



PRODUCT INFO:

Usage Statistics and Reporting with Cumulus 8

Create automated reports that help you value assets, fine-tune Cumulus, and plan for the future.

The Reporting module for Cumulus 8 enables you to generate automated reports to:

- Determine which assets are most popular—and which are doing you no good,
- See the search terms used in your catalogs, so you can perfect your metadata, and
- Value your collections and Cumulus use, so you make better purchase decisions.

Is the Reporting module right for you?

The Cumulus 8 Reporting module is an absolute necessity for organizations that want to:

- Add better metadata because you'll know the most common successful and failed search terms,
- Configure recurrent, automated reports that detail the use of individual assets and Cumulus, and
- Easily determine the values of entire collections on a per-asset basis.

What the Reporting module can do.

All Cumulus 8 Servers gather asset usage statistics, including asset edits, printing, downloads, previews, and many more. You can view statistics inside Cumulus, but the Reporting module can enable you to generate automated graphic and textual reports based on Cumulus 8 statistics. What's more, the Reporting module can report on search statistics too—a powerful capability otherwise not available.

The Reporting module provides reports on:

- Client License Usage — How many users were connected during specific time periods?
- Asset Use — How many asset previews, edits, etc. occurred during specific time periods?

- Search volume — How many searches were performed during specific time periods?
- Asset popularity — Which of my assets are used most? And least?
- Most common successful search terms — Which search terms result in matches most often?
- Most common failed search terms — Which popular search terms do I need to add to my metadata to ensure users find what they need?

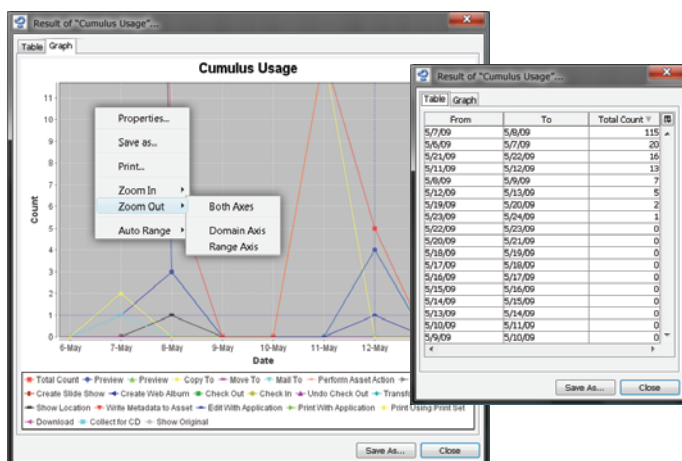
Reports can be configured per catalog, and time interval options are vast, including:

- Any date or time,
- Specific date or time ranges, and
- Time references (last hour, past week, etc.)

Configure as many reports as you need, and easily determine which users have permission to create new reports, or edit and delete those already in use.

Graphical charts report designers need.

When you configure a new report, you can determine lots more than just what data you want to see. The Reporting module provides a wealth of appearance options that you let fine tune the look of each graph to suit anyone's needs or tastes.



ASSET POPULARITY CONTEXT

The Cumulus 8 Reporting module generates graphical and textual reports, each well suited for different purposes. Add graphical reports to presentations or websites, and add textual reports to spreadsheets or other data management applications. Exporting of either report type is easy.

Options for graphical reports enable you to fine tune their appearance and navigate through their values.

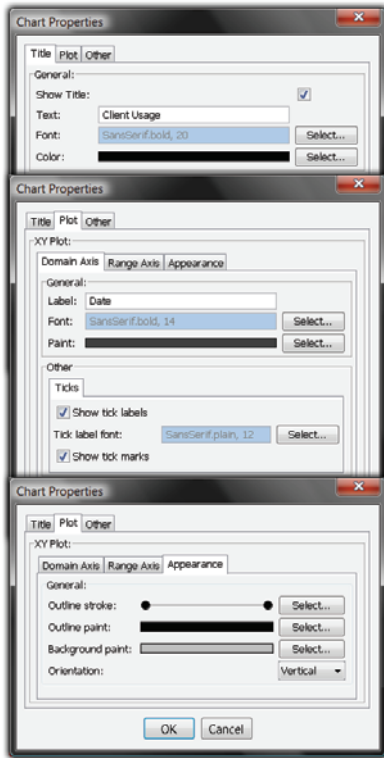
Organize. Find Share. Any File, Anywhere.

Benefits

1. Know which assets are your most valuable!
2. Perfect your metadata based on real-world usage
3. Anticipate growth and budget needs in advance
4. Don't waste money on bad assets
5. No additional user licenses required!

Features included

- Works on all Cumulus platforms
- User-defined reports and schedules
- Unlimited number of reports can be configured
- Export to PNG or text files suitable for presentations, databases, more
- Restrict access to users you choose
- Fully automated—no IT involvement required!



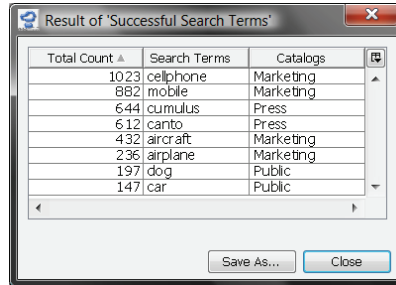
GRAPH ARTISTRY You won't run out of options for tweaking the appearances of your graphical reports any time soon! Each report can look exactly as you want it. Once it's perfect, export it for use in other applications.

Font choices, colors, label styles, report orientation, line widths and more enable you to **tweak your graphs to visual perfection**. Each report can look different, and choosing options is easy.

Output options include printing and exporting to PNG format, which enables you to **use your graphs directly on the Web, or inside presentations, spreadsheets, etc.**

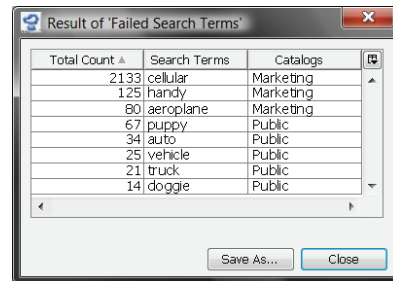
Textual reports for number-crunchers.

Use textual reports when you want to incorporate Cumulus usage statistics into spreadsheets or databases. Formatted into convenient easy-to-read columns that export into perfect tab-delimited text files, textual reports enable you to accumulate and examine data from different time periods, or even different Cumulus Servers.



Total Count	Search Terms	Catalogs
1023	celphone	Marketing
882	mobile	Marketing
644	cumulus	Press
612	canto	Press
432	aircraft	Marketing
236	airplane	Marketing
197	dog	Public
147	car	Public

KNOW YOUR METADATA See which popular search terms find assets (above) and which don't (below). Notice below that the term "cellular" found no results in more than 2100 searches, which suggests the cell phone images in this catalog need a new tag! On the other hand, "aeroplane" was used unsuccessfully only 80 times, whereas "aircraft" and "airplane" yielded strong results. Should "aeroplane" be added to the metadata? Now you have the information you need to decide!



Total Count	Search Terms	Catalogs
2133	cellular	Marketing
125	handy	Marketing
80	aeroplane	Marketing
67	puppy	Public
34	auto	Public
25	vehicle	Public
21	truck	Public
14	doggie	Public

Compare usage year after year to learn where you need to improve Cumulus education in your organization, and see trends that help you anticipate future hardware and software needs.

Taking the Reporting module further.

When used with the autocataloging option in the Email Cataloging add-on, auto-generated reports are automatically cataloged back into Cumulus, instantly available to anyone you choose. Even better, Cumulus can send email notifications the moment the reports are cataloged.

Just how easy is this?

Call your Canto rep today, and you could be using the Cumulus 8 Reporting module tomorrow. There's no additional software to install, because the Reporting module can be activated in any Cumulus 8 Server with nothing more than a license update—no production downtime!

Reporting module works on all Cumulus 8 Servers, regardless of platform.

The Usage Statistics and Reporting module for Cumulus 8 takes the guess work out of valuing your asset collections. Now you'll know, without a doubt, which of your assets are your best.

For more information on how Canto Cumulus can benefit your organization, contact your local Canto partner, or contact Canto directly.

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About Canto & Cumulus

Canto has been dedicated to helping customers fully utilize their digital assets since 1990. Canto Cumulus is a cross-platform solution that enables companies to easily organize, find, share and track their ever-increasing numbers of digital files, in any format. Canto's worldwide network of certified developers offers an impressive assortment of plug-ins that enhance the Cumulus product line further.

Learn more: www.canto.com