Using Google Analytics With PeopleSoft Year 2

Session # 26716
March 23, 2009

Alliance 2009 Conference
Anaheim, California

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Overview

- 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

- Presenter:
  - **Randy McCausland**

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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

- 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)

"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
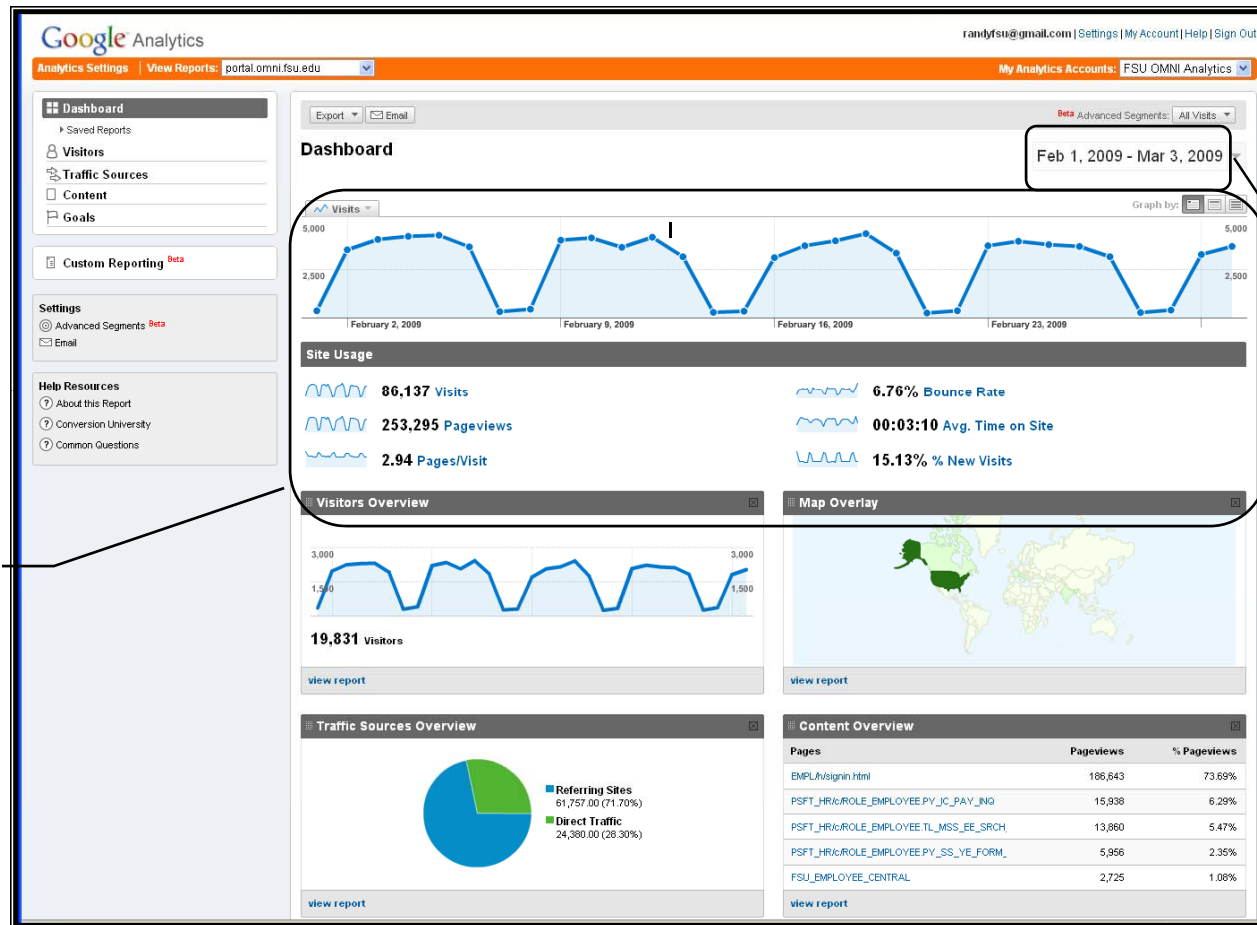
Select Date Ranges

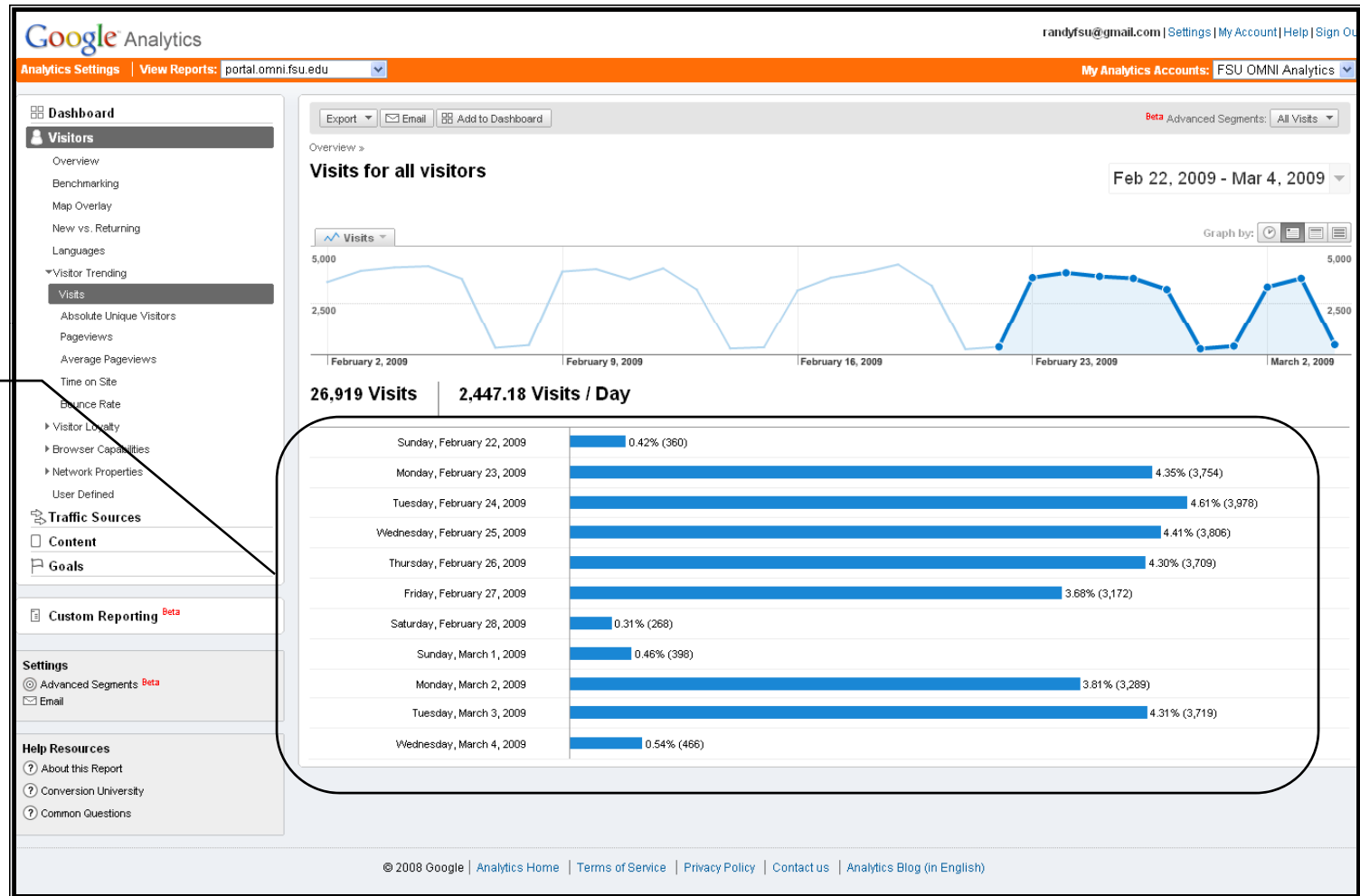**Site Usage**

Google Analytics Visits for all Users

Google Analytics Visits for all Users

Hourly View

Google Analytics Dashboard
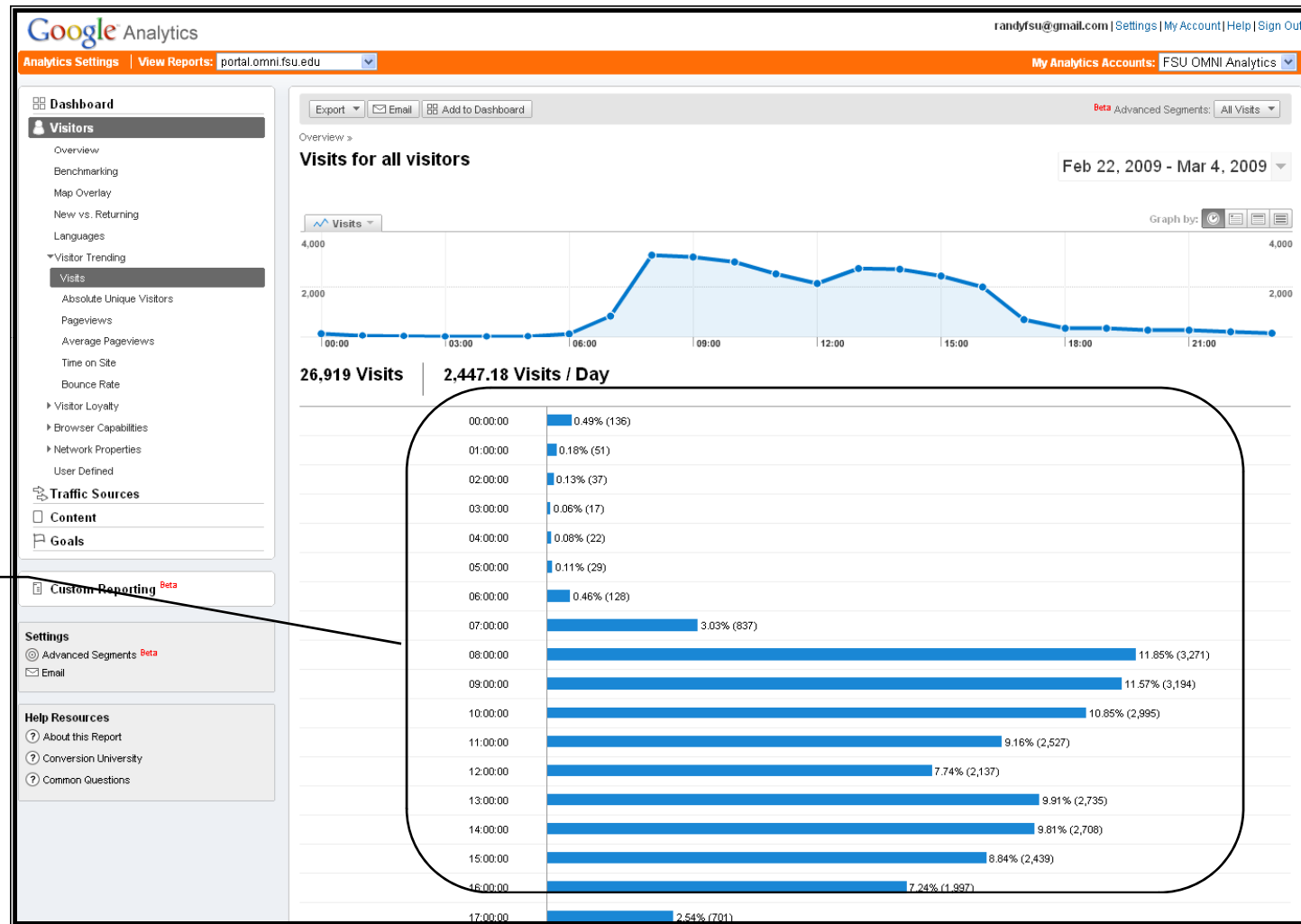
Visitor Information
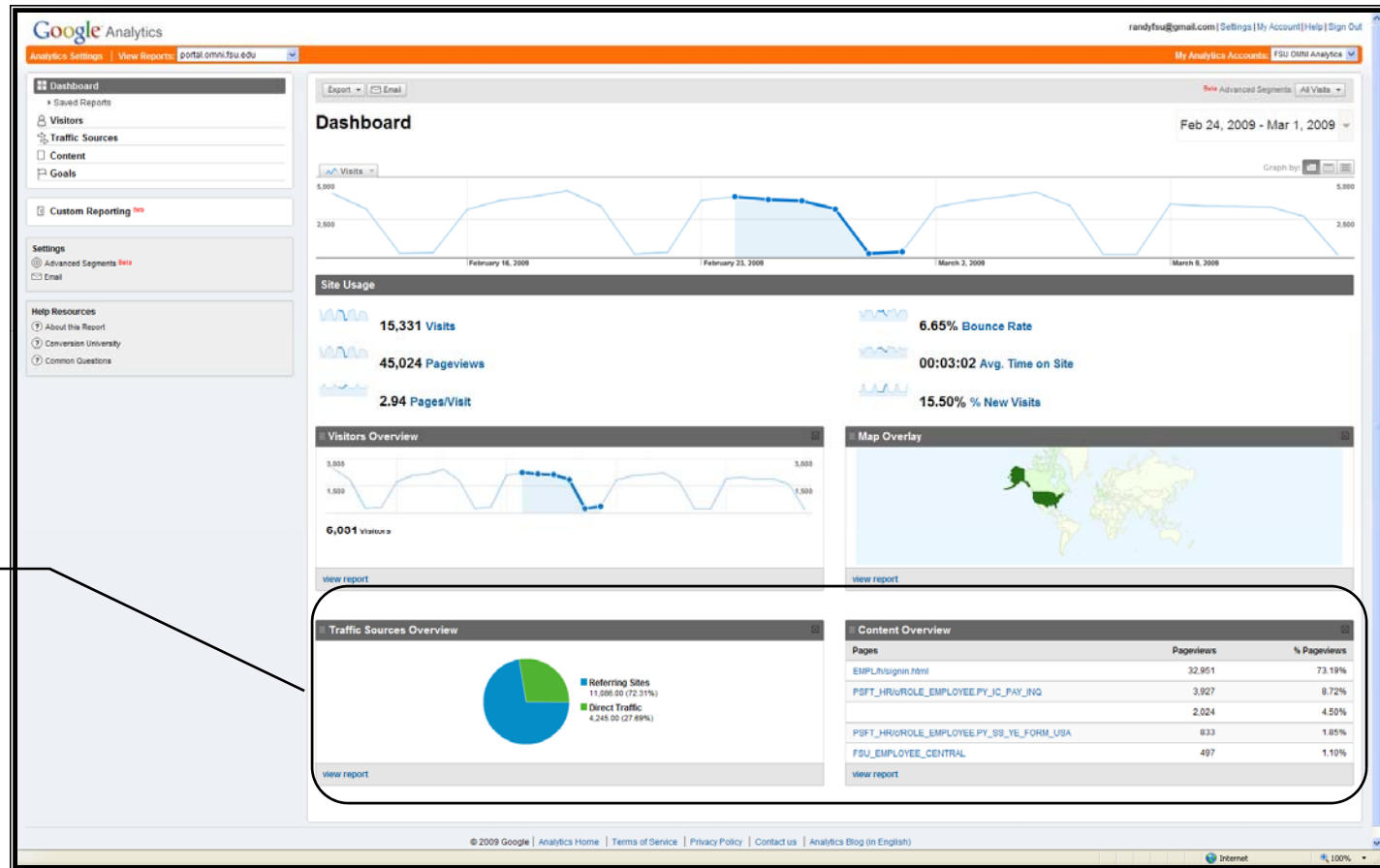
Google Analytics Visitors Overview

Google Analytics Dashboard
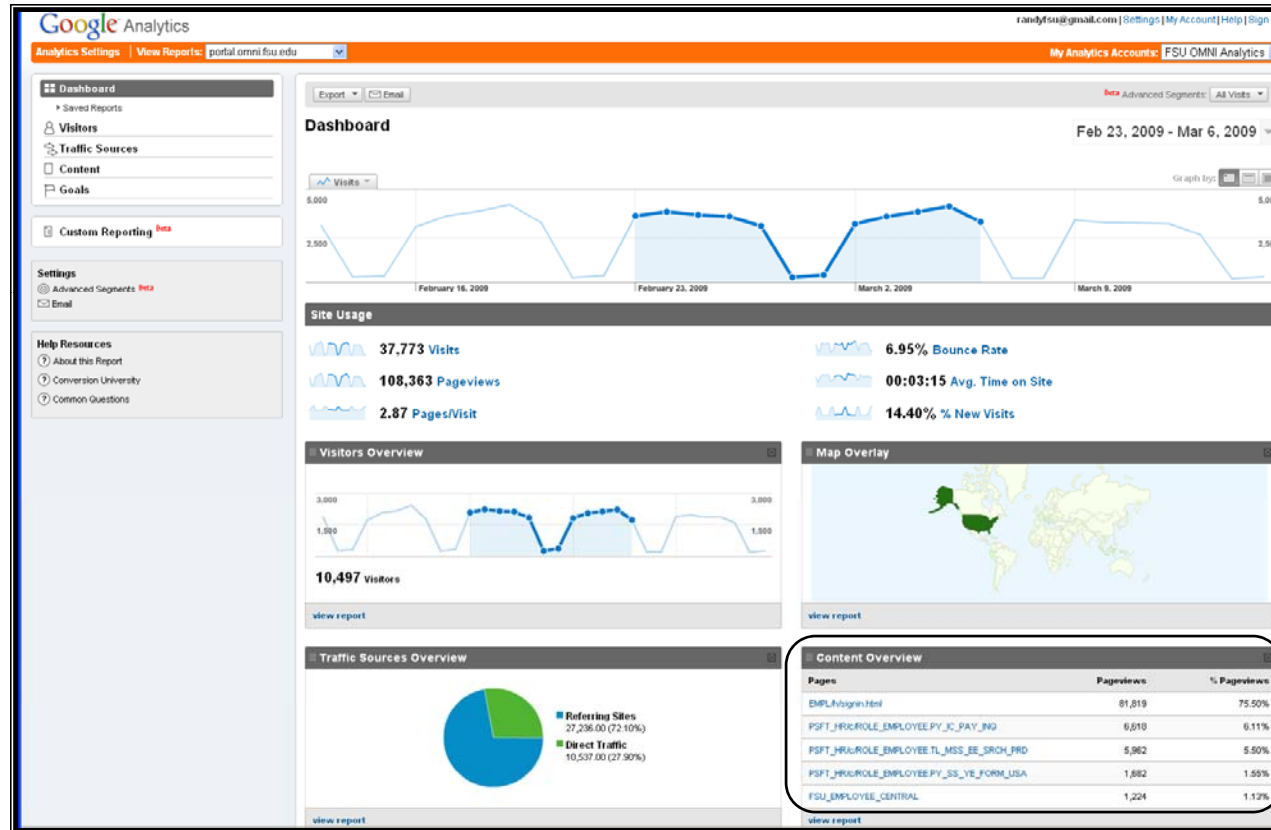
Content Overview

Google Analytics Content Overview

Google Analytics Reporting

Metrics
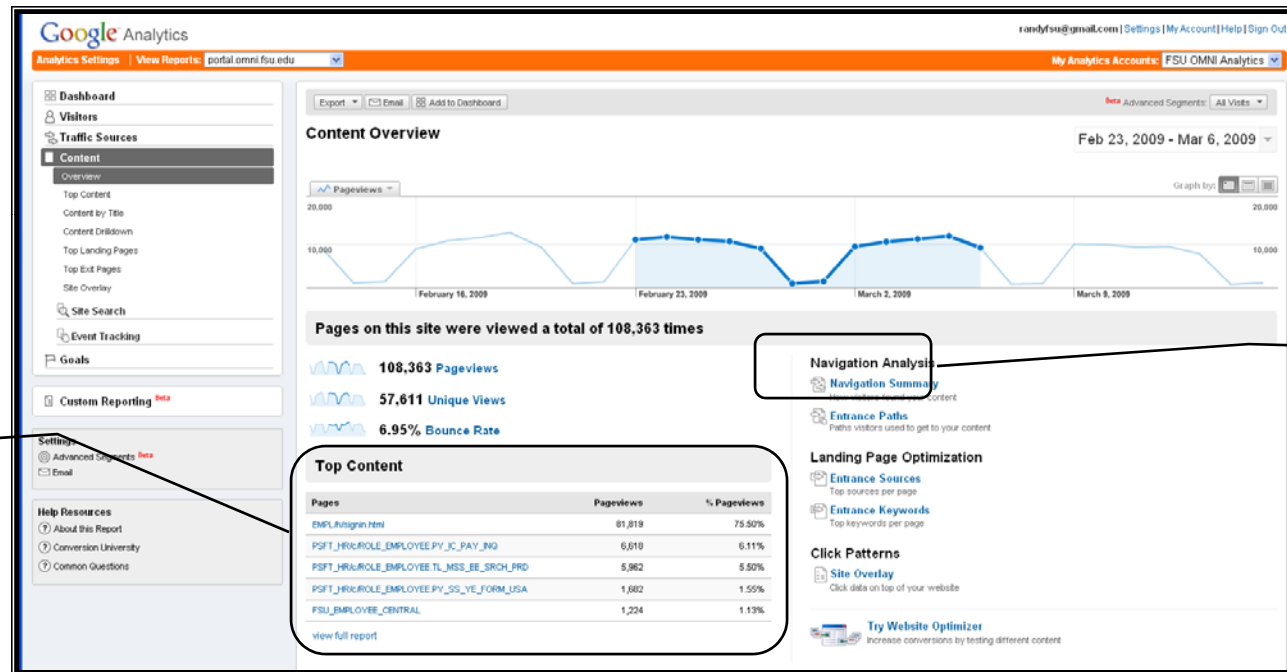
Dimensions
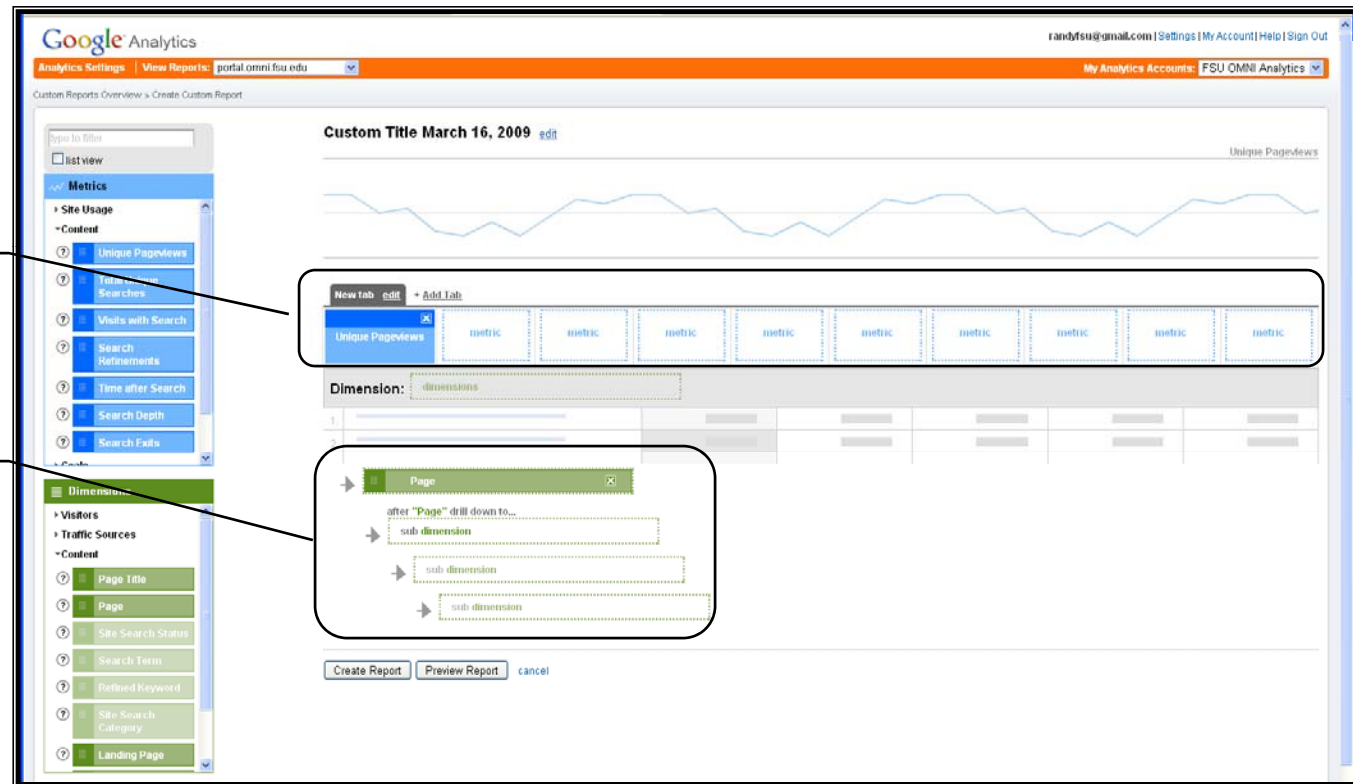
Google Analytics Reporting
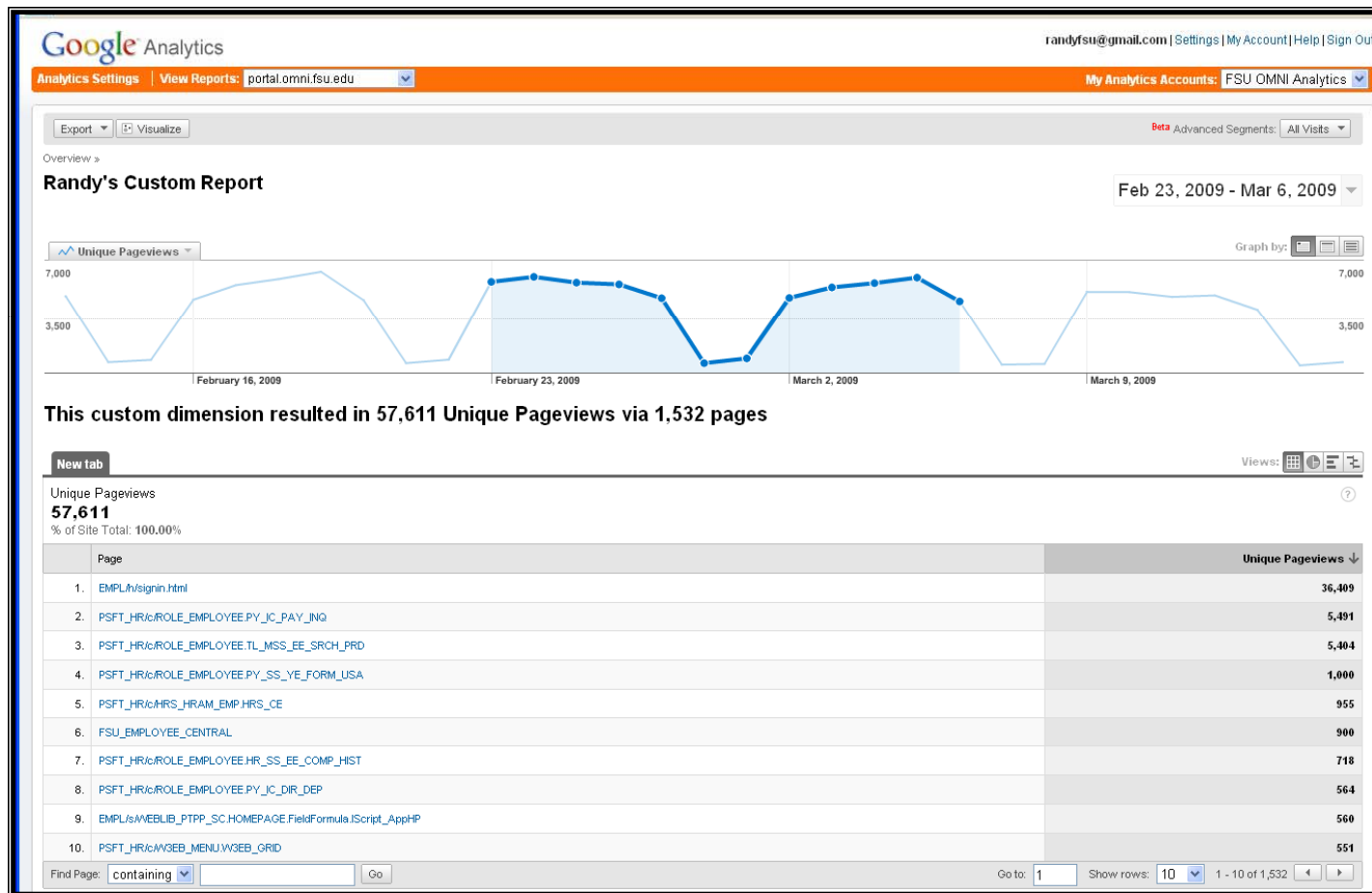
Google Analytics Administration

Data Manipulation

Data/Report Manipulation

Data/Report Manipulation

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/psp/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

- 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-XXXXXXX-Y

UA-XXXXXXX: 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-" + getEnvironmentUAvariable());
    var pageTracker = _gat._getTracker(UAnumber);
<
```

Code Reference

```
fsu_google_analytics.js

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

UAnumber	Environment
1	Portal
2	Financials
3	HR
n….	etc…

- 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
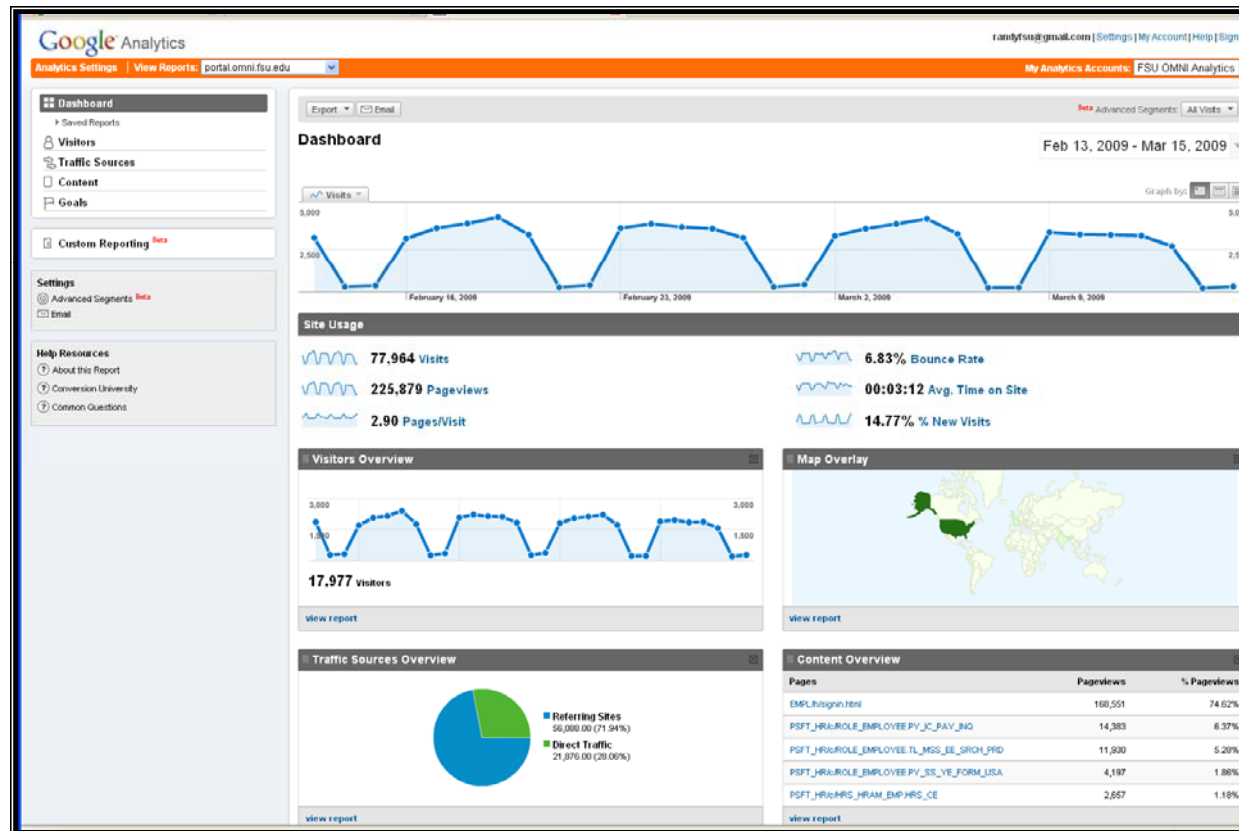
- **Pros:**
  - Outstanding price point – Free!!!
  - Relatively simple and quick to implement
  - Feature/metric rich
  - New features are regularly added (e.g. Custom Reporting/Advanced Segmentation)
- **Cons:**
  - Google Analytics is targeted to commerce sites, so not all features/functionality are 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!