

**PIWIK** PRO



## **Case Study: CivicPlus**

Thanks to the professional services from Piwik PRO, CivicPlus increased the performance and reporting capabilities of their on-premises Piwik install responsible for providing analytics reports to their 2,000+ managed sites.

<http://piwik.pro>

## WHO

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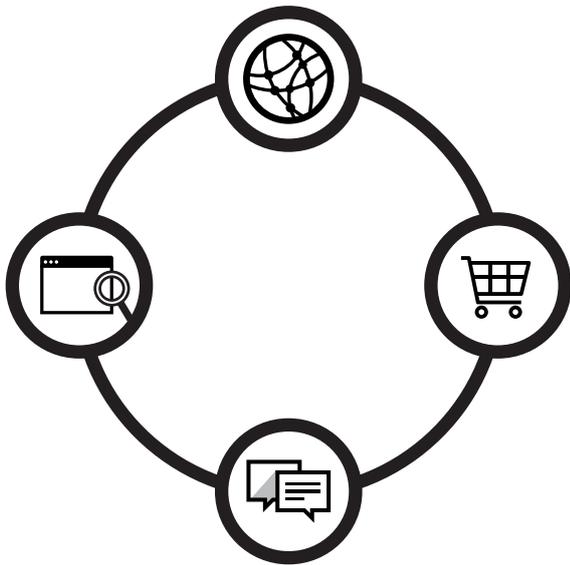
For over a decade, CivicPlus has been helping local, county, and state governments to better connect with citizens and communities in the USA, Canada, and Australia. They have served over 1,800 public institutions in providing more efficient, intuitive websites and online tools for a variety of projects, ranging from participatory budgets, to open consultations, through to enabling real-time interaction with elected officials. CivicPlus manages over 2,000 sites and delivers full service to their clients: from platform planning and creation, to custom development, through to hosting and maintenance.



## WHY

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Sound analytics is necessary for a continuous improvement of websites. CivicPlus required a solution that would be versatile, integrate with their existing system, and scale up to handle large volumes of traffic across their clients' numerous websites. They wanted to be able to add sites and users and set permissions easily. As CivicPlus serves clients from the government and public sector, they highlighted the need to abide by privacy and security regulations. Due to the large amount of data they were aggregating, the company needed an easy way to get a clear performance overview of all these websites in one place, as well as a more efficient archiving method to quickly analyse and render data coming from a variety of websites and user-created segments. CivicPlus had already invested in the on-premises version of Piwik but required ongoing maintenance, monitoring, and technical support for their end-users.

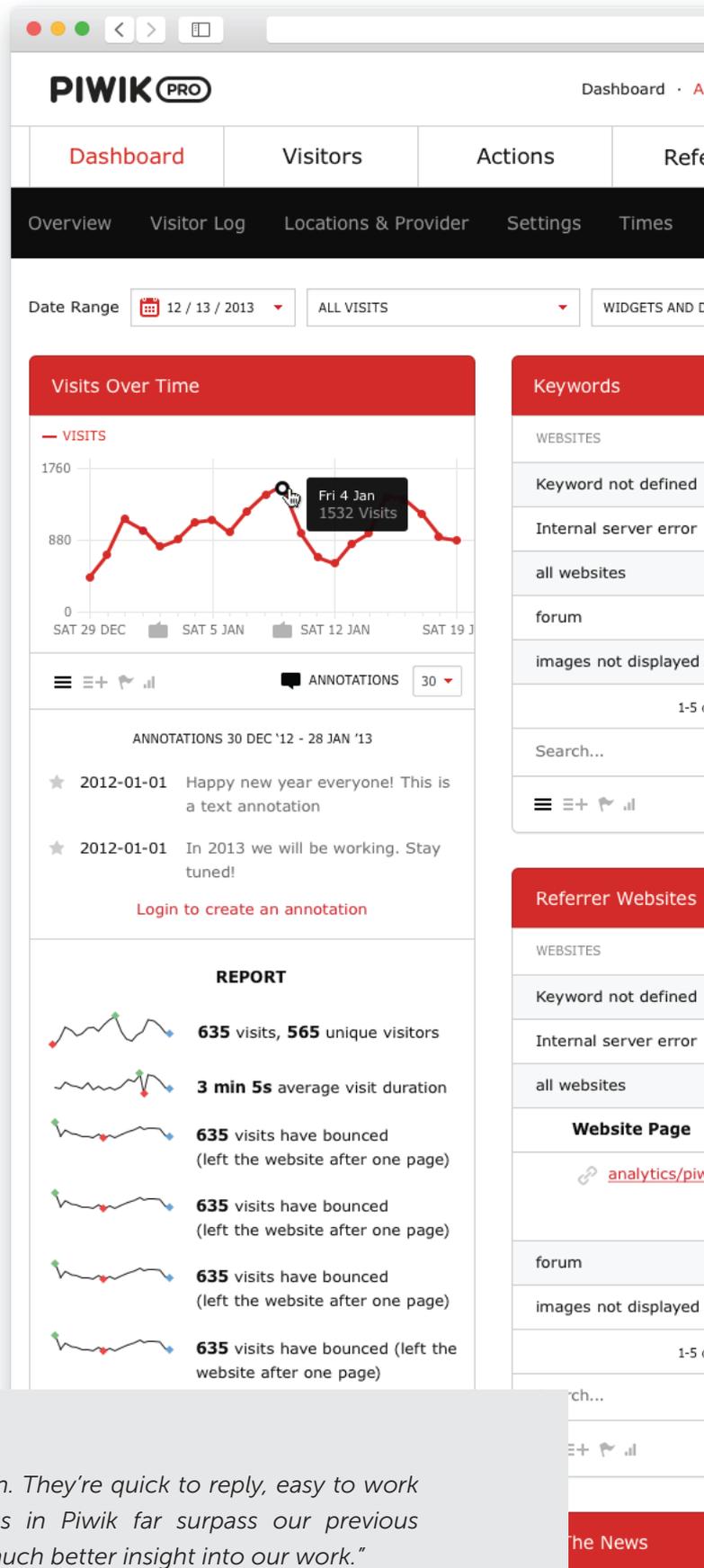


## SOLUTION

CivicPlus decided to choose the **self-hosted version of Piwik** analytics as they needed to exercise full control over their data and their clients' data. As part of the **Enterprise plan**, the Piwik PRO experts assisted CivicPlus in setting up a customised solution on their own infrastructure, provided 24/7 monitoring, and performed regular maintenance. CivicPlus' system and servers were optimised to handle large volumes of traffic - up to a few million pageviews per day. The **Piwik API** enabled CivicPlus to deploy analytics for all the websites in a short period of time, plus add users and set granular permissions easily. To create aggregated reports for any selected set of websites, the Piwik PRO team added the **Metasites plugin** to CivicPlus' Piwik platform. In addition, the time needed to perform a daily update of all CivicPlus' data has been reduced to about 3-4 hours thanks to a **multi-threaded archiving** mechanism in Piwik that involves simultaneous analysis of a few sites at once.

## RESULTS

Piwik was installed on CivicPlus' own infrastructure and seamlessly integrated into the pre-existing system. Their data is safely collected and stored on the company's servers and is not shared with any third party, therefore ensuring their users' privacy. Due to the performance improvements and new custom features, CivicPlus are now able to provide their clients with clear, accurate, and timely analytics reports.



*"Piwik PRO has been a pleasure to work with. They're quick to reply, easy to work with, and get the job done. The analytics in Piwik far surpass our previous solution, and give ourselves and our clients much better insight into our work."*

**PAUL MILLER SOFTWARE DESIGNER, CIVICPLUS**

## ABOUT PIWIK PRO

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Piwik PRO is a cloud hosting and enterprise analytics consultancy from the creators of Piwik.org, the open source web analytics platform. The core services – Piwik Cloud and Piwik Enterprise - help clients host their own Piwik platform, customise it and discover more features and functions.

The Piwik PRO Team have created, implemented, and maintained a wide range of customised solutions for clients of all shapes and sizes.

The Piwik PRO staff include Piwik core team members, resourceful administrators, highly skilled developers, creative designers, as well as approachable sales, customer service and management team.

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