa, MasterCard, and American Express are accepted.

Online: You can order via the Internet using our SSL encrypted order form by visiting our Internet store.

Telephone: We have outsourced our telephone sales to NorthStar Solutions. To order iAnalyst, please locate the correct product ID number from the following list:

- **3828** iAnalyst Single User-License \$29.95
- 3831 iAnalyst Single User-License & Floppy Disk \$34.95

Then, call NorthStar Solutions toll-free at **1-800-699-6395** Monday through Friday, 9 a.m.- 7 p.m. CST. If you reside outside the United States, please call +1 785-539-3731.

Note: We CANNOT be reached at the above numbers. Please contact <u>The Limit Software</u> for anything regarding the product, including but not limited to order status, technical support, and customer service related inquiries.

Fax: You can fax our standard order form to us at 219-392-2466. We recommend trying the <u>HTML</u> interactive form before resorting to the <u>printable form</u>.

Postal Mail: You can send all postal mail credit cards orders to us at The Limit Software, PO Box 580, East Chicago, IN 46321-0580. Please use either the <u>HTML interactive form</u> or the <u>manual form</u>.

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The Limit Software PO Box 580 East Chicago, IN 46312-0580 Fax: 219-392-2466 www.thelimitsoft.com/store/ sales@thelimitsoft.com

iAnalyst Order Form

If possible, please type in your order using our HTML order page.

To print this order form click on the "Print" button above. If you do not own a printer, fill out the information on a separate sheet of paper and send it to us with your payment.

Send this order form to: The Limit Software **PO Box 580** East Chicago, IN 46312 USA Name: Company: Address: City: E-Mail Address: iAnalyst Order Details: Qty. Description Cost Total ____iAnalyst License \$29.95 each \$_____ ___iAnalyst Disk Set \$5.00 shipping \$_____ Payment Method (for credit card orders): _____ MasterCard _____ American Express Visa

Account Number: _____ Exp. Date: _____ Card Holder's Name: _____ Card Holder's Signature: _____ (required to process)

Totals:

Sales Tax (IN residents only):	\$
Grand Total:	\$