



HOW HPE CLEANED UP THEIR ANALYTICS ACROSS BUSINESS UNITS



Hewlett Packard Enterprise

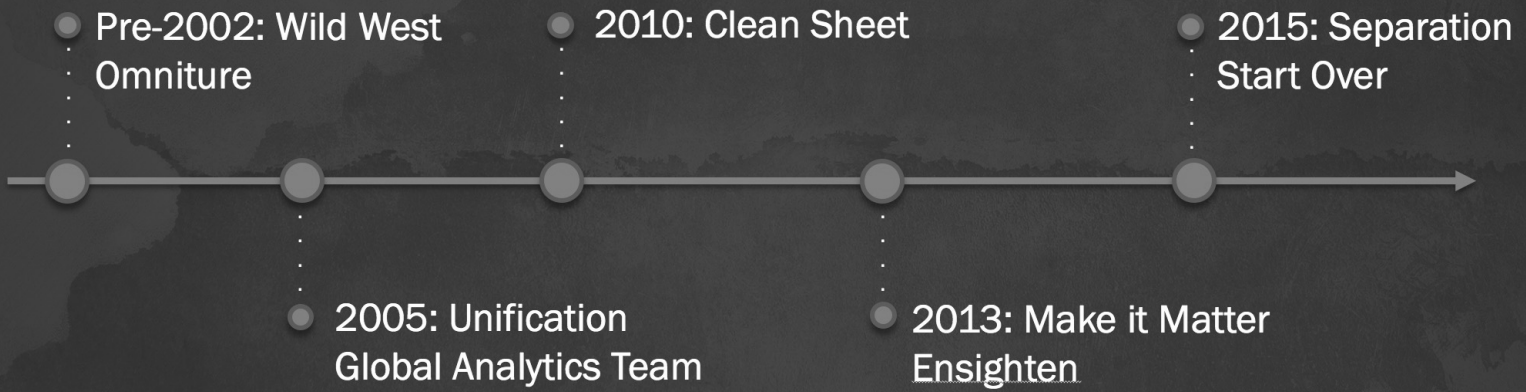
"ObservePoint helps find high priority problems within your data. Our site had multiple cases of broken links, JS errors, and truncated URLs."

HP Becomes HPE

Founded in 1939, HP grew to be one of the world's largest information technology companies. In 2015, HP split into two specialized entities, Hewlett Packard Enterprise and HP Inc., to better serve their customers and support their immense growth.

With millions of pages across hundreds of sites and 4.9 billion annual pageviews, maintaining data quality can be extremely difficult. Split that same company in two—with 270,000 employees and 2,356 Adobe User Logins—and you can really put your data in jeopardy.

Daryl Acumen, Senior Manager of Digital Analytics at HPE, adopted ObservePoint's data quality solution, Technology Governance to help clean up the siloed data across different business units. He said, "We were dealing with a situation where we're taking this company, splitting it in half and trying to keep our analytics clean."



HP Analytics History

Over the years, HP has attempted to adopt several different universal analytics solutions.

First they implemented Omniture (now Adobe Analytics), then created an in-house unified JavaScript framework, followed by CleanSheet (an attempt to whitewash the previous JS framework when it became too fragmented).

After deploying CleanSheet across 80% of their universal sites, HP decided to stop and deploy a global tag management solution instead.

At the same time other HPE business units were using Google Analytics or experimenting with alternative analytics vendors.

"It was a mess. So what did we do? We reached out to ObservePoint. Because, with all these moving parts—over 2,000 Adobe Analytics users, different consultancies, agencies, business units and teams doing deployments on dozens of sites, hundreds of web sections, in different regions, etc.—there's a lot going on, and it's impossible for a small team to manage manually."

A Clean Slate

When the announcement came that the company was splitting in two, Acumen wanted to take advantage of the clean slate by implementing a uniform data governance strategy with universal deployment of Adobe Analytics and one tag management solution across all HPE business units.

To begin this monumental task, Acumen performed an ObservePoint Technology Governance Audit of the new HPE digital properties to see where the quality of their analytics implementations initially stood.

The Technology Governance Audit scanned all of HPE's websites for gaps and errors in the data collection process, like missing or duplicate analytics tags, as well as functionality issues such as 300-400 HTTP status codes.

The initial Technology Governance Audit of HPE provided relatively expected results such as:

- 6% of URLs missing Adobe Analytics tags
- 7% redirecting on storage pages to 404 status codes
- 12% of "Page Not Found" on servers
- 10% of URLs with JavaScript errors
- And more

Tags break, websites are updated, many different teams have access to the digital properties, resulting in incomplete or inaccurate data. While these results are unfortunate, they are common on most digital properties.

The Sammy Hagar Results

While each of those more common errors needed to be eradicated in order to collect reliable analytics data, for Acumen, they were nothing compared to these few results that shocked him into impersonating the startling scream of 80's metal icon, Sammy Hagar:

Paid Search Misallocation

"This is when it got freaky for me—I'm sitting there going through these Audit numbers, and I'm yawning and drinking my water, and then I see that we've got a percentage of storage pages showing evar54. I almost jumped out of my skin, I think I did a Sammy Hagar."

Evar54 is the variable HPE uses to pass tracking codes to their paid search tool. When the storage page was being built, developers accidentally pasted evar54 into the storage home page.

This meant that the paid search campaign that HPE's consulting agency put in place was getting "hits" any time someone visited this high-traffic storage page.

"So we've got this paid search campaign that our agency is telling us: 'Yeah man, this is performing great, let's throw more money into this!' ObservePoint helped us find that so we could correct it, but that was scary."

Search Traffic Down 50%

Another shocking result revealed that their search traffic was down by a drastic 50%. Acumen used the Technology Governance Audit to discover that when HPE's Client Support team decided to redeploy the website, they did not deploy evar19, which was being used to collect search actions.

This meant that if anybody clicked on internal search and landed in Support, the Internal Search folks had no idea that action ever happened.

"We're Hewlett-Packard, think about it—how many people are searching for drivers, printers or laptops at any given time? 50% of our search volume is going to Support. That was a big deal! And we're sitting here like, 'What is going on?' We ran an ObservePoint Audit and found that we were missing evar19 on Support. Fortunately, we were able to fix that quickly."

SEO Down by 50%

The third Sammy Hagar reaction occurred when Acumen's team was launching the new HPE site. His team had made some changes when they split with the HP site and made their evar8 variable track country and language together, for example, "us:en" for United States and English.

"So when we launch the new site, we notice our SEO went down by like 50%, and the bad thing is we've got VPs and C-level execs saying, 'So, how's our SEO on the new site?' And I'm sitting here looking at a report from our vendor that's saying it's down 50%. Well we can't be that bad—I mean just our employees alone would give us a good SEO ranking."

Acumen ran an ObservePoint Audit to see what was going on. Before the split and before HPE changed evar8 to country then language, their SEO vendor determined the country from the last two characters in the segment. But because that had been moved to the beginning of the segment, the Technology Governance Audit revealed that those segments were failing to pass because they couldn't collect the country variable.

"They failed in the segment, which meant the feeds weren't going to our vendor, which means we were getting no visibility into all this extra SEO traffic, so we thought our traffic went down 50%. ObservePoint's tool saved us a lot of headaches and a lot of heartache. If we had their automated testing in place, we would have caught this as soon as we launched the new site."

Lessons Learned

As Acumen put it, “The lesson here is that we’re smart people, but we’re not clairvoyant, we’re not perfect, and things aren’t always caught in our manual QA. You need to have some sort of governance plan to catch them before, during and after-the-fact—preferably automatically.”

Especially after the HP / HPE divide, and with a clean slate to start on, HPE has the perfect opportunity to develop an effective and sustainable data governance plan, to ensure they are collecting quality data to guide their “new” company.

HPE is moving forward with a plan to improve their data quality by assigning ownership of its maintenance, formulating a clear data governance plan and, as Acumen explains, putting business-critical processes in place “to enforce that plan with the strict surveillance of ObservePoint’s auditing tool to make sure we don’t run into those kinds of ‘got-yas’ going forward.”

