Using Google Analytics With PeopleSoft Year 2

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Overview

• Introduction
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• The “Analytics” Dilemma
• Overview of FSU’s Google Analytics Implementation
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  – Implementation Summary
  – Code Reference
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• Live Demonstration
• Questions & Comments
• Presenter:
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Florida State University

• Tallahassee, FL - 1851
• Current enrollment 39,136
• National High Magnetic Field Laboratory
• Birthplace of Anti-Cancer Drug Taxol
Background of FSU’s ERP Implementation

- Implemented Financials 8.4, Portal 8.8, and EPM 8.8 in June 2004
- Implemented HR/Payroll 8.8 in December 2004
- Upgraded HR and EPM Suites to 8.9 in April 2006
- Upgraded FI Suite to 8.9 in November 2006
- Upgraded EPM and Portal Suites to 9.0 in November 2007
- Upgrade HR Suite to 9.0 in August 2008
- Currently upgrading FI Suite to 9.0 (est. April 2009)
The “Analytics” Dilemma

“How effective is our ERP system?”

• How do we target usability enhancements in a more optimal fashion?
• Are the usability enhancements that we deploy actually used?
• How soon after rollout is the enhancement adopted by the target audience?
• What technologies are our users leveraging to access our applications?
Google Analytics Dashboard

Site Usage

Select Date Ranges

Feb 1, 2009 - Mar 3, 2009
Google Analytics Visits for all Users

Daily View

26,919 Visits  2,447.18 Visits / Day
Google Analytics Visits for all Users
Google Analytics Dashboard

Visitor Information
Google Analytics Visitors Overview

- **# People who visited the site**: 10,497 people visited this site.
- **Network Locations**
- **Browsers and O/S**
- **User Geographic Information**
Google Analytics Dashboard

Content Overview
Google Analytics Content Overview

Top Content

Navigation Summary
Google Analytics Reporting

Randy's Custom Report

Feb 23, 2009 - Mar 6, 2009

This custom dimension resulted in 57,611 Unique Pageviews via 1,532 pages

<table>
<thead>
<tr>
<th>Page</th>
<th>Unique Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. EMPLOYEE.BOV</td>
<td>16,449</td>
</tr>
<tr>
<td>2. PST_HR_ROLE_EMPLOYEE_TELECOM</td>
<td>5,495</td>
</tr>
<tr>
<td>3. PST_HR_ROLE_EMPLOYEE_BW_HK_Start</td>
<td>5,814</td>
</tr>
<tr>
<td>4. PST_HR_ROLE_EMPLOYEE_SG_YE_FIM_USA</td>
<td>1,099</td>
</tr>
<tr>
<td>5. PST_HR_ROLE_EMPLOYEE_SG_YE_PSA</td>
<td>955</td>
</tr>
<tr>
<td>6. PST_HR_ROLE_EMPLOYEE_HK</td>
<td>999</td>
</tr>
<tr>
<td>7. PST_HR_ROLE_EMPLOYEE_YE_FIM_SG2</td>
<td>781</td>
</tr>
<tr>
<td>8. PST_HR_ROLE_EMPLOYEE_SG_YE_PSA</td>
<td>504</td>
</tr>
<tr>
<td>9. Embedded_BHPC_HY_CIS_SG_SG2</td>
<td>568</td>
</tr>
<tr>
<td>10. PST_HR_ROLE_EMPLOYEE_SG_YE_PSA</td>
<td>555</td>
</tr>
</tbody>
</table>

Find Page containing DF Go to: 1 Show rows: 10 1–10 of 1,532
Google Analytics Administration

Data Manipulation

Diagram of Google Analytics interface with various metrics and data manipulation options.
Data/Report Manipulation

Filter Manager
Filters allow you to manipulate the data coming to your account. You can filter out particular IP addresses, include traffic from a subdomain or subdirectory only, or create custom filters for more advanced requirements.

<table>
<thead>
<tr>
<th>Filter Name</th>
<th>Filter Type</th>
<th>Settings</th>
<th>Delete</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. CAS Ticket Removal</td>
<td>Search and Replace</td>
<td>Edit</td>
<td>Delete</td>
</tr>
<tr>
<td>2. Convert other https URLs</td>
<td>Advanced</td>
<td>Edit</td>
<td>Delete</td>
</tr>
<tr>
<td>3. Financials Worklist Filter</td>
<td>Advanced</td>
<td>Edit</td>
<td>Delete</td>
</tr>
<tr>
<td>4. Grab component &amp; page name</td>
<td>Advanced</td>
<td>Edit</td>
<td>Delete</td>
</tr>
<tr>
<td>5. Grab FolderPath</td>
<td>Advanced</td>
<td>Edit</td>
<td>Delete</td>
</tr>
<tr>
<td>6. Grab PortalCollectionURL variable</td>
<td>Advanced</td>
<td>Edit</td>
<td>Delete</td>
</tr>
<tr>
<td>7. Host Rename - GA Portal</td>
<td>Search and Replace</td>
<td>Edit</td>
<td>Delete</td>
</tr>
<tr>
<td>8. HR Worklist Filter</td>
<td>Advanced</td>
<td>Edit</td>
<td>Delete</td>
</tr>
<tr>
<td>10. Signon Page Filter</td>
<td>Advanced</td>
<td>Edit</td>
<td>Delete</td>
</tr>
</tbody>
</table>

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Data/Report Manipulation

Regular Expression

`^.*/EMPLOYEE/(.*)\.GBL\?.*`

Takes this…


… and produces this…

PSFT_HR/c/HRAM_EMP.HRS_CE
Overview of FSU’s GA Implementation

• Leverages page tagging methodology to generate and transmit usage statistics
• Relatively simple to incorporate into the PeopleSoft framework
  – 2 HTML templates
  – 2 custom javascript libraries (one of them delivered by GA)
• Implementation took about 20 hours of development effort
• Dashboard is available to internal ERP support staff and select senior management
Standard Google Analytics Code (Generated by GA):

```html
<script type="text/javascript">
    document.write(unescape('%3Cscript src="'+gaJsHost+'google-analytics.com/ga.js" type="text/javascript"%3E%3C/script%3E'));
    UA-XXXXXXXX-X
    UA-XXXXXXX: Unique GA Assigned Customer Number
    Y: Unique GA Assigned Website Profile Number
    pageTracker._initData();
    pageTracker._trackPageview();
</script>
```
Modified FSU’s Custom Header Definition – (inside the <head> tags)

%!BIND(61)fsu_google_analytics.js

• External javascript library that is placed on each web server domain
• Returns the unique GA website profile number associated with the domain in which it is executed (Portal, HR, Financials, etc…)
• The product of this script concatenated with FSU’s GA assigned customer number is then used as an input into GA’s getTracker() function call

var UAnumber = ("UA-9999999-" + getEnvironmentUVariable());
var pageTracker = _gat._getTracker(UAnumber);
```javascript
function getEnvironmentUAVariable(UAnumber)
{
    var UAnumber="X";
    return UAnumber;
};
```

<table>
<thead>
<tr>
<th>UAnumber</th>
<th>Environment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Portal</td>
</tr>
<tr>
<td>2</td>
<td>Financials</td>
</tr>
<tr>
<td>3</td>
<td>HR</td>
</tr>
<tr>
<td>n....</td>
<td>etc…</td>
</tr>
</tbody>
</table>
Unanticipated Problems

• FSU’s Implementation is dependent on a refresh of the header frame on each page load.
  – eRecruit/TAM (HR)
  – eProcurement (FI)
  – Page level granularity (not component)

• Solution?
  – Embed the GA Tracker call in an HTML object on each page

• What if the you want to track page granularity within a particular component?
  – Embed the GA Tracker call in an HTML object on each page within the component, but also tack on a custom querystring parameter to the URL that uniquely identifies the current page. (Ex: https://<rediculously long PS URL>&page=1)
Available References

• Google Analytics Support
  – http://www.google.com/analytics/support_overview.html

• Google Analytics Blog
  – http://analytics.blogspot.com/

• Google Analytics Reporting
  – http://www.google.com/support/analytics/bin/answer.py?hl=en&answer=98527

• Regular Expression Testing
  – http://www.regular-expressions.info/javascriptexample.html
Pros & Cons

• Pros:
  – Outstanding price point – Free!!!
  – Relatively simple and quick to implement
  – Feature/metric rich
  – New features are regularly added (e.g. Custom Reporting/Advanced Segmentation)

• Cons:
  – Google Analytics is targeted to commerce sites, so not all features/functionality are applicable to PeopleSoft
  – Dashboard metrics are not updated in real-time (periodically uploaded)
  – Historical data cannot be “re-filtered”
  – No security integration features (i.e., more redundant account maintenance)
  – Little to no control in overall product direction
Live Demonstration
Questions and Comments?

THANK YOU!