



Open Source log analyzers are free, yet complicated to install and operate; and difficult for the average person to understand. Reporting style is largely focused on technical needs such as bandwidth usage, spider/bot traffic and error pages.

Open Source applications are not a consumer solution given that most users have limited technical ability and access to servers and log files.

VisiStat is a hosted, real-time Web Analytics solution that requires very little technical knowledge to implement. VisiStat's reporting structure is layered, providing high level overview information that can then be "drilled down" to provide more in-depth reporting for advancing users.

VisiStat's robust reporting and intuitive interface provide a simple point-and-click solution that anyone can learn and understand at a price point attractive to this segment of the market.

Enterprise Web Analytic solutions primarily target high volume traffic, fortune 1000 companies. Reporting is focused on extremely granular data segments, often targeted to divisions within a company.

Enterprise solutions are not viable solutions for small to medium sized businesses largely due to the exorbitant cost, lack of real-time reporting and complex nature.