



SOLUTION BRIEF

Web Usage & ROI Reporting

Let Data Drive Adoption, Value and Policy Abidance



IT leaders continue to be faced with the problem of visibility. What are employees using their devices for? Are they making use of approved online applications? How much are they engaging with different types of online content? How do you identify employees who are violating Web content or search policies, creating risk to company devices and networks? Are we getting enough return on our Web tool investments and if not, should we make changes to our license distribution going forward?

Absolute Web Usage & ROI Reporting Allows You To

- ✔ Generate Web Usage Reports to know what websites users are actively engaged with, how much, and when.
- ✔ Monitor how training and enablement impacts the adoption of Web tools and adjust your plans accordingly.
- ✔ Ensure the suite of Web tools you've subscribed to are being used and compare this with their license costs to assess your return on investment.
- ✔ Identify potentially harmful or unsafe Web usage so you can act against cyberattacks and compliance issues.

WEB USAGE - LAST 7 DAYS

Website	WEB USAGE Total	WEB USAGE Daytime	WEB USAGE Evenings & weekends	Devices	Category
dazn.com	7h 0m	0m	7h 0m	25% 1 of 4	Digital Media, Sports
yahoo.com	4h 42m	2h 36m	2h 4m	25% 1 of 4	Finance
pearson.com	2h 36m	1h 37m	58m	25% 1 of 4	Professional Services
windy.com	2h 31m	28m	2h 2m	25% 1 of 4	Science and Technology
youtube.com	1h 37m	47m	49m	75% 3 of 4	Adult Themes, Digital Me...
whatsapp.com	45m	5m	40m	25% 1 of 4	Online Chat
amazon.com	25m	0m	25m	25% 1 of 4	Specialized Shopping

See how much each website was actively used. Whether a VPN or proxy is used, on or off the corporate network — get complete visibility. Easily filter on categories to identify risky or inappropriate usage.

Webpage title	WEEKLY USAGE Total	WEEKLY USAGE Daytime	WEEKLY USAGE Evenings & weekends	Devices
1 dataport - Google Suche https://www.google.com/search?q=dataport	2m	2m	0m	50% 1 of 2
2 Ikea hacking - Google Suche https://www.google.com/search?q=ikea+hacking	<1m	<1m	0m	50% 1 of 2
3 Elektronik Mitarbeiterzahl - Google Suche https://www.google.com/search?q=elektronik+mitarbeiterzahl	<1m	<1m	0m	50% 1 of 2
4 Luftdruck im Raum mit Manometer messen welcher aufsatz? - Google Suche https://www.google.com/search?q=luftdruck+im+raum+mit+manometer+messen+welcher+aufsatz	<1m	<1m	0m	50% 1 of 2
5 NeOR Technologies SE - Google Suche https://www.google.com/search?q=neor+technologies+se	<1m	<1m	0m	50% 1 of 2
6 Knick Elektronische Messgeräte GmbH & Co. KG - Google Maps https://www.google.com/maps/place/Knick+Elektronische+Messger%C3%A4te+GmbH+%26+Co.+KG/@52.4513054,11.022402...	<1m	<1m	0m	50% 1 of 2
7 presiden käse - Google Suche https://www.google.com/search?q=residen+k%C3%A4se	<1m	<1m	0m	50% 1 of 2
8 druck zwischen zwei kammern messen und vergleichen - Google Suche https://www.google.com/search?q=druck+zwischen+zwei+kammern+messen+und+vergleichen	1m	1m	0m	50% 1 of 2

Web Usage by domain allows you to see usage for each individual website within a domain. For broad use sites like YouTube determine if usage reflects acceptable online behavior, or not.



WEB USAGE - TRENDING

Rank	Webpage title	Category
1	IRONMAN Official Site IRONMAN triathlon 140.6 & 70.3 https://www.ironman.com/	Corporate Marketing
2	Learning Management System LMS Schoology https://www.schoology.com/	Education
3	Anifureta Shokugyou de Sekai Saikyou Episode 9 English Subbed/Dubbed Animerhino https://www.anifureta-shokugyou-de-sekai-saikyou-episode-9-english-subbed	Video Streaming
4	Clairmont Press: My State History http://www.clairmontpress.com/ncsh/	News and Media
5	U2, 500 chords & tabs found @ Ultimate-Guitar.Com Search https://www.ultimate-guitar.com/search.php?search_type=chords&search=U2	Recreation
6	The American Yawp http://www.americanyawp.com/	Online Resources
7	PowerSchool, a leading K-12 education technology company https://www.powerschool.com/	K-12
8	OverTure Video Social Network - Upload your video now! - OverTure https://www.urtube.com/	Social Media

Web Usage (Trending) provides a list of trending websites visited over the last seven days.

WEB SUBSCRIPTIONS - ROI

Website	Cost	Value of used licenses	Value of unused licenses	Active users	Average usage
adobe.com	\$5,204.49	\$2,481.8	\$3,722.7	40% 2 of 5	2h 59m
esana.com	\$487.05	\$243.53	\$243.53	50% 2 of 4	35h 17m
drive.google.com	\$0	\$0	\$0	< 1% 2 of 3	68h 58m
office.com	\$384,000	\$384,000	\$0	100% 2000 of 2000	37h 58m

Compares the usage of Web applications with license costs to assess return on investment.

With This Data in Hand, You Can

Monitor Adoption, Assess ROI, and Optimize Licensing of Web-Based Tools

Web Usage and Web Subscription Reports allow you to analyze usage patterns of your Web tools and compare this with their license costs to assess return on investment. This enables you to make better-informed decisions on the tools you are currently using by optimizing licensing spend to maximize your budget. You will also be able to identify trends and emerging needs within your workforce, a particularly interesting benefit for helping shape your organization's IT strategy.

Detect Inappropriate Usage of Corporate Devices

Find restricted domain serving adult content, gaming, or non-authorized websites. See which users have been using them and take direct action with individual users; establish new policies or implement Web filters.

Investigate Security Incidents

If a security incident has occurred, Weekly Web Usage Reports can identify if other users have visited an insecure webpage. Prevent similar incidents by identifying the sites you need to block and pro-actively contact users.

How to Take Advantage of Web Usage & ROI Reporting

- ✓ Web Usage and Web Subscription (ROI) reporting is available with Absolute Visibility, Control and Resilience licenses.
- ✓ Available for Windows and Chromebook Devices. Chrome browser only.





ABSOLUTE[®]

Trusted by nearly 21,000 customers, Absolute Software is the only provider of self-healing, intelligent security solutions. Embedded in more than 600 million devices, Absolute is the only platform offering a permanent digital connection that intelligently and dynamically applies visibility, control and self-healing capabilities to endpoints, applications, and network connections – helping customers to strengthen cyber resilience against the escalating threat of ransomware and malicious attacks.

[Request a Demo](#)