Adobe Analytics

IT Conversation Guide

If you're looking at implementing Adobe Analytics, it's helpful for marketing and IT to work together in the evaluation process. This conversation guide is designed to help foster a productive dialogue between your marketing and IT teams regarding key points you will need to consider. It provides basic answers to some of the initial questions IT will ask. The guide will also help you make joint decisions about deploying Adobe Analytics in a way that best fits both teams' needs.

"While marketers can play a key role in leading the CX charge, the ability to delight customers transcends the marketing function...A cross-team approach ultimately means ensuring that employees are motivated to work together across departments in order to bring about the best experience for customers."

—Econsultancy 2018 Digital Trends

Things IT will want to know.

How much effort does it take to deploy Adobe Analytics?

Various factors impact the effort required to deploy Analytics. One of the main factors will be whether or not you use a tag management solution. Tag management solutions can simplify the way you deploy and manage Analytics. Without tag management, you'll need to configure the JavaScript code on your pages manually.

If your IT team currently uses a third-party tag management solution in your environment like Tealium, Google Tag Manager, or some other solution, they can continue to use them in conjunction with Analytics. However, they might want to consider using Adobe Cloud Platform Launch instead, which is included with all Adobe Experience Cloud solutions and can further simplify the deployment with its automated tag management features specific to Analytics and other Adobe solutions.

If you want to avoid the overhead associated with attaching a JavaScript beacon to every web page, you also have the option to perform server-side data collection and submission using the Analytics Data Insertion API. The Data Insertion API collects data solely on web browser requests and web server responses. It supports HTTP POST and HTTP GET for submitting data to Adobe Experience Cloud servers.

What does Adobe Analytics use as a tracking ID?

In asking about the tracking ID, what IT usually wants to know is how web customers are being tracked and what type of data is being captured about each customer. Privacy laws and regulations, such as GDPR (General Data Protection Regulation), are typically the main drivers for these questions.

Analytics uses the Experience Cloud ID for tracking purposes. It's a universal, persistent ID that can pseudonymously identify your visitors across all the solutions in the Adobe Experience Cloud. The Experience Cloud ID also works in conjunction with the Adobe Experience Cloud Device Co-op, which can help you establish pseudonymous ties between the group of devices that individual customers use. These pseudonymous ties provide a pathway to helping you get a holistic view of your customers' journeys across all their devices—without collecting any directly or personally identifiable data. With an integrated ID, you can build a segment in Analytics and then feed it to other Adobe Experience Cloud solutions to create connected, personalized customer experiences.

How does Adobe Analytics handle data availability, security, and recovery?

To ensure your authorized users always have access to your data, Analytics utilizes a multi-tiered, fully redundant architecture that

encompasses both the Analytics network and application. This framework of servers tolerates failures and transparently routes data around trouble spots, and is one of the main reasons Analytics has been recognized as the availability leader in the analytics space. Furthermore, through Adobe's partnership with InterNAP, Analytics enjoys bandwidth, routing, and re-routing across more than nine separate backbones of the Internet to further maximize your availability. However, if an event occurs that makes your primary data collection environment unavailable, Adobe employs failover and recovery processes that enable the continuation of data collection, and ensure an effective and accurate recovery. Adobe also backs up your Analytics data on a daily basis, providing quick recovery as well as off-site data protection.

To keep your Analytics data secure, Adobe implements best practices in security design for its Analytics network architecture. Additionally, Adobe employs segmentation of development and production environments, DMZ segments, hardened bastion hosts, and unique authentication. Adobe also segregates your Analytics data from other customers in separate databases. All of our hosting servers employ non-routable private addressing combined with firewalls and network address translation (NAT) to prevent any individual servers from being directly addressed from the Internet. We employ intrusion detection sensors at all critical points and maintain network and OS-related logs. We monitor all servers, routers, switches, load balancers, and other critical network equipment 24x7x365.

For more details on Analytics security, your IT team can review our Adobe Analytics Security Overview white paper.[1]

Can data from other sources be loaded into Adobe Analytics?
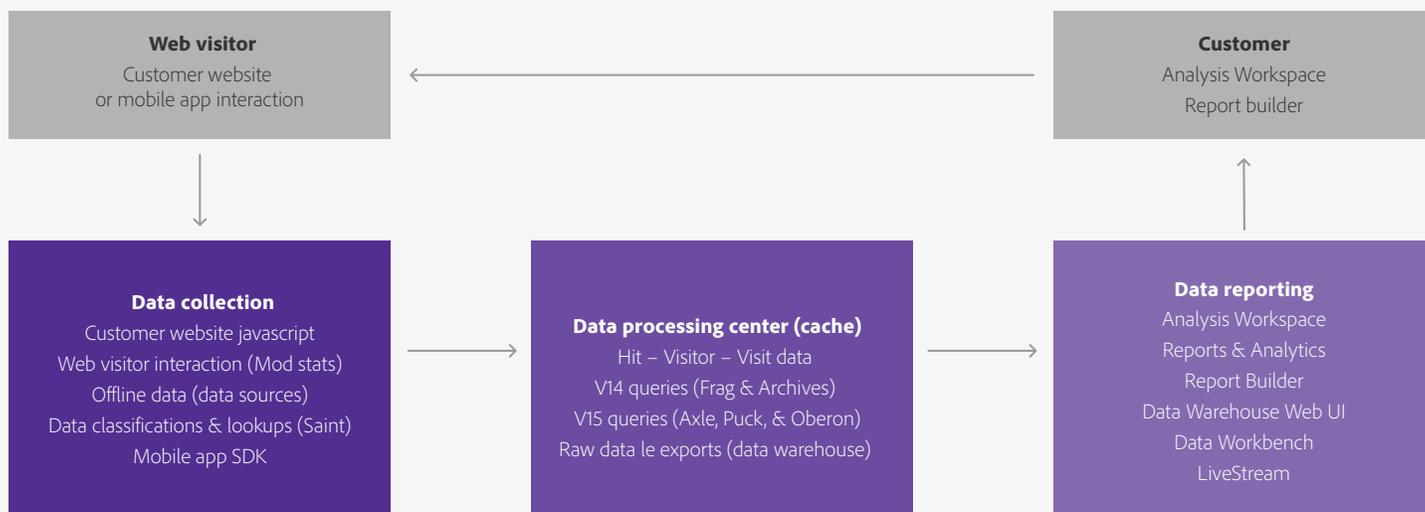
Analytics provides two different ways to load data from other sources, based on the requirements of the source types.

- **FTP**—You can use FTP file transfers to import data files into Analytics Data Sources. Once uploaded into the FTP location that Adobe provides you, Data Sources will process them and make them available for your marketing reports.

- **Data Insertion API**—Data can be programmatically injected into Analytics via the Data Insertion API.

Can Adobe Analytics data be pushed to external systems?

Your IT team might have a data lake in its Hadoop infrastructure or enterprise data warehouse (EDW) where they would like to store Analytics data along with other data it might have. Analytics provides multiple export options to get varying types of data into those external systems, including raw data for storage, clickstream-level data, custom extracts of specific data rows, event types, and more. Depending on the export option you use, you can push data out in real-time or in a batched manner on a recurring schedule. Analytics also provides an API reporting option that lets you create customized queries of your Analytics data. More information on the different export options can be viewed in the Analytics help documentation.[2]

Adobe Analytics product architecture and data flow.

| Web visitor |
| Customer website or mobile app interaction |

| Customer |
| Analysis Workspace |
| Report builder |

| **Data collection** |
| Customer website javascript |
| Web visitor interaction (Mod stats) |
| Offline data (data sources) |
| Data classifications & lookups (Saint) |
| Mobile app SDK |

| **Data processing center (cache)** |
| Hit – Visitor – Visit data |
| V14 queries (Frag & Archives) |
| V15 queries (Axle, Puck, & Oberon) |
| Raw data le exports (data warehouse) |

| **Data reporting** |
| Analysis Workspace |
| Reports & Analytics |
| Report Builder |
| Data Warehouse Web UI |
| Data Workbench |
| LiveStream |

Will deploying Adobe Analytics impact website performance?

Since Analytics loads JavaScript on a web page in order to collect analytics data, there will always be a worry about how that code impacts performance. But actual impact will depend on a variety of things, such as how many rules you put in the code, how much JavaScript code you embed, and how much data you collect. That said, using Adobe Cloud Platform Launch with Analytics has proven to improve performance of web sites over alternative tag management methods that offer similar functionality. Additionally, Adobe Cloud Platform Launch gives you the option to load its libraries synchronously or asynchronously, giving you the ability to prioritize website performance over data capture or vice versa, depending on your needs.

How does Adobe Analytics enable IT to control access controls and permissions?

As with all solutions in the Adobe Experience Cloud, all access controls and permissions are managed through the Admin Console. Permissions and controls can be managed at group and individual levels. You can also take advantage of Enterprise Permissions in Analytics that give you added granular controls, such as property-level permissions that establish access control boundaries across geographical domains and workspaces.

What is Adobe Analytics' data retention policy?

The standard data retention time for Adobe Analytics is 25 months, but it can be extended at an additional cost. You can find additional details by reviewing the official Adobe Analytics Data Retention Policy.[3]

Points marketing and IT should consider together.

What data points should we capture?

Implementation best practices recommend the use of a data layer to expose data points of interest to Analytics. There will also be other data points outside of the data layer that your developers can capture using a variety of other methods. With this in mind, your marketing and web development teams (in consultation with your legal team) should have conversations about the data you want to collect using these methods, as well as the data that you should not collect.

What external data sources does marketing want loaded into Adobe Analytics?

Adobe provides a wide variety of pre-built data connectors that make it easy for your marketing team to import tracking data from third-party applications into Analytics without help from IT. However, there could be data sources that marketing wants access to beyond those supported by Analytics data connectors. FTP file transfers and the Analytics Data Insertion APIs can help make these data sources available, but since they will require IT's help to implement, marketing and IT will want to agree on external data needs upfront.

Which Adobe Analytics tools should we use?

Analytics provides different analysis tools for diverse scenarios and needs. To help your marketing and IT teams decide which tools to use in different situations, Adobe provides a comparison table on the different tools[4], as well as a guide on which interfaces we recommend for various use cases.[5]
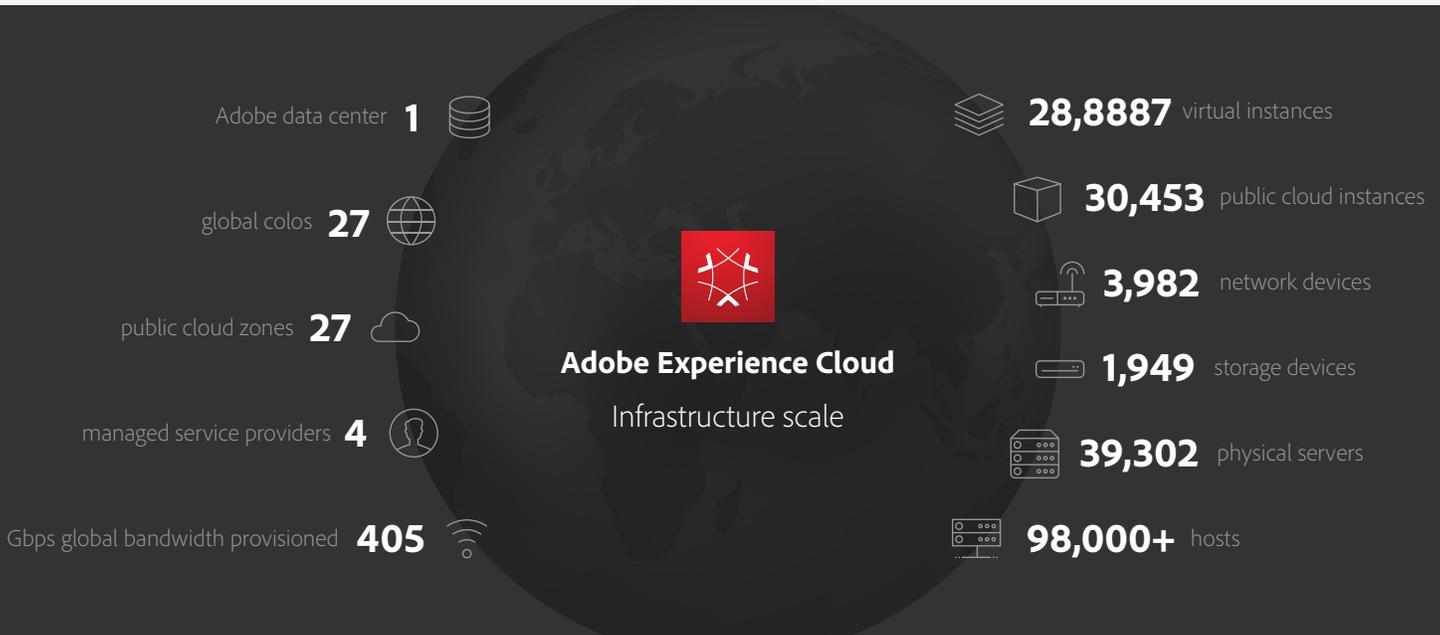
Adobe Analytics compliance.

- SOC 2–Type 2 (Security & Availability)
- ISO 27001:2013
- GLBA (Gramm-Leach-Bliley Act)-Ready
- GDPR (General Data Protection Regulation)-Ready

Note: An Adobe service that is GLBA-Ready, GDPR-Ready, FERPA-Ready, FDA 21 CFR Part 11-Compliant, or HIPAA-Ready means that the service can be used in a way that enables the customer to help meet its legal obligations related to the use of service providers. Ultimately, the customer is responsible for ensuring compliance with legal obligations, that the Adobe service meets its compliance needs, and that the customer secures the service appropriately.

Experience Businesses—those that consistently adopt CX best practices across people, process, and technology pillars—outperform their peers in business metrics spanning the entire customer journey. They also see topline gains, including **1.4x** revenue growth, **1.7x** customer retention rates, and **1.6x** customer lifetime value.[6]

TechOps chops.

Adobe data center	**1**		**28,8887**	virtual instances
global colos	**27**		**30,453**	public cloud instances
public cloud zones	**27**		**3,982**	network devices
managed service providers	**4**	**Adobe Experience Cloud** Infrastructure scale	**1,949**	storage devices
Gbps global bandwidth provisioned	**405**		**39,302**	physical servers
			98,000+	hosts

We also processed over 2.69 trillion transactions for Analytics during 2017 alone.

For more information, visit the **Adobe Security site**, www.adobe.com/security/compliance.html, and the **Adobe Trust Center**, www.adobe.com/trust.html.

1 "Adobe Analytics Security Overview White Paper."

2 "Analytics Help, Get Data Out."

3 "Adobe Analytics Data Retention Policy."

4 "Analytics Product Comparison and Requirements."

5 "Which Adobe Analytics Tool Should I Use?"

6 "The Business Impact of Investing in Experience," a commissioned study conducted by Forrester Consulting on behalf of Adobe, February 2018