



Using Google Analytics With PeopleSoft Year 2

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Florida State University



Overview

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- Introduction
- Background of FSU's ERP Implementation
- The "Analytics" Dilemma
- Overview of FSU's Google Analytics Implementation
 - Google Analytics Feature Highlights
 - Brief Overview of Administering the Tool
 - Implementation Summary
 - Code Reference
- Unanticipated Problems
- Live Demonstration
- Questions & Comments



Introduction

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- Presenter:

- **Randy McCausland**

- Director of Infrastructure & Operational Services

- Office of Technology Integration

- Florida State University

- Tallahassee, Florida

- rmccausland@fsu.edu



Florida State University

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- Tallahassee, FL - 1851
- Current enrollment 39,136
- National High Magnetic Field Laboratory
- Birthplace of Anti-Cancer Drug Taxol



Background of FSU's ERP Implementation **ALLIANCE** 09

- 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

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“How effective is our ERP system?”

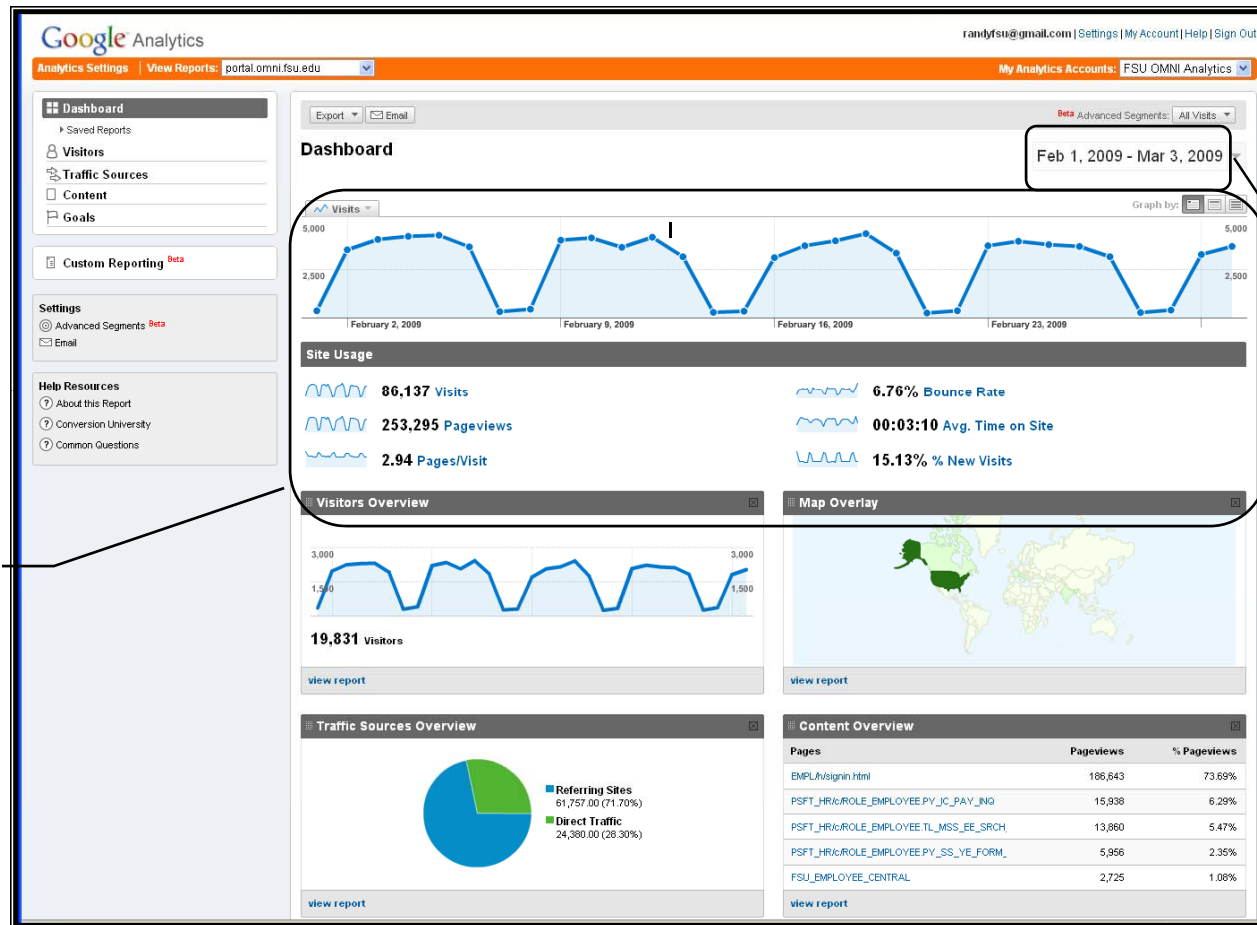
- How do we target usability enhancements in a more optimal fashion?
- Are the usability enhancements that we deploy actually used?
- How soon after rollout is the enhancement adopted by the target audience?
- What technologies are our users leveraging to access our applications?





Google Analytics Dashboard

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Select Date Ranges

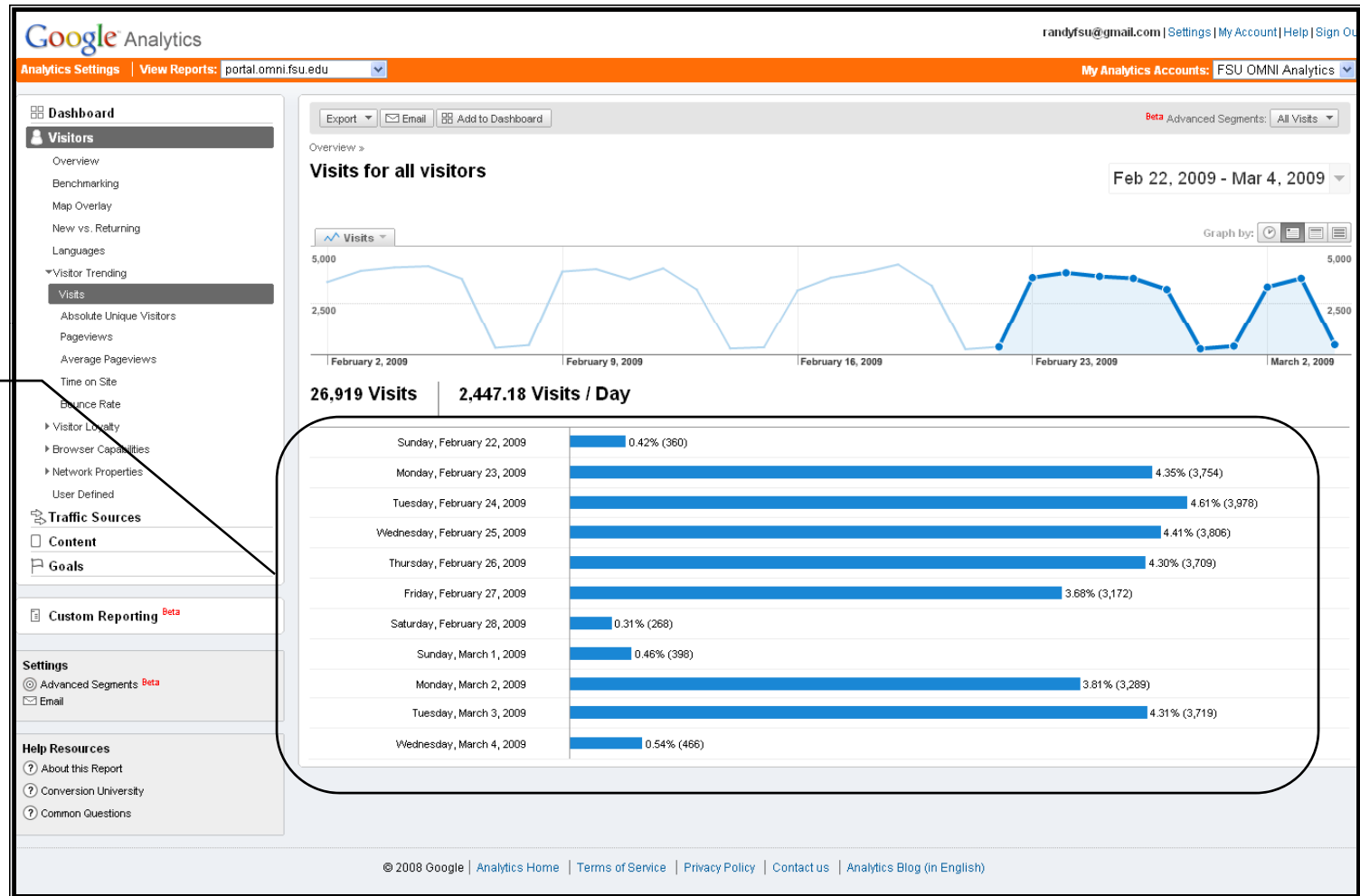
Site Usage



Google Analytics Visits for all Users

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Daily View

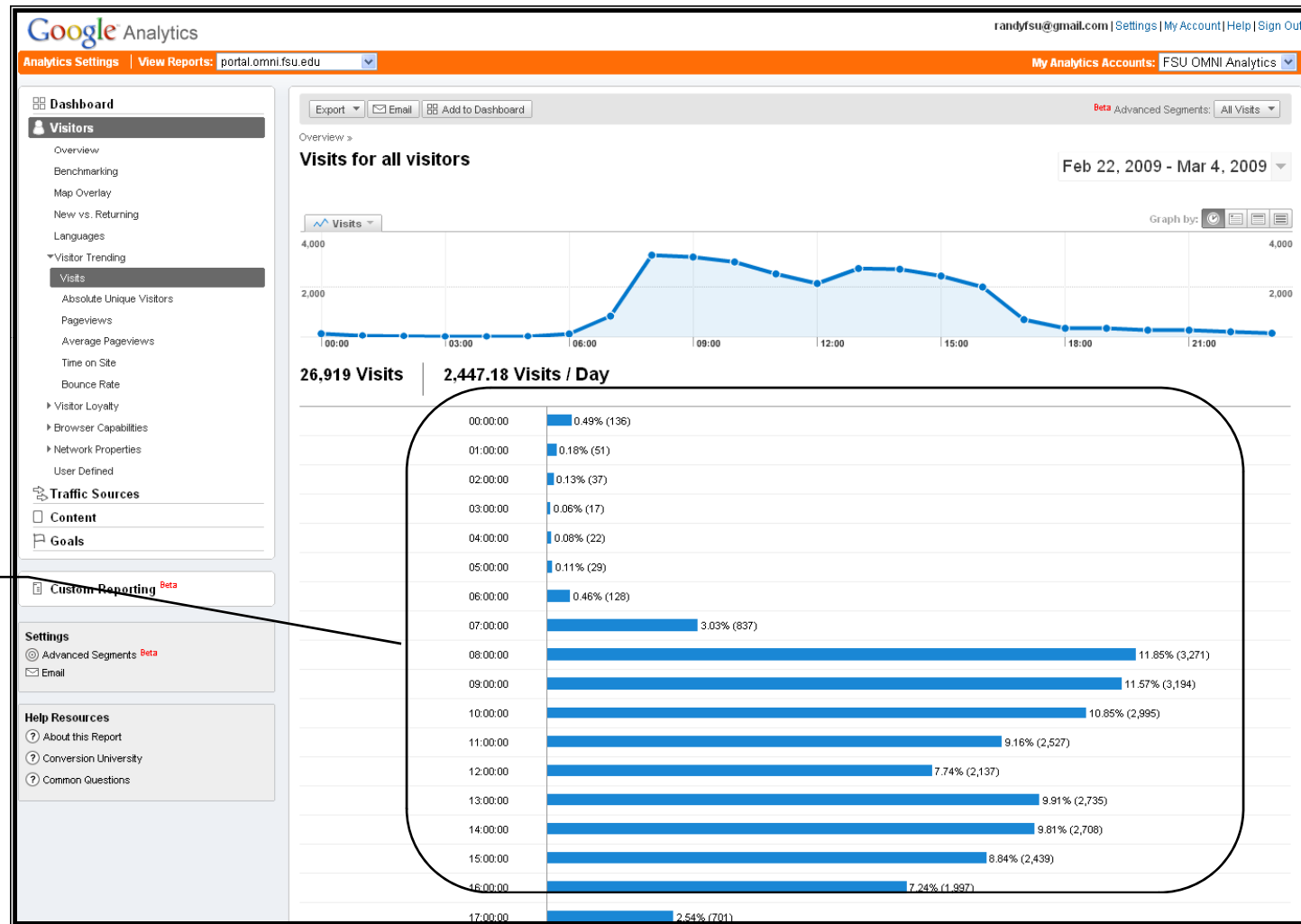




Google Analytics Visits for all Users

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Hourly
View

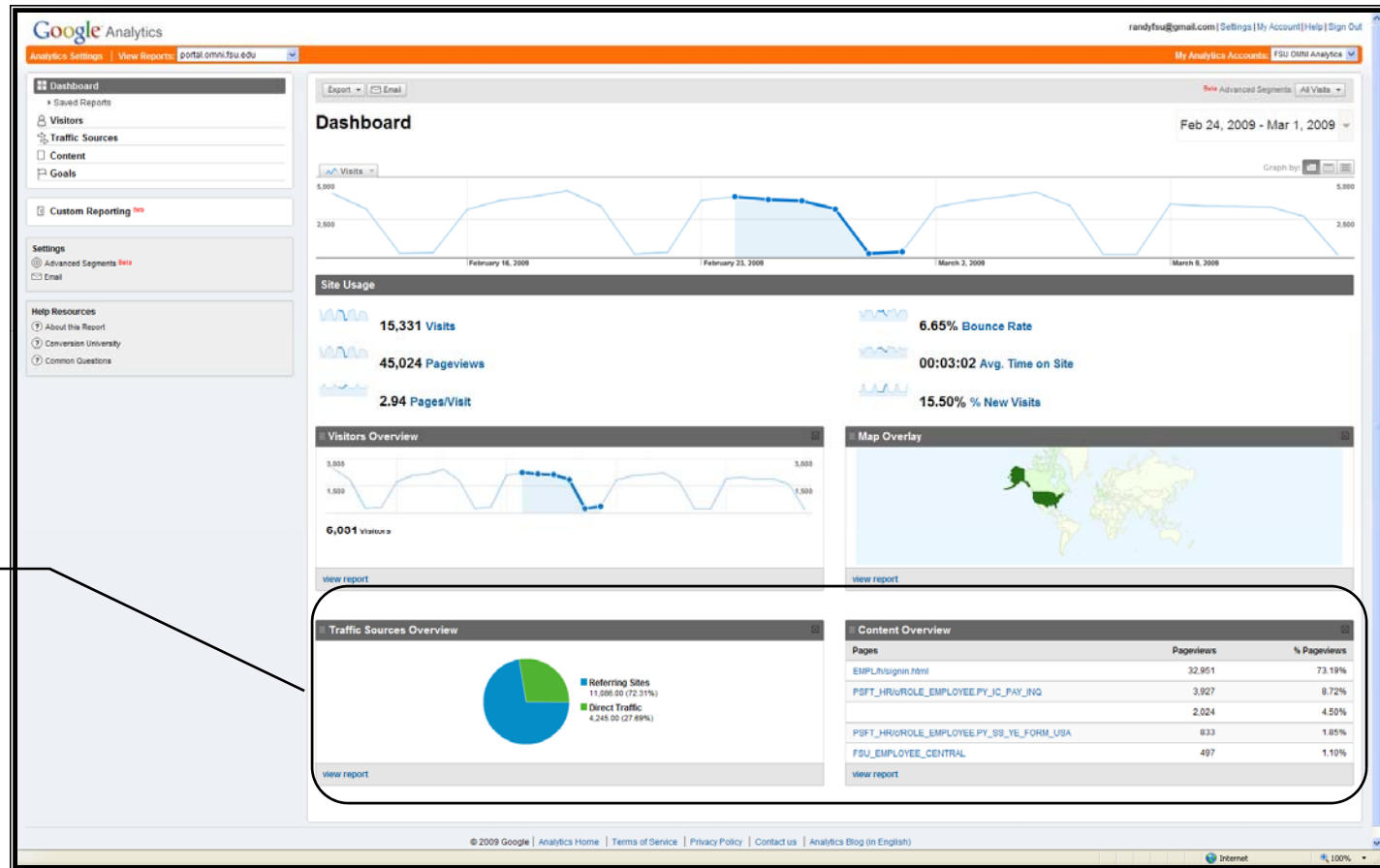




Google Analytics Dashboard

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Visitor Information

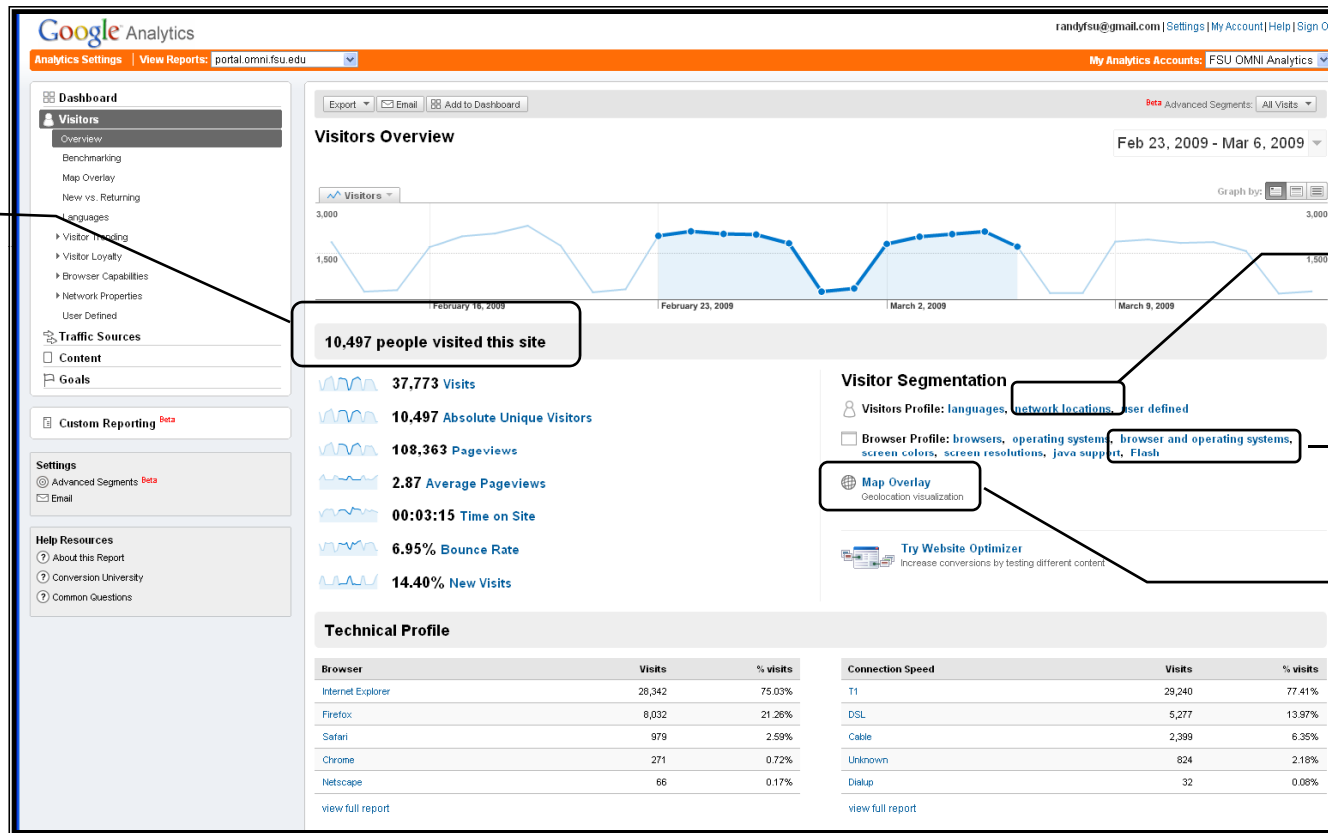




Google Analytics Visitors Overview

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People who visited the site



Network Locations

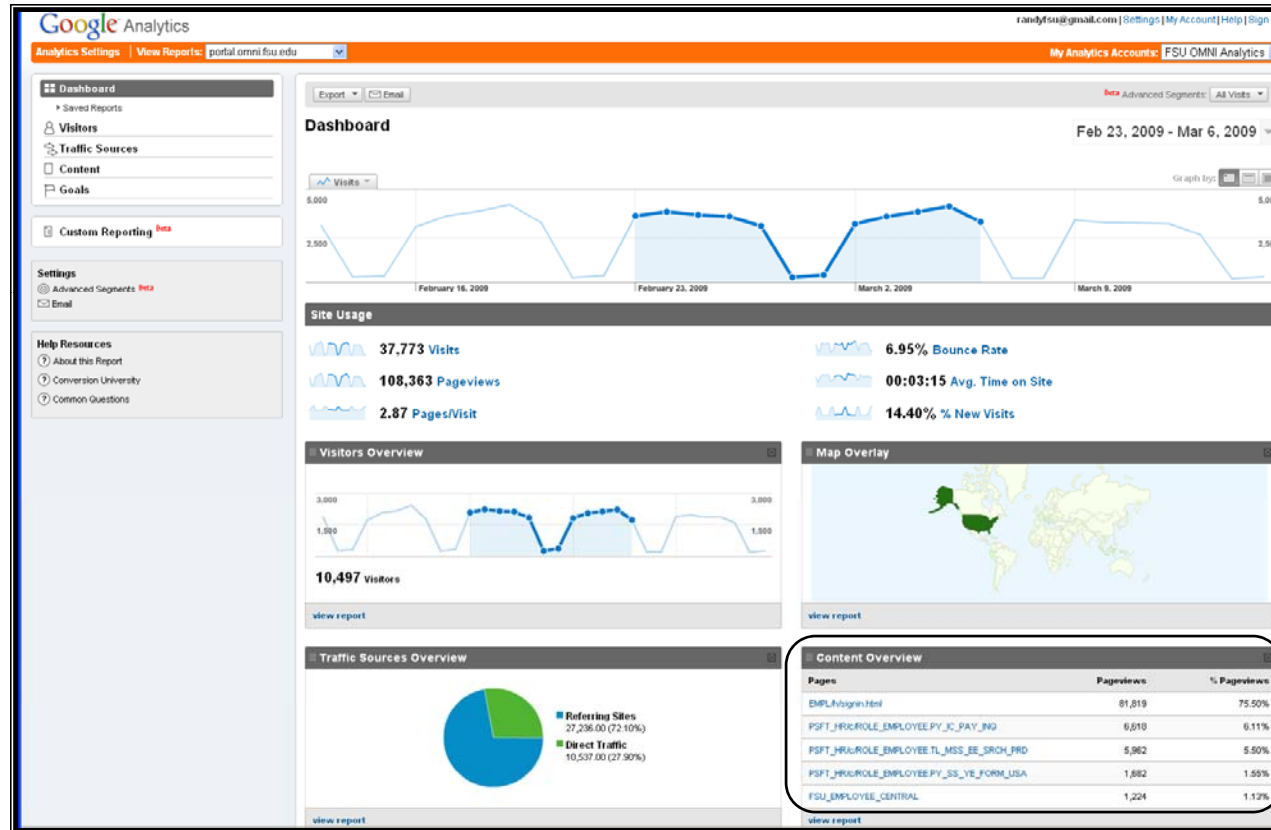
Browsers and O/S

User Geographic Information



Google Analytics Dashboard

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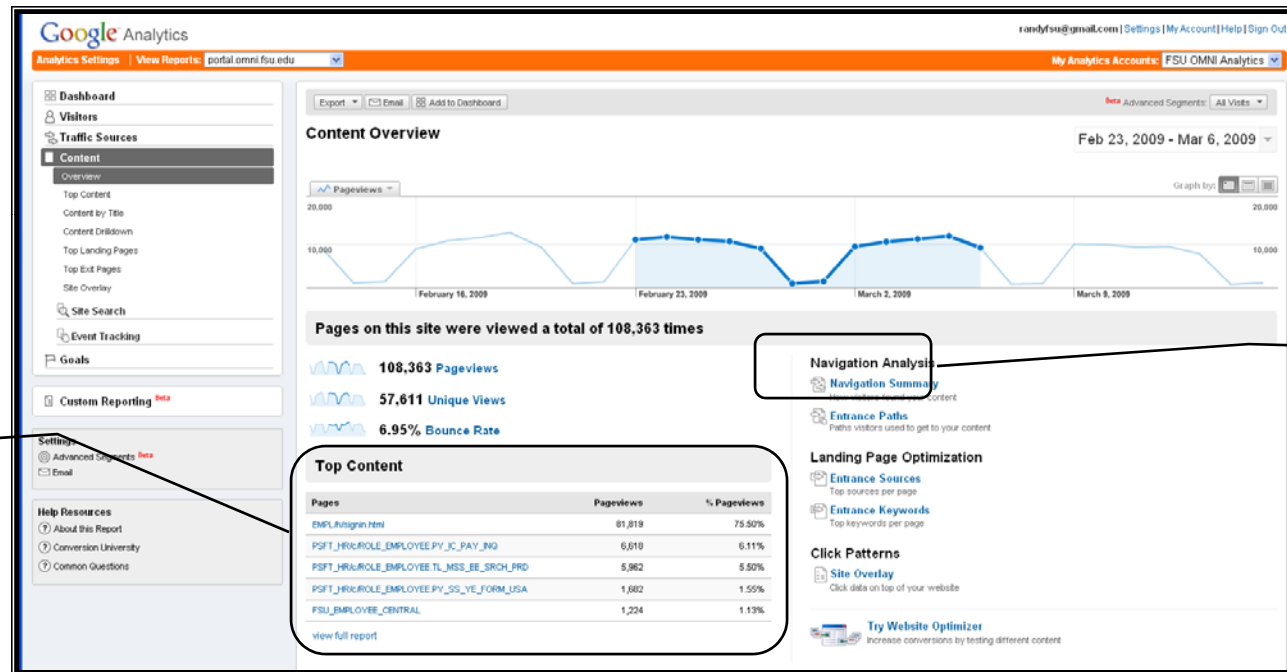


Content Overview



Google Analytics Content Overview

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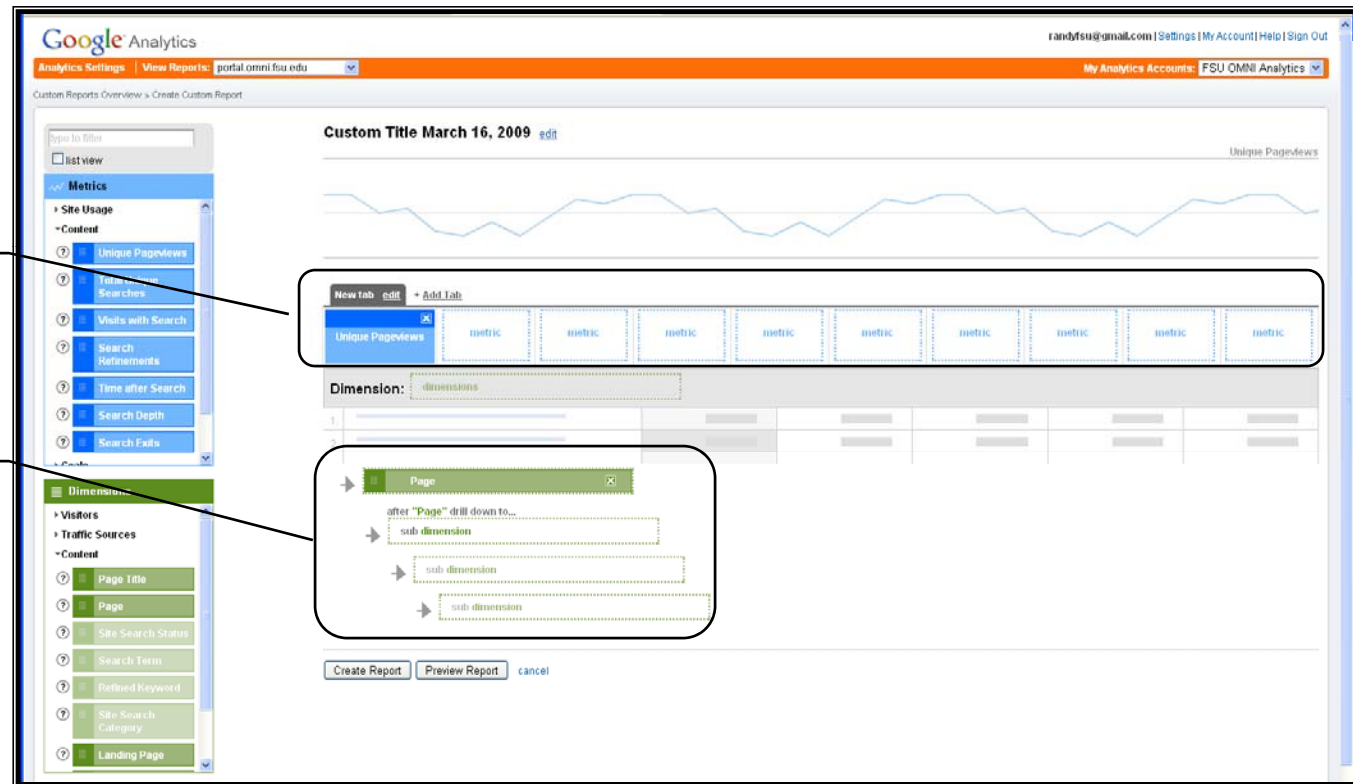


Top Content

Navigation Summary



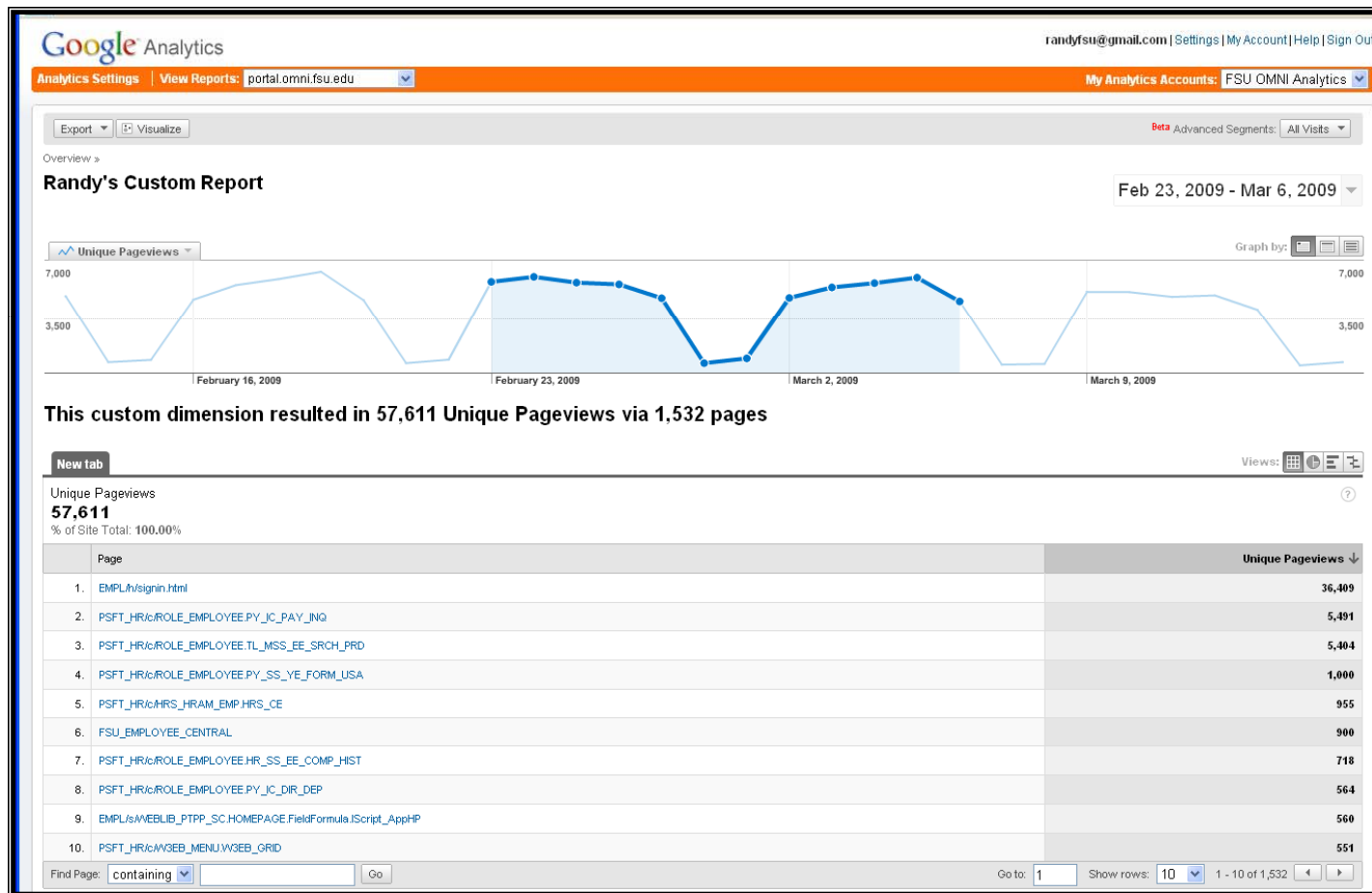
Dimensions





Google Analytics Reporting

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Google Analytics Administration



Common Questions

How do I know that my tracking code is installed correctly?

Why am I not seeing any data in my reports?

I've added the tracking code, but the 'Status' column won't confirm it's receiving data. Why?

Recommended for you

AdWords

Your ads can appear when people search Google or visit our network of partner sites. [Learn more >](#)

Resources

- Help
- Code Site
- Features
- Product Tour
- Case Studies
- Conversion University
- Seminars for Success

Google Analytics Blog

New Podcast "Get Your Google Analytics On"

Check out this new podcast from Startup Nation. This week's ... [Read More >](#)

Overview » FSU OMNI Analytics [\(Edit account settings\)](#)

Feb 13, 2009 - Mar 15, 2009
Comparing to: Jan 13, 2009 - Feb 12, 2009

All Starred

Day Week Month Year

Website Profiles										+ Add new profile
Name↑	Reports	Status	Visits	Avg. Time on Site	Bounce Rate	Completed Goals	Visits % Change	Actions		
https://financials.omni.fsu.edu UA-1756358-7										
financials.omni.fsu.edu	View report	✓	34,109	00:12:45	6.67%	0	-8.41%	Edit	Delete	
https://hr.omni.fsu.edu UA-1756358-6										
hr.omni.fsu.edu	View report	✓	23,698	00:10:27	3.92%	0	-11.70%	Edit	Delete	
https://jobs.omni.fsu.edu UA-1756358-8										
jobs.omni.fsu.edu	View report	✓	15,780	00:01:08	82.25%	0	2.77%	Edit	Delete	
https://portal.omni.fsu.edu/psprdep/ UA-1756358-3										
portal.omni.fsu.edu	View report	✓	77,964	00:03:12	6.83%	0	-18.10%	Edit	Delete	
https://qa.financials.omni.fsu.edu UA-1756358-5										
qa.financials.omni.fsu.edu	View report	⚠	0	00:00:00	0.00%	0	-100.00%	Edit	Delete	

Find profile:

Show rows: 10 1 of 2

Add Website Profile»

A profile allows you to track a website and/or create different views of the reporting data using filters. [Learn more](#)

User Manager»

Number of Users: 8
Add or edit Users. [Learn more](#)

Filter Manager»

Number of Filters: 15
Filters can be used to customize the way data is displayed in your reports. [Learn more](#)

Data Manipulation



Data/Report Manipulation

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Google Analytics

randyfsu@gmail.com | [My Account](#) | [Help](#) | [Contact us](#) | [Sign Out](#)

[Analytics Settings](#) | [View Reports](#) | [Click to select Website Profile](#)

My Analytics Accounts: [FSU OMNI Analytics](#)

[Analytics Settings](#) > [Filter Manager](#)

Filter Manager

Filters allow you to manipulate the data coming in 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. [Learn more.](#)

Existing Filters

« Prev 1 - 10 / 11 Next »

Show 10 Search

+ Add Filter

	Filter Name	Filter Type	Settings	Delete
1.	CAS Ticket Removal	Search and Replace	Edit	Delete
2.	Convert other https URI's	Advanced	Edit	Delete
3.	Financials Worklist Filter	Advanced	Edit	Delete
4.	Grab component & page name	Advanced	Edit	Delete
5.	Grab FolderPath	Advanced	Edit	Delete
6.	Grab PortalActualURL variable	Advanced	Edit	Delete
7.	Host Rename - QA Portal	Search and Replace	Edit	Delete
8.	HR Worklist Filter	Advanced	Edit	Delete
9.	Navigation Collection Filter	Advanced	Edit	Delete
10.	Signin Page Filter	Advanced	Edit	Delete

Helpful Links

- [What is a filter?](#)
- [How do I track unique areas within my website separately?](#)
- [How can I exclude my internal traffic from my reports?](#)

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Data/Report Manipulation



Google Analytics

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[Analytics Settings](#) | [View Reports](#) | [Click to select Website Profile](#)

[Analytics Settings](#) > [Filter Manager](#) > [Edit Filter](#)

My Analytics Accounts: FSU OMNI Analytics

Edit Filter

Enter
Filter
Filter

Regular Expression

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

Takes this...

`https://hr.omni.fsu.edu/psc/sprdhr/EMPLOYEE/PSFT_HR/c/HRS_HRAM_EMP.HRS_CE.GBL&PortalContentURL=https://hr.omni.fsu.edu/psc/sprdhr/EMPLOYEE/PSFT_HR/c/HRS_HRAM_EMP.HRS_CE.GBL&PortalContentProvider=PSFT_HR&PortalRegistryName=EMPLOYEE&PortalServletURI=https://portal.omni.fsu.edu/psc/sprdep/&PortalURI=https://portal.omni.fsu.edu/psc/sprdep/&PortalHostNode=EMPL&PortalIsPagelet=true&NoCrumbs=yes`

... and produces this...

`PSFT_HR/c/HRAM_EMP.HRS_CE`

[Apply](#)

[Save](#)

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Overview of FSU's GA Implementation

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- 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





Code Reference

Standard Google Analytics Code (Generated by GA):

```
<script type="text/javascript">  
    var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." :
```

UA-XXXXXXXX-Y

UA-XXXXXXXX: Unique GA Assigned Customer Number

Y: Unique GA Assigned Website Profile Number

```
    pageTracker._initData();  
    pageTracker._trackPageview();  
</script>
```



Code Reference

Modified FSU's Custom Header Definition – (inside the <head> tags)

```
<!-- FSU Google Analytics -->
```

```
%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);
```

```
<
```



Code Reference

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fsu_google_analytics.js

```
function getEnvironmentUVariable(UAnumber)
{
    var UAnumber="X";
    return UAnumber;
};
```

<u>UAnumber</u>	<u>Environment</u>
1	Portal
2	Financials
3	HR
n....	etc...



Unanticipated Problems

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- 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

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- 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

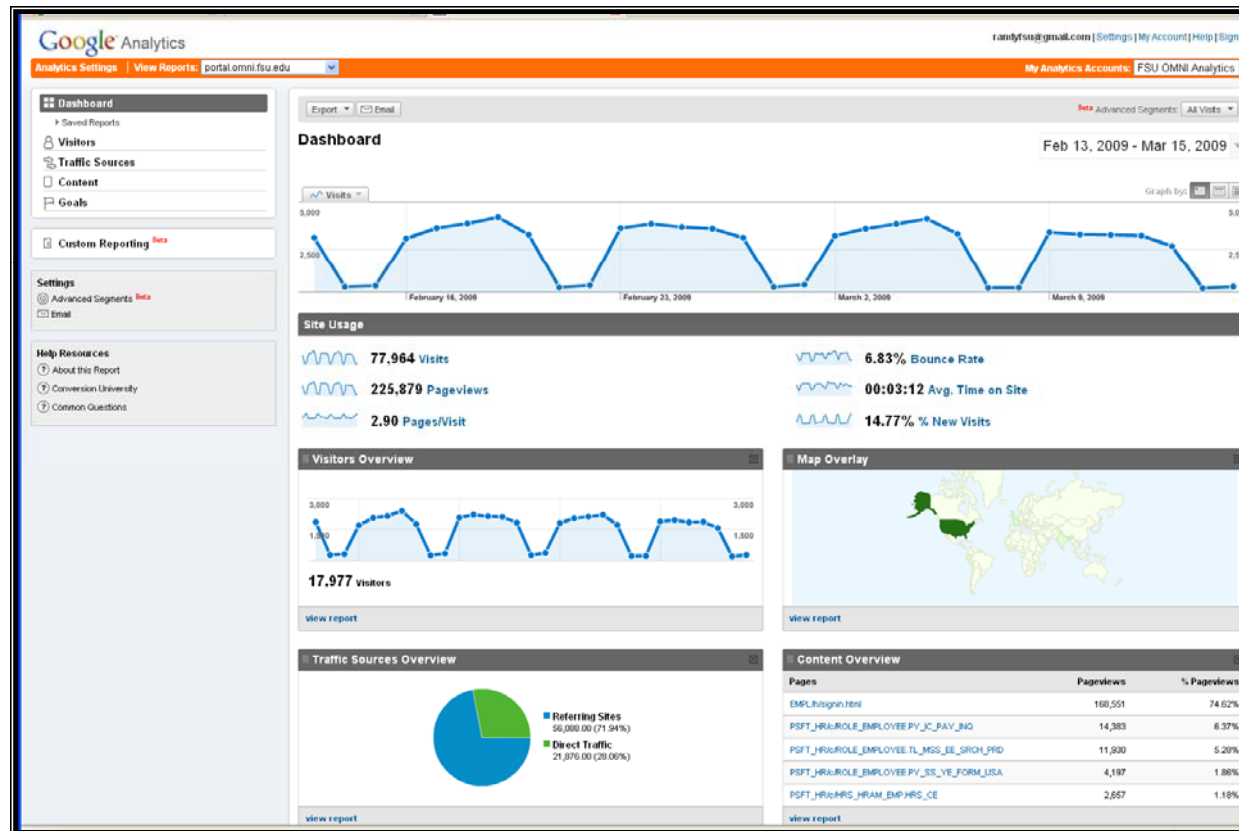
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- **Pros:**
 - Outstanding price point – Free!!!
 - Relatively simple and quick to implement
 - Feature/metric rich
 - New features are regularly added (e.g. Custom Reporting/Advanced Segmentation)
- **Cons:**
 - Google Analytics is targeted to commerce 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

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Questions and Comments?

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THANK YOU!