



Migrating from HBX to Omniture SiteCatalyst

With the acquisition of Visual Sciences by Omniture, HBX is simply not a viable long-term web analytics solution. Though the product is technically still supported, it is not being enhanced and users are being strongly encouraged to migrate from it to SiteCatalyst. HBX and SiteCatalyst are, in many respects, very similar systems. The tagging approach is very similar and many of the software features are nearly identical. As with any two large software systems, however, there are many differences both large and small. The goal here is not describe the many minor differences in look-and-feel and functionality you'll encounter but to tackle the major differences likely to alter or impact your thinking during a transition.

In general, you should expect to get significantly richer reporting and analytics capabilities in the Omniture Suite. But there are a few areas where you'll likely miss HBX. In addition, there are areas of Omniture that have no direct equivalents in HBX and need careful thought. Most Omniture implementations are heavily focused on the coding of custom variables and events. These hardly exist in HBX (except for a small set of custom metrics and a couple standard events). If you simply transition your existing tag approach to Omniture you'll miss out on much of the richness and power it can deliver.