

Web Usage and 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?

The Absolute Platform allows you to easily 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.

BENEFITS

Web Usage (Last 7 Days)

See how much each website was actively used and in focus. 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.

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 38m	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
www.google.com	22m	14m	8m	75% 3 of 4	Web Search
mail.google.com	22m	22m	<1m	25%	Web-Based Email

See usage for each individual website within a domain. For broad use site like YouTube determine if usage reflects acceptable online behavior, or not.

Webpage Title	WEB USAGE Total	WEB USAGE Daytime	WEB USAGE Evenings & weekends	Devices
[456] Malcolm in the Middle #Tel ofesumo - YouTu https://www.youtube.com/watch?v=4F0n47570	24m	0m	24m	17% 1 of 6
[456] ¿Cuales Son Las 3 Peores Peliculas de La Roca https://www.youtube.com/watch?v=129v1c219	24m	0m	24m	17% 1 of 6
[441] EL DEMENTE REACCIONA A SUS PRIMER ROSA https://www.youtube.com/watch?v=4F0n47570	23m	23m	<1m	17% 1 of 6
[460] Cerca de ti (Remix) Tiago PZK x Rusherking x L https://www.youtube.com/watch?v=612124549K	19m	14m	4m	17% 2 of 6
[456] La Secuela No Autorizada De Terminator y Aliis https://www.youtube.com/watch?v=0L1-g28P9Y	17m	0m	17m	17% 1 of 6
NOOB vs PRO vs HACKER SAFEST HOUSE BUILD CH https://www.youtube.com/watch?v=3W_2022194	16m	0m	16m	17% 1 of 6
[455] YOLO ARMY - YouTube https://www.youtube.com/watch?v=H5Bd0r06CLE	16m	0m	16m	17% 1 of 6
[440] 23 Secretos De La Temporada 3 ¡QUE NO CONV https://www.youtube.com/watch?v=72K1V5a7g	15m	15m	0m	17% 1 of 6
PRO vs CHILAIER In Ultra Build Battle Challenge: 1ro	15m	0m	15m	17%

Web Usage (Trending)

Provides a list of trending websites visited over the last seven days.

Rank	Webpage title	Category
1	ENGLISH 10TH D Overview... https://english-dashboard.pearson.com/	Professional Services
2	Classes Learn Pearson ... https://english-dashboard.pearson.com/	Professional Services
3	[314] Bhavi ft. Seven Kay... https://www.youtube.com/watch?v=...	Adult Themes, Digital Me...
4	Windy: Wind map & weat... https://www.windy.com/?26.343,-80...	Science and Technology
5	Search results - djwhitlo... https://mail.google.com/mail/u/0/?l...	Web-Based Email
6	Classes Learn Pearson ... https://english-dashboard.pearson.com/	Professional Services
7	WhatsApp https://web.whatsapp.com/	Online Chat
8	[125] YouTube https://www.youtube.com/	Adult Themes, Digital Me...
9	Classes Learn Pearson ...	Professional Services

Web Subscriptions (ROI)

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

Website	Cost	Value of unused licenses	Value of used license	Active users	Average usage
m4ufree.fun	\$8,849.32	\$8,831.77	\$17.54	< 1% 2 of 1,009	971h 26m
a2zanime.com	\$884.05	\$663.03	\$221.01	25% 2 of 8	993h 42m
247sports.com	\$88.49	\$70.79	\$17.7	20% 2 of 10	989h 12m
ajnr.org	\$0	\$0	\$0	< 1% 2 of 0	14h 16m
cott.edu	\$0	\$0	\$0	< 1% 2 of 0	18h 6m

With this data in hand, you can:

1. Monitor adoption, assess return on investment, 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.

2. 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.

3. 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.

EDITIONS

Web Usage reporting is available with Resilience licenses. Available for Windows and Chromebook Devices. Chrome browser only.



See how Absolute can transform your organization's IT and Security

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