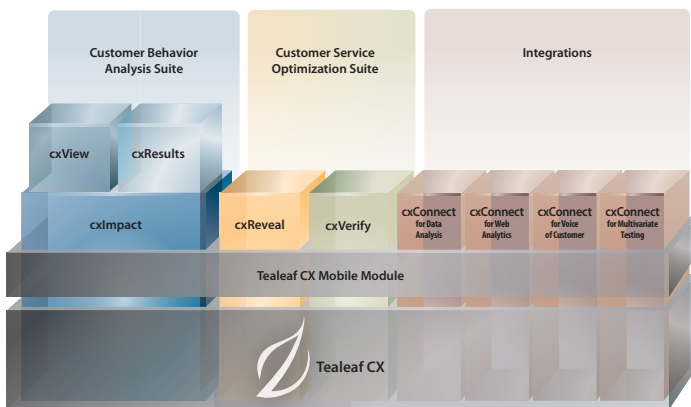


The Ultimate Information Source for Online Customer Experience Management

Tealeaf CX™ is the industry's most comprehensive datastore of online customer information and the engine behind all Tealeaf products. Using groundbreaking patented technology, Tealeaf CX captures and manages all visitor interactions on your web site. Across the organization, from ebusiness and production support, to customer service and compliance, Tealeaf CX is a one-of-a-kind solution that delivers breakthrough visibility into your customers' online experiences.

The following Tealeaf solutions are powered by Tealeaf CX:

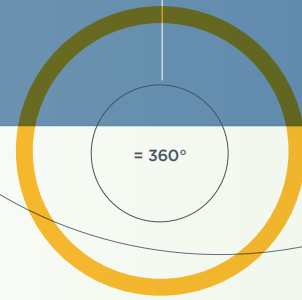
- > **Tealeaf cxImpact** provides immediate visibility into the hidden problems impacting your business, helping you detect, quantify, and resolve issues and sources of customer struggle.
- > **Tealeaf cxResults** offers insight into the complete visitor lifecycle on your web site so you can better understand visitor interactions and discover ongoing behavior patterns.
- > **Tealeaf cxView** affords proactive management by providing an early warning system into significant changes in critical customer experience metrics, struggle scores, and KPIs.
- > **Tealeaf cxReveal** empowers customer service teams with instant, replayable access to both live and historical customer activities on your web site from any existing CRM console.
- > **Tealeaf cxVerify** preserves a complete and permanent record of all customer interactions on your site for effective customer dispute resolution, fraud investigations, as well as for audit and compliance requirements.
- > **Tealeaf cxConnect** provides seamless integration with business intelligence, analytics and web site optimization solutions for achieving cross-channel and customer behavior analysis.



>> Tealeaf's Customer Experience Solutions

FEATURE HIGHLIGHTS

- > **Real-time event engine** utilizes complex pattern analysis to track and score customer behavior in real-time.
- > **Segmentation analysis** made easy via the automatic population of session dimensions.
- > **Intelligent data management** and flexible archiving of all customer experience data.
- > **Data security and privacy** through global data destruction, authenticated client access and roles-based filtering.



KEY BENEFITS

- | | | | |
|---|--|--|---|
| > Passively captures all network traffic with zero impact on site performance. | > Provides breakthrough visibility into all the customer interactions on your web site including in-page and RIA interactions that occur solely in the browser. | > Affords the discovery of unexpected customer experiences and the scoring of customer struggle in real-time. | > Reliable and proven architecture – scales to fit the largest and most sophisticated web sites. |
|---|--|--|---|

CX MOBILE

Tealeaf CX Mobile enables you to capture, replay and understand the experiences of customers accessing your web properties via mobile devices. The module is sold separately from your CX edition.

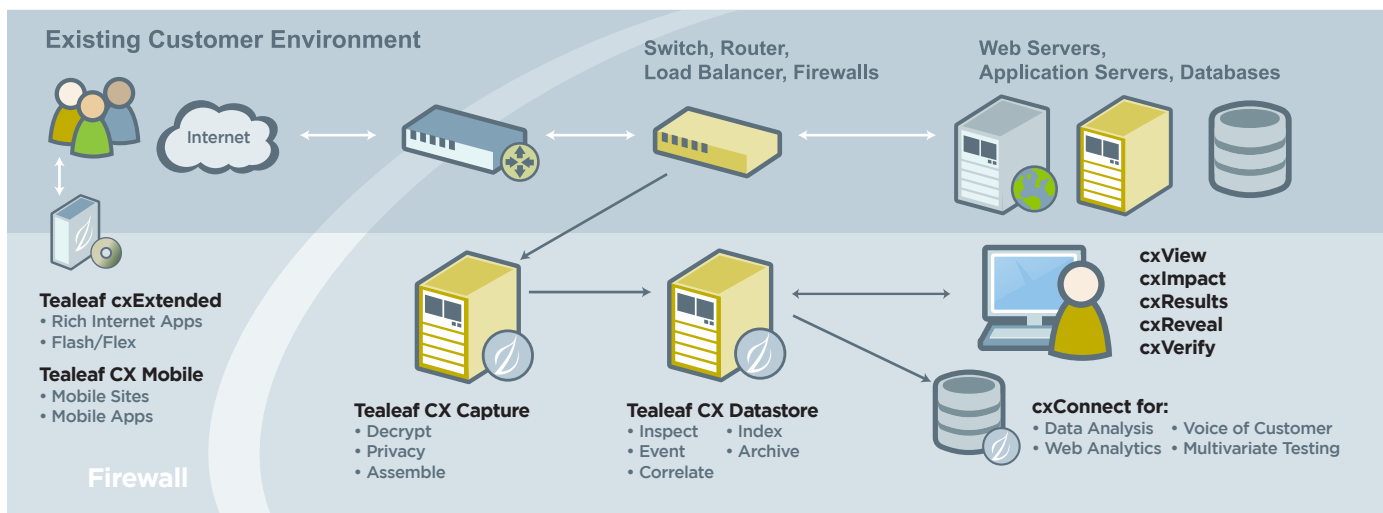
HOW IT WORKS

CX Standard Edition

Tealeaf's CX Standard Edition provides a non-intrusive, real-time method to capture what every customer is doing and seeing on every page, across an entire visitor session. To do this, CX Standard Edition 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. Example types of captured data include HTTP headers, URLs, URL form fields (both get and post), user login names, cookies, server host names, application, client IPs, page sizes, the HTML source code of the page returned to the customer, and any other diagnostic included in the HTTP(S) interaction between the customer's browser and the web application. In addition, the capture process records the total round trip, page generation times for each page requested in the session, page cancellations, and the connection-type experienced by the customer (e.g. T1, DSL) as measured by the page delivery rate.

CX Extended Edition

Tealeaf's CX Extended Edition includes all the passive functionality of the CX Standard Edition, yet broadens online visibility by capturing in-page interactions and client-side functions executed by Rich Internet Application (RIA) technologies, such as AJAX, Flash, and Flex. CX Extended Edition allows you to optimize form pages, in-page layouts, as well as client-side functionality to deliver the best possible customer experience. Example types of captured data include form field abandonment, form-field validation messages, client-side java script errors, end-to-end response time, scrolling, and mouse movements. With CX Extended Edition, you not only have breakthrough visibility into the online experience across a visitor session, you also have unparalleled insight into the customer behaviors that occur solely within the web browser itself.



>> The Tealeaf CX Architecture

Real-time Data Processing

As data is received by Tealeaf CX it is streamed through a process that performs specific filtering and manipulation functions to normalize and secure the data. After data is normalized, it is indexed, archived, and made available for further access and analysis by other Tealeaf solutions.

Real-time Event Engine

Advanced Pattern Recognition

The event engine analyzes captured data in real-time against user-defined rules to provide insight into customer struggle, business process health, customer activity, application errors and performance problems. Using the drag-and-drop editor, event rules can be defined against the occurrence or absence of simple page-level conditions or complex stateful conditions based on multiple actions in the session including sequence, time, and thresholds.

Examples of business events include:

- > **Business process:** each step in a business process, or a customer completing or not completing a multi-step business process.
- > **Customer struggle:** a customer going through the checkout process multiple times, repeatedly trying to complete the billing information page or going to help multiple times.
- > **Product, feature and service tracking:** a product, feature, or service selected by a customer.

Examples of technical events include:

- > **Application error:** an error exception message (e.g., java exception) or global error page.
- > **Page error:** HTTP 500, HTTP 40x, blank page, or page weight too great (size > 40KB).
- > **Application response:** any page taking longer than 10 seconds to load.

Note: events do not require application code changes or programming skills to create and maintain. To help you get started immediately, Tealeaf CX includes a set of out-of-the-box events.

Struggle Scoring

In real-time, as behavioral patterns that signify struggle are identified, the event engine grades the magnitude of the struggle using defined business rules to create a struggle score. Struggle scores are then used to monitor the health of the web site.

Multi-Dimensional Data Recording

When struggle patterns or other events are identified, the event engine automatically records customizable attributes about the customer experience, such as transaction success status, business data (shipping country) or environmental information (browser type), and makes them available for real-time, multi-dimensional segmentation.

Reliable and Secure Architecture

Flexible, Scalable Platform

The Tealeaf CX platform can be easily scaled based on traffic volumes, data archiving, and end-user volume requirements. Its distributed architecture enables optimal utilization of available system resources to be responsive even when processing large data volumes. It can be scaled horizontally to meet future site traffic growth requirements while still providing a single, unified view via of the captured data. It is also designed to exploit existing capabilities—data back-up and storage—so companies can integrate the CX platform into their current practices without having to adopt new procedures.

Security and Privacy

The Tealeaf CX platform satisfies even the most rigorous requirements for security and privacy and is used with confidence by many Fortune 500 companies, major banks, and government agencies. Any captured information that appears in the HTTP(S) request or response—passwords, Social Security numbers (SSN), or account numbers—can be kept, destroyed entirely, or encrypted as soon as it enters the Tealeaf system. Encrypted information appears as if it were destroyed unless the user viewing the session is authenticated on the basis of role, and thereby authorized to view that specific information. In addition all captured data is stored in an encrypted format to eliminate unauthorized data access. To meet security compliance requirements, the CX platform maintains a full audit trail of data access and system changes.

Intelligent Data Management and Flexible Archiving

The Tealeaf CX platform provides flexible data management and archiving so you can archive data for extended periods of time for problem resolution, customer behavior analysis, dispute resolution, and other web archiving needs. Tealeaf CX intelligently determines which sessions are of interest and should be archived based on user-defined data management rules. Before the selected sessions are archived, the data is compressed to minimize data storage requirements.