



A Guide to Wavecrest's Reports

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Preface

Welcome. This Guide is written for you and other professionals interested in learning to interpret and use the reporting capabilities of Wavecrest products. Without using technical jargon, the Guide emphasizes *interpretation and use* of the information provided by these capabilities. In keeping with this emphasis, it does not discuss *product setup and administration* or *Web-use filtering*—subjects that are covered in detail in other Wavecrest documents.

The Guide has four sections:

1. **Introductory Overview** – *What Wavecrest reports are all about*
2. **Concepts and Terms** – *Keys to understanding reports and displays*
3. **The Dashboard**– *Quick-look views of Web-use activity*
4. **Standard Reports** – *Customizable summaries and detail reports*

Please take special note of Sections 3 and 4, i.e., ‘The Dashboard’ and ‘Standard Reports.’ They constitute the main body of the Guide and discuss the products’ two *primary* information presentation ‘modes.’ Although inter-related, they are discussed individually to facilitate the learning process.

Wavecrest products feature two other information presentation ‘modes’ that are more technically oriented and are not covered in detail herein. (1) The Real-time Web Monitor enables product administrators to ‘see into’ the Web logs in real time and observe traffic as it unfolds. (2) The Internet Protocol Monitor enables product administrators to view non-http traffic, i.e., IM, P2P, Email, etc. in real time.

Note: As indicated, this Guide’s primary purpose is to help you *interpret and use* reports and displays. However – obviously – before you can interpret them, they must be created. And while the ‘creation’ process itself is well-covered in our Product Manuals, we believe a brief discussion of the *concepts* that underlie the process may help achieve the guide’s primary purpose; you will find that discussion in Section 2, Concepts and Terms.

Sources of Related Information:

- Administrator’s Product Manual (found in your product under **Help - Documentation**)
- Full Glossary of Terms (found in Appendix C of your Product Manual)
- Relevant White Papers (found at <http://www.wavecrest.net/editorial/whitepapers.html>)

1. Introductory Overview

In Wavecrest products, the two primary modes for delivering Web-use information are:

1. Dashboard Displays
2. Standard Reports.

Dashboard displays are most useful for high-level, quick-look assessments of Web-use activity, while Standard reports are ideally suited for more in-depth, multi-perspective analyses.

Both modes provide accurate, actionable Web-use information that is *people-centric*. That is, primarily, they emphasize the *human* rather than technological aspects of Web-usage management. Why do they do that?

The reason is simple.

While technology is essential to the Web-usage management process, human activity alone determines whether or not the benefits of Web usage outweigh the risks.

Based on this understanding, the *majority* of Wavecrest reports and displays provide *functional* rather than technical information. In doing so, they provide accurate, usable answers to a variety of user-centric Web-usage questions such as:

- Which of our users visited which sites, when, and how often?
- What type(s) of content were they seeking?
- Are their visits 'acceptable' in relation to our usage policy?
- How much bandwidth did they consume?
- What kinds of usage trends are we experiencing?
- Are some departments or users more abusive than others?
- What kinds of threats or risks is the activity generating?
- Is there reason for immediate concern or action? If so, what *kinds* of actions can the information support, e.g., re-training, disciplinary action, process modification, policy changes, etc.?
- Can I easily copy and distribute the reports and displays?

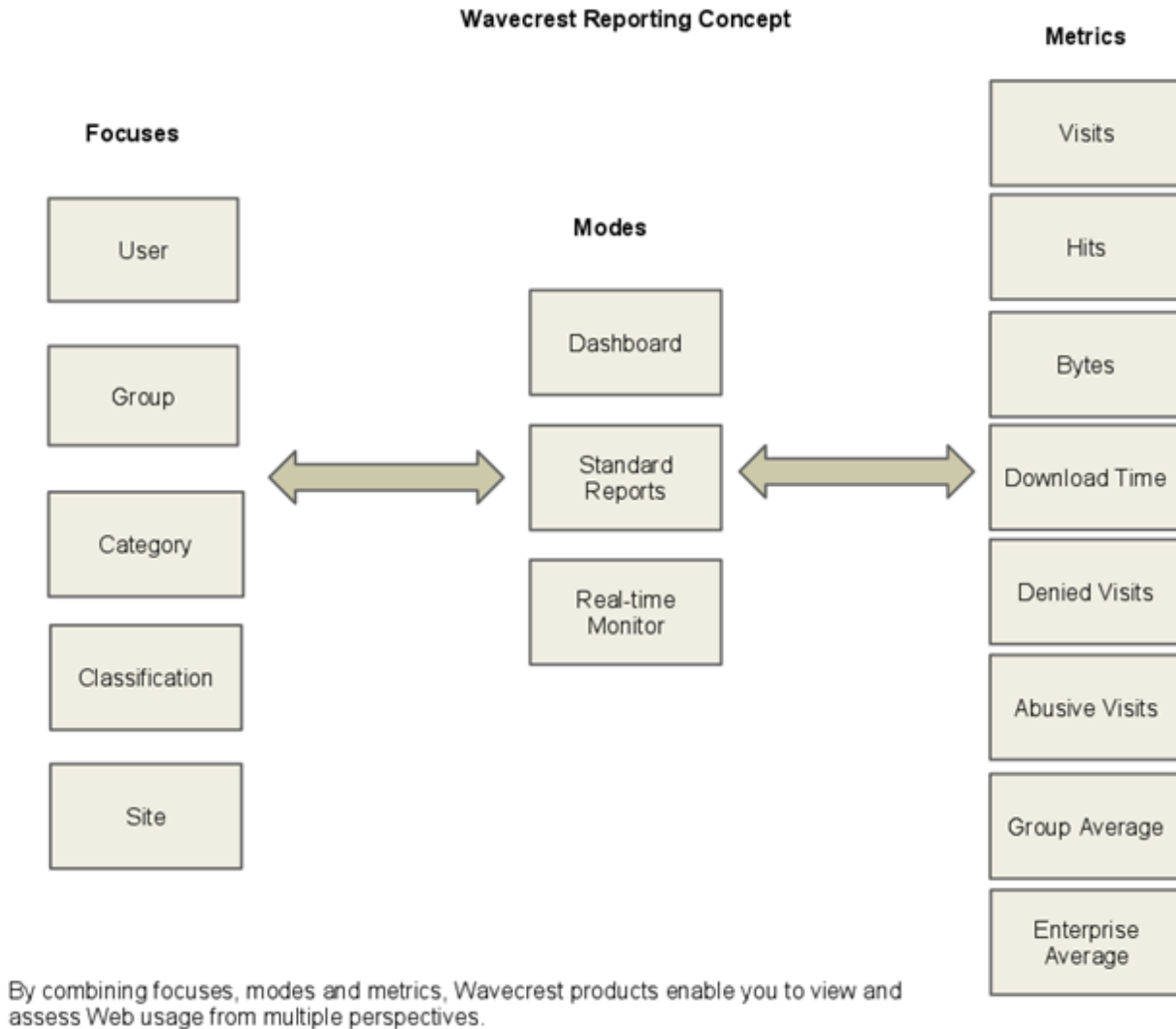
We trust that this Guide will show you how to get the answers to these questions.

2. Wavecrest Concepts and Terms

Introduction. This section introduces you to key concepts and specialized terms that are relevant to the structure of our dashboard displays and standard reports. We believe a clear understanding of this structure will be helpful as you learn to interpret and use Wavecrest reports and displays.

Since reports and displays must be *created* before they can be interpreted, we begin on that note.

Report Creation Concepts. Wavecrest products enable you to create and customize *numerous* reports and displays by combining the modes, focuses and metrics shown in the following diagram.



(Viewing the data from several angles can be very important in complex Web-use management situations.) As you will see, the number of perspectives is great, and each perspective can have several dimensions or aspects. *However, creating the associated reports and/or displays is not complex.* It employs a relatively simple concept—one that only involves a few basic step-by-step choices. The first is ‘focus.’

Focus. When analyzing reports, none of us wants to see all the data that’s available. That would be overwhelming as well as counterproductive. We only want to see a particular sub-set. In other words, we want to ‘focus.’ At times we want the focus to be relatively broad, e.g., “all users,” and in other cases we want it to be narrow, e.g., “JohnDoe.” Wavecrest products let you do this quite easily. In our terminology, ‘focus’ is a particular *area or sub-area* of Web-use activity that you want to look into. You can think of ‘focus’ as your ‘starting point’ for creating a report or display. Choices of ‘focus’ include **user(s), groups, categories, classification** and **sites**. Once you choose your focus, the next step is to modify it to make it more specific, e.g., *which* user, *which* category, *which* site, etc.? Next, if desired, you can apply a secondary focus (‘sub-focus’) and modifier. For example, if the *primary/modified* focus is “Users/mary”, you could choose a sub-focus and modifier such as “Categories/shopping.” This would let you see Mary’s activity in the Shopping category.

Users and Groups. During initial *product* setup, if you choose to do so, the “**Groups and IDs**” function in the product lets you ‘organize’ the monitored users’ IDs into *groups* to enable selective, targeted reporting. At customer discretion, the ID’s can be usernames, IP addresses or “Anonymous.” The Groups and IDs function also has a ‘permissions’ feature that lets you control the distribution of reports to protect confidentiality and privacy.

When you create reports, you can ‘pick and choose’ the specific users – or groups of users, e.g., a particular department – whose Web activity you want to assess.

Categorization. Categorization is the process of:

- determining the types of *content* provided by Web sites and then ...
- grouping (sorting) those sites into content-labeled categories.

Typical Web categories are *shopping, sports, pornography, entertainment, financial*, etc. The Wavecrest reporting process (which has 74 categories) assigns ‘content labels’ to individual Web sites for use in the report generation process. For example, the label assigned to www.espn.com is ‘Sports.’

When you create reports, you can choose the specific category (or categories) whose Web activity you want to assess.

Classification. Classification is the process of rating categories for ‘acceptability.’ During initial product setup, customers can rate individual categories as *Acceptable, Unacceptable* and *Neutral*. (The concept is similar to the one used in the television and movie industry.)

When you create reports, you can choose to view Web activity data for one or all classifications.

Sites. In Wavecrest terminology, a Web site (and all its sub-pages) is denoted by its domain name only, e.g., www.amazon.com

When you create reports that list the sites that your users visited, you can choose the sites you want to see.

Note: The above paragraphs discussed focuses, sub-focuses and modifiers. Though very important, these elements by themselves do not *quantify* Web-use activity. For that, we need ‘metrics,’ as discussed next.

Metrics: ‘Metrics’ are the variable parameters to be ‘measured’ within a chosen ‘focus’ or ‘sub-focus.’ As defined below, these are:

- **Visits** – A ‘human-performed click action’ for the purpose of ‘visiting’ a Web site. One click equals one visit. See ‘Accuracy of Information’ below.
- **Hits** – The various elements of a Web page that are loaded in a browser as a result of a visit. Examples include ads, graphics, audio, video, text, etc. See ‘Accuracy of Information’ below.
- **Bytes** – The smallest measurable unit of digitized information (text, numbers, audio, video, graphics, etc.) Bytes are used as a measure of bandwidth consumption, memory capacity, disc space, etc., e.g. *kilobytes, megabytes, gigabytes*.
- **Download Time.** The approximate or average time for a Web page to load in the browser, i.e., the period between the time a user clicks on a hyperlink and the time the page loads in the browser. As used in Wavecrest reports, *Download Time* is derived by multiplying (a) the smallest average amount of time required to download a typical Web page by (b) the number of visits. Please note that it is not possible to calculate the amount of time a user was on-line or viewing a particular page.
- **Denied Visit.** This term refers to a failed attempt to access a Web site. For the most part this occurs because the user is not authorized to access the site, i.e., his access has been “blocked.” However, it can also be caused by technical anomalies, e.g., “*page not found by server,*” etc. **Note:** This metric is currently viewable in the Denied Visits report.
- **Group Average.** The average volume of activity (visits, hits, bytes, etc.) generated by a customer-specified group of users. A typical *group* is an organizational element, e.g., department, division, area, district, etc. Group averages are often used in comparison displays or reports, e.g., ‘John Doe’s total visits compared to his department’s average.’
- **Enterprise Average.** The average volume of activity for the ‘enterprise,’ i.e., all users monitored by the Wavecrest Product. Often used in comparison reports as discussed under Group Average.

Accuracy. ‘Accuracy’ is a very important concept in the field of Web-use management. To support sound usage-management decisions, *the accuracy of Web-use calculations is absolutely crucial*. To provide it—most importantly—Wavecrest reports distinguish actual ‘*visits*’ from ancillary or extraneous ‘*hits*’ that result from each visit. As discussed earlier, in Wavecrest terminology, a ‘visit’ is a single, deliberate human action (e.g., a click on a URL link). Most importantly, ‘visits’ constitute the primary measure of *human* Web-usage, while ‘hits’ and ‘bytes’ are the primary measure of usage from a technical perspective.

3. The Dashboard

3.1 General. The dashboard provides high-level line graphs and bar charts that present 'big picture' views of your organization's Web activity. A number of these quick-look views depict *trends* over time, while others *compare* activity between users, groups, content categories and sites. Easy to set up and easy to interpret, the Dashboard's charts provide a quick and efficient way to:

- determine the *amount* and *characteristics* of the many aspects of Web activity
- identify *potential* or *actual* problems.

3.2 Dashboard Concepts and Terminology. The general concepts and terms discussed earlier in Section 2 are applicable to dashboard displays (as well as to Standard Reports). Several others, discussed below, are applicable to the Dashboard only.

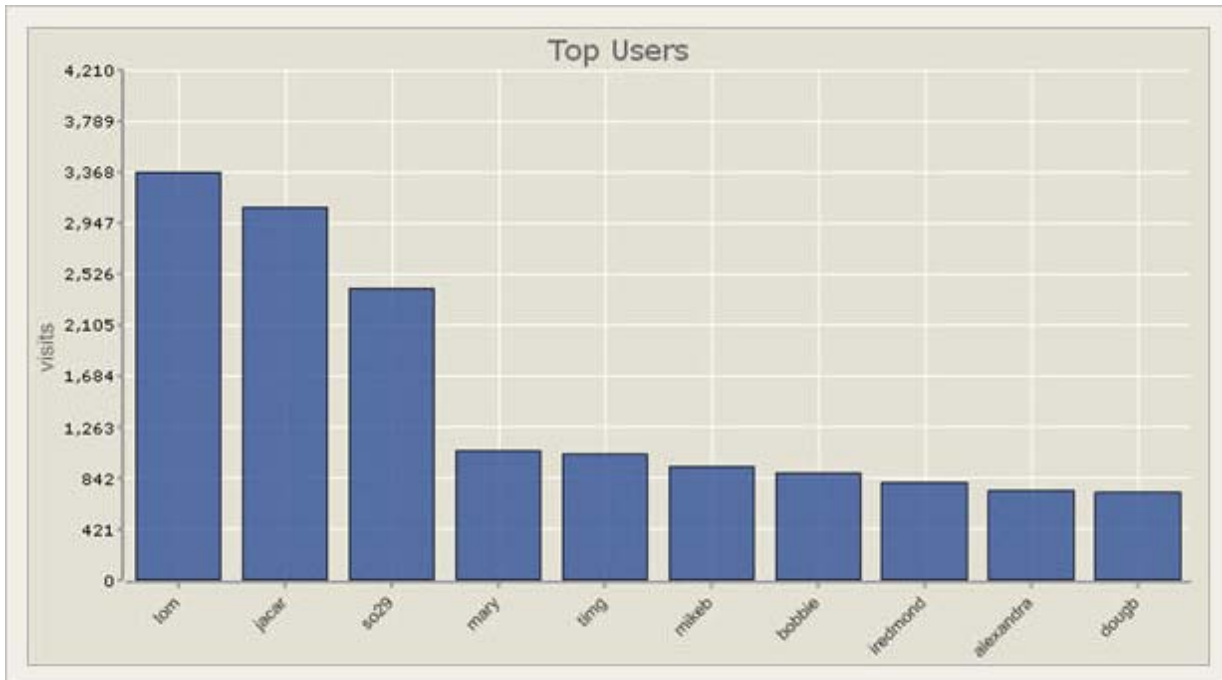
- **'Top' Reports** – A top report is a listing of the most active users, categories or sites with selected metrics summed as appropriate (metrics can be visits, hits, bytes, etc.). **Benefit?** *Top reports (e.g., top 10) help you quickly identify potentially troublesome users, over-used categories, sites that may need to be blocked, etc.*
- **Trend Reports** – Provided by the Dashboard, line-graph trend reports show the levels (volume) of various aspects of Web-use activity during a specified time frame. **Benefit?** *Trend reports help you quickly determine if a particular type of activity or performance is improving or deteriorating.*
- **Comparison Reports** – An option on user and classification trend reports, these Dashboard displays compare a selected user's (quantified) level of activity to his or her group's average—or to the entire 'enterprise's average. **Benefit?** *Comparison reports help you quickly determine if a particular user's activity is unusual or 'out of line' with his or her peers – a conclusion that may warrant drill-down and further investigation.*

3.3 Dashboard Displays. Some examples of dashboard displays and what they can do for you are presented below.

3.3.1 Dashboard Home. Get a quick overview of your entire organization's Web activity. Spot spikes in visits and bandwidth. Identify top users and most visited categories.



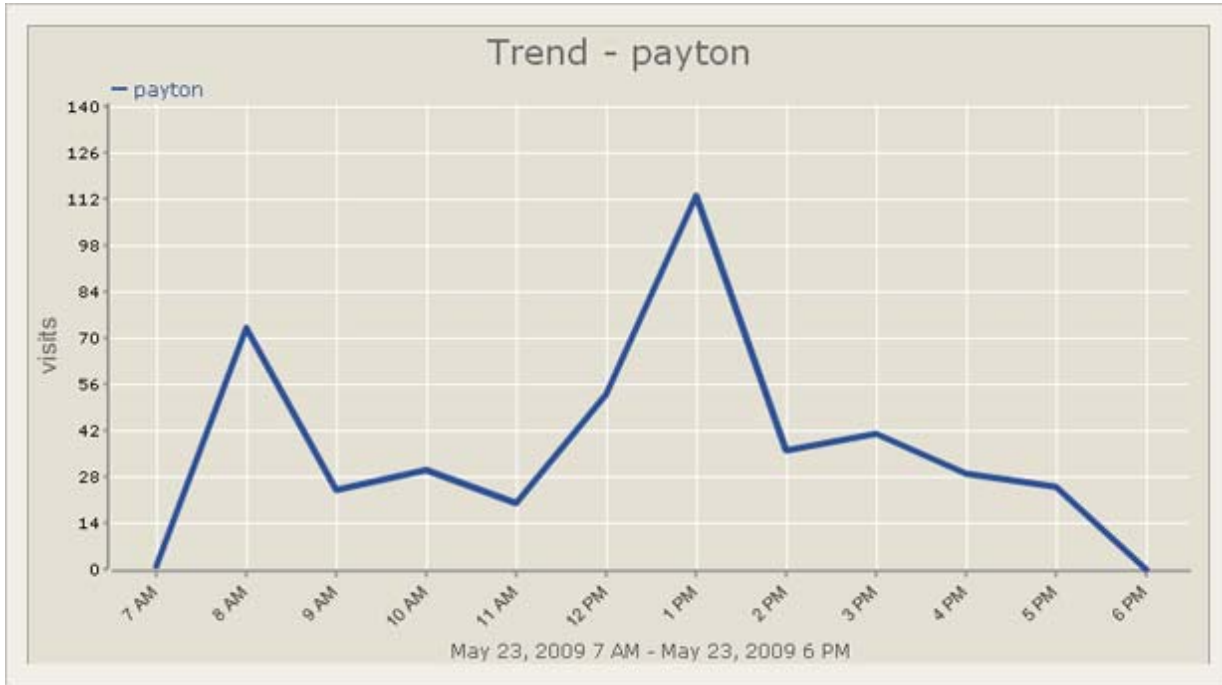
3.3.2 Top Users Visit Chart. Quickly find out which users had the most visits, hits or used the most bandwidth for the time period you specify.



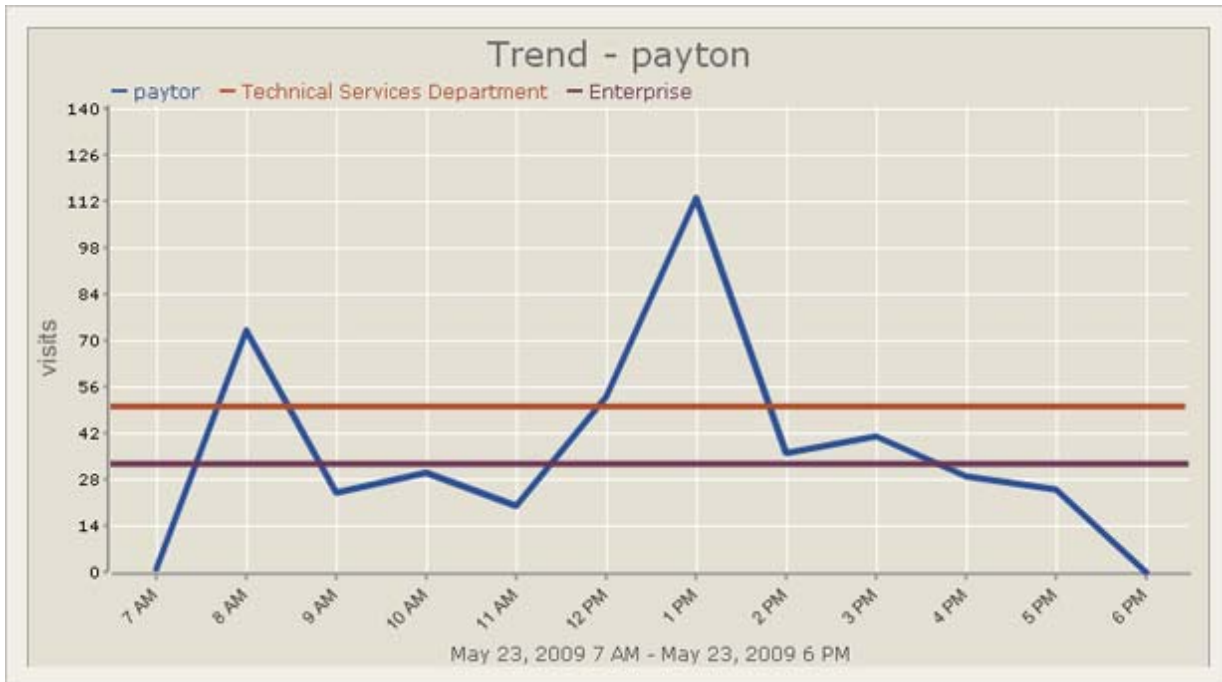
3.3 Top Sites Bandwidth Chart. Find out which ten sites are consuming the most bandwidth or had the most hits or visits for the time period you specify.



3.3.4 User Trend Chart. Detect unexpected spikes in bandwidth that could indicate Web use. Quickly determine if these trends are desirable or undesirable. View Web-use visits, hits or bytes over time for users, groups, categories and acceptability classifications. This example shows visits by user “payton.”



3.3.5 User Trend Comparison Chart. Make a trend chart even more meaningful by using the comparison option. For example, compare a user (in this case “payton”) to his group and/or enterprise average.



4. Standard Reports

4.1 General. Wavecrest products provide 19 templates that enable customers to create and customize 'standard' reports that address typical Web-use management issues. Some of the reports are high-level summaries while others are highly detailed. They can display Web-use activity generated by – or related to – a single user, a user group, an entire organization, content categories, Web sites, acceptability classifications and bandwidth consumption. In addition, they can be customized as to specific categories to display, number of users to display, 'all hits' or 'visits only', time frame covered, and groups or users to be covered. Customers also specify metrics to be applied, e.g., visits, hits, bytes, denied visits, etc. Template-based reports can be browser-viewed, printed, saved, and emailed. They can be generated as manual, one-time reports or scheduled for later automatic generation with new time frames. Recipients of the reports can use them to assess their users' Web activity from various perspectives within specified time frames.

4.2 Concepts and Terminology. The general Wavecrest concepts and terms discussed in Section 2 above are applicable to Standard Reports (as well as to Dashboard displays). Several others, discussed below, are applicable to Standard Reports only.

- **Thresholding and Automatic Abuse Detection** – This is an optional-use process that can automatically identify the misuse and abuse of Web access. With this feature enabled, selected Wavecrest reports can be configured to detect abuse automatically—using your own organization's abuse-threshold criteria. Thresholds can be set---by category---on the basis of the number of 'acceptable' visits per user in a 24-hour period.
- **Policy Settings.** This term is applied to a group of modifiable usage policy settings that Wavecrest products apply to users or groups of users. Typically, these settings are based on and correlate with the customer's AUP, and they affect how some of the information in Standard Reports is displayed. Examples of these settings include: *Category Classification*, *Abuse Thresholds*, *Display Categories*, and *Maximum IDs*. Another example of a Policy Setting is the *Block Categories* setting in our filtering products.
- **Drill-down (Interactive Functionality)** – 'Drill-down' is the ability to access a more detailed report on a user, category or classification by clicking on that user or category in a report.

Types of Standard Reports. In general, Wavecrest products provide three broad types of Standard Reports: (1) high-level summaries, (2) detailed (low-level) audit reports, and (3) general management reports. The descriptions below are grouped this way. Each description summarizes the information that the report provides and how it can be used.

4.3 High-level Summary Reports

High-level reports provide managers and administrators with a variety of quick-look views of Web-use activity. They are very useful for: (a) general assessments of activity, (b) identification of positive as well as potential problem areas, and (c) screening the activity for 'usage spikes' and other indications that may indicate a need for drill-down and deeper analysis. All high-level reports provide one-click hyperlinks for drill-down purposes. For example, a recipient can click on an ID or Category in a high-level report and get a 'low-level' User Audit Detail report or a Category Audit Detail report (see descriptions of these reports below).

1. Acceptable Visit Report

Information Provided. This high-level report depicts Web-use activity in categories classified (i.e., rated) as "Acceptable." By category, it shows total number of visits made by individual users. The report also provides a consolidated total – by user – for acceptable activity in all Acceptable categories. Users are identified, but individual sites are not.

Usage and Benefits. Management can quickly evaluate and see patterns of acceptable activity by user(s). This can be done by individual (Acceptable) category or by a consolidation of all such categories.

2. All Users Summary Report

Information Provided. For each user, this report shows the total number of visits that have been classified ('rated') as "Acceptable", "Unacceptable", and "Neutral." Extraneous hits (banners, ads, etc.) are not counted.

Usage and Benefits. Management gets a "quick-look" view of the number of acceptable and unacceptable visits made by each individual user. If any of the numbers appear suspicious or questionable, drill-downs or other further investigatory actions can be started.

3. Legal Liability Report

Information Provided. This report shows Web activity that *could* lead to legal liability. To do so, it indicates – by user – the number of visits to sites in the Cults, Drugs, Gambling, Hate and Crime, Pornography, and Public Proxy categories. Information is presented by category and by individual user. Individual sites are not separately identified.

Usage and Benefits. These tightly-focused reports facilitate analyses, investigations and audits related to actual or potential legal liability issues. Results can be used to prompt further investigation or trigger immediate corrective action.

4. Neutral Visit Report

Information Provided. This high-level report depicts Web-use activity in categories classified (i.e., rated) as "Neutral." By category, it shows total number of visits made by individual users. The report also provides a consolidated total – by user – for neutral activity in all Neutral categories. Users are identified, but individual sites are not.

Usage and Benefits. Management can quickly evaluate and see patterns of neutral activity by user(s). In doing so, they can focus on categories one at a time, or they can review the consolidated total. The results may prompt management to change the rating of one or more categories to "Acceptable" or "Unacceptable."

5. Site Analysis Report

Information Provided. This report depicts a specified set of Web site visits by a user, group or enterprise from five different perspectives:

- a) Total visits by classification (acceptable, unacceptable, neutral)
- b) Total visits by category (shopping, pornography, etc.)
- c) Total visits by user, per category (Note: Individual sites are not identified in this report.)
- d) Hourly visits
- e) Hourly kilobytes

Usage and Benefits. The Site Analysis report looks at the same visits from three different perspectives, i.e., "acceptability," "category volume," and "user visits within categories." It can be used by all levels of management and by network administrators to perform audits and analyses of activity in either broad or focused areas.

6. Top Users Report

Information Provided. This report lists the most active users in terms of visits, hits, and bytes read. If Abuse Thresholding is enabled, it also indicates IDs that exceeded threshold settings. The report lists the users with the highest volume of *activity*, be it acceptable or otherwise.

Usage and Benefits. Managers and administrators can quickly identify the most active users. Also, if Thresholding is enabled, it indicates those users whose activity is possibly abusive, at least in part. This report is an excellent screening tool and can be used to prompt drill-down and further investigation.

7. Unacceptable Visits Report

Information Provided. This high-level report depicts Web-use activity in categories classified (i.e., rated) as "Unacceptable." By category, it shows total number of visits made by individual users. The report also provides a consolidated total – by user – for unacceptable activity in all Unacceptable categories. Users are identified, but individual sites are not.

Usage and Benefits. Managers and administrators can quickly evaluate and see patterns of unacceptable activity by user(s) and/or by category. The latter can be done by individual category or at a higher level by a consolidation of all Unacceptable categories. If excessive unacceptable activity is indicated, the reviewer can quickly drill down to other reports for further detail.

4.4 Audit Reports

Audit reports – some detailed and some summary-level – enable managers and administrators to analyze, assess and investigate the Web activity of users at a deeper level and from multiple perspectives. They can be created, accessed, scheduled and or used as 'standalone' reports, and two of them can be quickly accessed by drilling down from high-level reports. The two used for drill-down are the Category Audit Detail and User Audit Detail reports. Note: 'Detail' audit reports are characterized by the inclusion of individual URLs to precisely identify the exact sites and pages visited; all URLs in Audit Reports are hyperlinked for even further 'drill-down.'

1. Category Audit Detail Report

Information Provided. This report provides a detailed analysis of users' Web activity in a particular category that you select, e.g., pornography. For each visitor to that category, all URLs, including sub-pages as well as home pages (sites), are listed separately. Visits are listed chronologically by date and time. The report also provides a summary total of visits to the category.

Usage and Benefits. You can use this to identify the most active users and the most heavily visited sites and pages in a selected category. This makes it an excellent tool for conducting detailed audits and investigations of possible misuse of Web-access resources.

2. Category Audit Summary Report

Information Provided. This report synthesizes the activity in a single category that you select. It lists all visited URLs and the number of visits to each but does not list individual users.

Usage and Benefits. This report is very useful for quick-look determination of whether or not Web-access abuse is taking place in a particular category, e.g., pornography. If the information indicates that a true problem exists, you can drill down deeper and pinpoint the source via a Category Audit Detail Report or a User Audit Detail Report.

3. Site Audit Detail Report

Information Provided. This report focuses on Web-use activity associated with one or more Web sites. It indicates visits or hits (your choice) associated with one or more specified Web site(s) and its sub-pages. Each page (URL) visited during the covered time period is included in the report. Users that accessed the URL are listed chronologically along with the associated visits or hits and the site's category.

Usage and Benefits. Management has a complete yet concise view of all users that visited the specified Web site(s) and the resultant activity (hits or visits). This information can be used for personnel appraisal purposes, usage audits, etc.

4. User Audit Detail Report

Information Provided. This very detailed report focuses on a single user. Every visit made by the user is listed separately in chronological order by date and time. Information for each visit consists of the site's category and full URL. A summary total of visits by category is also provided. **Note:** Each URL is hyperlinked so the site or page can be quickly accessed for review if desired.

Usage and Benefits. Management has a complete list of every URL the user clicked on during the covered time period. This information can be used for personnel appraisal purposes, incident investigations, usage audits, etc.

5. User Audit Summary Report

Information Provided. This report focuses on a single designated user. It lists all the Web sites visited by that user during the reporting period. The report indicates each site's category and the number of visits made to it. A hyperlink to each site is provided to facilitate further review by management. (**Note:** This report does not list each visit separately with date/time; for this info, see User Audit Detail Report.).

Usage and Benefits. Management is provided with reliable information to use in analyzing and evaluating – or investigating – an individual user's Web activity.

4.5 Additional Management Reports

These reports provide highly useful information that can't be neatly classified as 'High Level Summaries' or 'Audit Reports.'

1. Custom Categories Report

Information Provided. This report depicts Web-use in Custom Categories only (if configured). That is, it shows which users visited which custom categories and the number of visits to each. It does not identify individual sites.

Usage and Benefits. This report provides reliable Web-use information focused tightly on subjects of specific interest to the enterprise—specified by the enterprise itself. For example, management can use this information to determine if users are properly using particular Intranet sites, HR sites, supplier sites, or customer sites. These reports can also be used to monitor traffic to inappropriate or unauthorized local sites that may not be popular enough nationwide to be included in the Wavecrest URL List.

2. Denied Visits Report

Information Provided. By category, this report lists users that were denied access to Web sites or pages. Individual users are identified, but specific sites are not. Each category is shown separately with each user's attempted visits. **Note:** Attempts can be 'denied' for several reasons: (a) the user may not be authorized to receive the page; (b) the page may not have been found by the Web server; or (c) the page may have been blocked for access.

Usage and Benefits. If blocking at the proxy is used, this report can verify that it's working. It can also be used to identify users who may be engaging in excessive attempts to visit inappropriate or unauthorized sites. This report is also a useful supplementary tool for individual user audits.

3. Network Information Report

Information Provided. This report depicts total visits per classification, category, hits that are not visits, hourly total visits, and hourly total kilobytes read. It also shows download times (see definition in appendix to report). Individual IDs and sites are not identified in this report.

Usage and Benefits. This report is a powerful tool for Network Administrators. It serves as a valuable aid for managing and controlling bandwidth usage. By not showing users, it keeps the focus on bandwidth usage (via visits, hits and bytes), making it easier for administrators to quickly identify potential network performance problems.

4. Site Analysis Bandwidth Report

Information Provided. Similar in structure to "Site Analysis" report, this report focuses on bandwidth consumption instead of visits. It breaks down bandwidth usage first by acceptability classification, then by category within each classification, and then by user within each category.

Usage and Benefits. This report provides IT personnel with a comprehensive, categorized picture of how and when Web-access is being used, and it does so while identifying the most active users in each category. This data is very helpful for managing bandwidth usage and advising management on corrective action measures.

5. Top Bandwidth Sites Report

Information Provided. This report shows, by kilobytes, category and actual URL, the top bandwidth-consuming site visits made during the reporting period by the selected group. Each site's category is shown alongside the kilobyte consumption for the site. The list is sorted in descending numerical order by the highest bandwidth consumption; this enables quick determination of site effect on bandwidth. Individual user ID's are not shown on this report. Hyperlinks to all visited Web sites are provided to facilitate further analysis.

Usage and Benefits. This report quickly identifies the Web sites that consumed the most bandwidth in your network during the reporting period. If the consumption is unwarranted, you can use this information to prompt deeper investigation, and/or you can include the offending sites in your blocking regimen if you have one of our filtering products.

6. Top Web Sites Report

Information Provided. For the period of time you specify, this report lists all the Web sites that were visited by a specified user or group. The number of visits to each site is indicated, as is its content identification category. The list is sorted in descending numerical order by the number of visits; this enables quick determination of site "popularity." Individual user ID's are not shown on this report, but hyperlinks to all visited Web sites are provided to facilitate further analysis.

Usage and Benefits. This report 'spotlights' the Web sites that were visited most by the audited user or group during the reporting period. If these visits are inappropriate, you can use this information to prompt deeper investigation. You may also consider including the offending sites in your blocking regimen if you have one of our filtering products.

7. Top Non-Categorized Sites Report

Information Provided. This report shows all *unidentified* Web usage. This is user activity associated with visits to URLs that have not yet been included in the product's 'control list.' For reporting purposes, such activity is entered/displayed in the "Other" category. This is the only report that includes ALL activity, not just bona fide visits. As such, it reflects all "extraneous" images, banners, ads, multimedia items, etc., as well as bona fide visits. For each URL listed, the report shows the number of hits and the full domain name. Individual user IDs are not shown. The list is sorted in descending numerical order by number of hits. Hyperlinks to all web sites are also provided.

Usage and Benefits. This report can be used by administrators to help identify sites that are relatively unknown but are of particular interest to the organization. These can be reported to Wavecrest for inclusion in the list. Recipients can also use the report to identify *intranet* sites that perhaps should be added to a "Company Intranet" custom category for focused tracking. A further benefit can be derived from this report by sending it to categorize the "Other" URL's and incorporate them into the Wavecrest® URL List. This will greatly improve future reports.