



Advantages

- Replay user interactions with RIAs for functions that are executed within the browser.
 - Capture client-side error messages, end-to-end response time experienced by the end-user, and other client environmental data.
 - Correlate in-page actions with customer behavior to provide in-page usability KPIs.
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UI Capture SDK

Gain visibility into in-page interactions and client-side functions

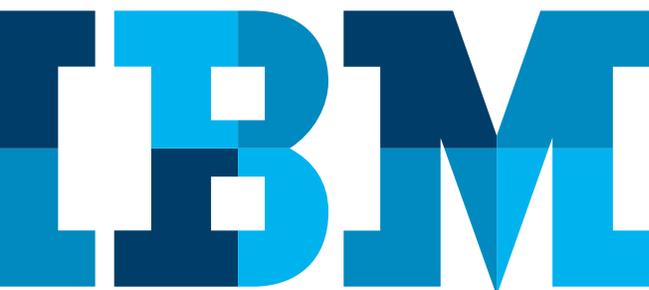
IBM® Tealeaf® CX is an industry-leading solution capable of capturing entire web sessions, action by action, for true in-page visibility. The UI Capture Software Development Kit (SDK) allows for extended analysis and understanding of customer behavior, with such benefits as:

- **Enhanced capture and replay of Rich Internet Applications (RIAs).**

This includes:

- The ability to capture and replay user interactions with RIAs for functions that are completely executed within the browser.
- The ability to capture client-side error messages, such as JavaScript exceptions, that happen at the browser level but are not communicated to the server.
- The ability to capture the end-to-end response time experienced by the end-user, as well other client environmental data such as screen resolution.
- The ability to correlate in-page actions (e.g. last form field interacted with) with customer behavior (abandoned session) to provide in-page usability KPIs.

- **The ability to capture and report on non-RIA in-page interactions.** For non-RIAs, you have the ability to capture user interactions within the page, such as form field interactions, scrolling and mouse movements. This allows you to report on user behavior with the form, such as the last field touched before abandoning or which fields are causing errors.
- **High fidelity replay** of user interactions with RIAs or in-page interactions (field selections) with traditional web applications. Because replay with UI Capture enabled is more detailed than replay of JavaScript-intensive web pages without the SDK, you gain enhanced replay capabilities.



- **Insight into the reliability of your RIAs** – are they working as expected? Are they improving conversion rates? IBM Tealeaf solutions offer replay ability combined with the analytics ability of RIA and in-page behaviors.
- **Enhanced reporting capabilities.** By deploying the UI Capture SDK, you have access to enhanced reporting capabilities within IBM Tealeaf solutions. When UI Capture events have been specified and properly captured, you can review client-side performance through additional reports displayed in the portal, including:
 - Render times
 - Broken images
 - JavaScript alerts
 - Browser dimensions
 - Dwell time
 - Client statistics
- **Minimal impact to applications.** The UI Capture SDK has been designed to have minimal impact to your application(s) while maintaining optimum flexibility for data capture. The JavaScript files used by the UI Capture SDK are typically less than 20KB in size and are cached locally by the browser after they are initially loaded. This means that there is a negligible impact in response time.

How Tealeaf CX captures the rich Internet experience

Tealeaf CX is an industry-leading robust datastore of online customer information and the engine behind all IBM Tealeaf products.

Tealeaf CX passively records the HTTP(S) request and response data by “sniffing” TCP/IP packets from the network via an existing span port or network tap. Tealeaf CX provides a non-intrusive, real-time method to capture what each customer is doing and seeing on each page, across an entire session.

Additionally, Tealeaf CX captures in-page interactions and client-side functions executed by RIA technologies, such as AJAX, Flash, and Flex. With Tealeaf CX, customers have the option to deploy the Tealeaf UI Capture SDK in order to capture the rich Internet experience. This insight powers high-fidelity replay of the robust user experience and enables complex behavioral analysis for key business processes.

The UI Capture SDK

Customers have the option, at any time, to enable our UI SDK in order to gain visibility into in-page interactions and client-side functions executed by rich Internet technologies. The UI Capture SDK is composed of JavaScript libraries, an example server side application, and documentation to enable you to capture the visitor's interactions with the web page (click, keyup, etc.), browser environment (window dimensions, etc.) and performance information (e.g., render times). As Tealeaf CX captures each request and response interactions between the browser and the server, the UI Capture data is used to replay and report on the user interactions occurring within the page.

How does it work?

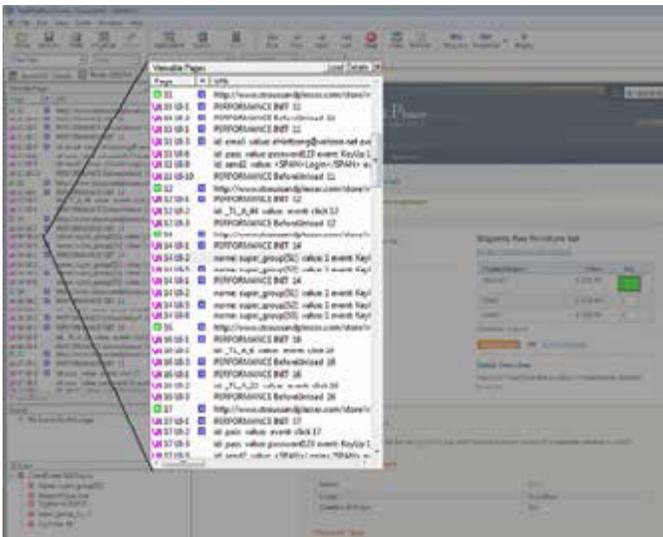


Figure 1: Tealeaf CX session replay with UI capture

By adding the UI Capture JavaScript to dynamic web pages, organizations can capture the state of their web pages and JavaScript interactions. You can also capture other information only available in the page, such as page load times, the resolution of the user display, and other pre-defined attributes.

By adding a set of JavaScripts to relevant web pages, the relevant content and actions are automatically captured and integrated with the rest of your capture data. The UI Capture system obtains data from the browser and transmits it to the capture server. The information captured includes mouse clicks, key presses and change events. Because the request and response is already captured by Tealeaf CX, the data is available to you for later reporting or replay.

Scope of effort

What to expect when deploying the UI Capture SDK

UI Capture configuration typically happens independently from the rest of your Tealeaf CX installation. Rather than on-site at your location, our RIA Specialists work with your development team via phone and web conference as you install, test and deploy the actual UI Capture SDK files. IBM will provide your team with the necessary implementation materials, and our RIA Specialist will schedule a kick-off conference call with your development team to gather the necessary information and review your RIA requirements. Regardless of complexity, our RIA Specialist will work with you throughout the customization process until the SDK is implemented properly.

Your role in the configuration process

While our RIA Specialist will guide you through the RIA configuration process, the bulk of the technical work is done by your development team. The customer is responsible for incorporating the UI Capture SDK (JavaScript files) into the necessary web pages. Our RIA Specialist will review these steps in detail with you, and once you have installed the UI Capture SDK, the RIA Specialist will verify that it is working properly in your test and production environments – capturing and replaying RIA actions – and identify any changes or enhancements that need to be made.

We have successfully implemented countless RIA capabilities for our customers, and we look forward to working with your team to make your RIA installation a success as well. For additional questions, please contact your IBM Project Manager.

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