

IMIA Website Report to the IMIA Conference 2012 in Rio de Janeiro

(provisional)

Our present setup of the IMIA website www.imia.com has been introduced six years ago. We have changed and modified a number of things. One is very obvious and that is the changing photo on our home page, where you will see, after the conference again a new one of the IMIA photo competition.

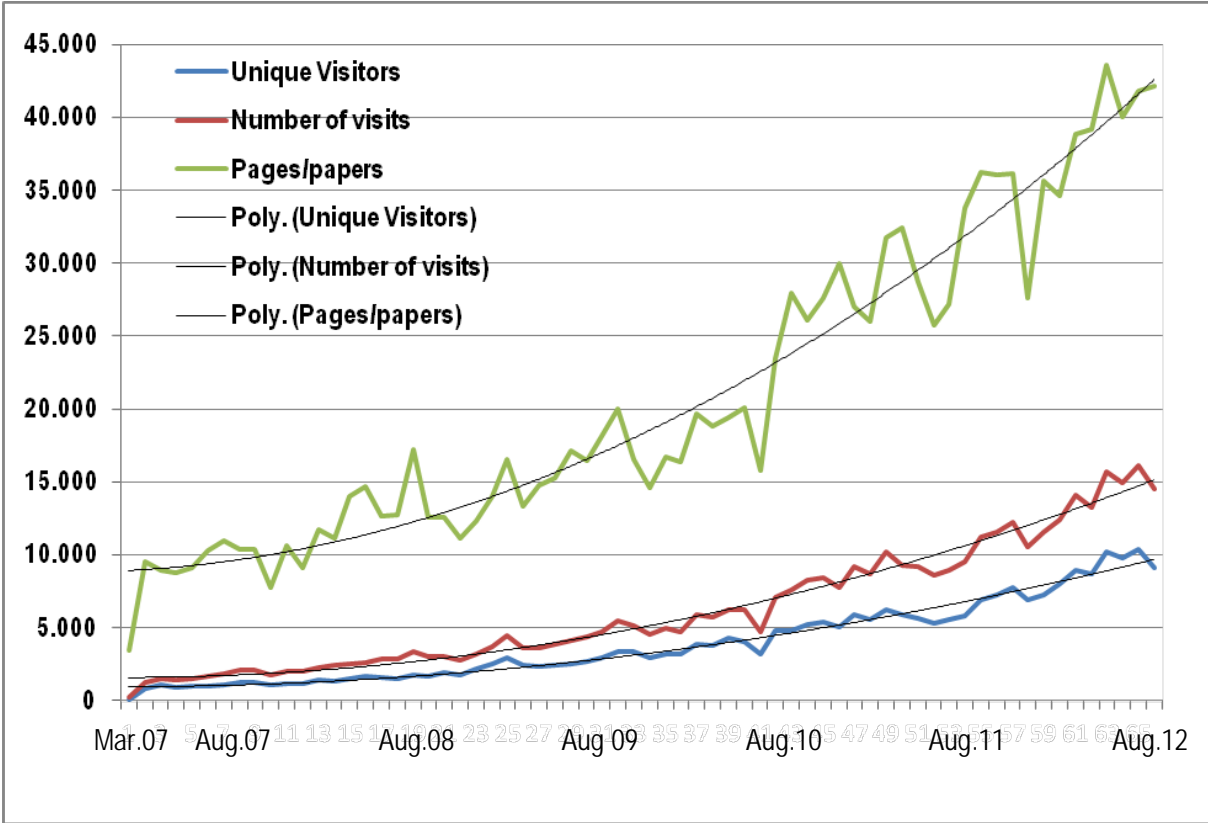
In order to keep improving the IMIA website, we had a questioning of Delegates early this year. Although we experience very few comments on problems e.g. in searching for information or documents on our website over the year, we realise, and the questioning confirmed, that it is not easy to find specific information or documents in some cases. Furthermore users could imagine more up-to-date features on the website and, as a separate issue, more documents translated into other languages. Regarding the latter point the structure of the website cannot help. Here our Delegates are to be encouraged to select documents for which they feel a translation into their language would be of great interest and volunteer to have the translation done. IMIA will take care of having the translated documents placed on the website.

In order to follow up improvement of the website, an EC delegation met with the website service people recently and various options of useful revisions of the structure, appearance, search function and other features have been discussed. Suggestions will be worked out and the EC will then decide on the best steps to be taken. The revision is planned to be performed in the first quarter of next year.

As regards development on the present contents of the website, the number of new documents loaded to the various pages of the website (including the Members' Area) during the past year is over 50 which are IMIA conference documents (before and after), IMIA WG papers, External and Short Papers, IMIA Premium and Loss statistics, Country reports, very few new interesting claims examples, IMIA News Sheets, IMIA Website statistics and various internal reports. As regards new claims examples we would really like to get a few more from our Delegates than during the past two years. They are one of the areas frequently visited in search for specific claims cases.

The interest in our website and its papers and information is keeping its greatly enjoyable trend. The number of unique users, the number of pages, documents seen and downloaded per month is impressively growing and proves successfully how much interest exists in the work of IMIA and this is certainly due to the variety of topics dealt with and the quality of the papers made available. This again is owed to the quality of input of our Members and Delegates and deserves our highest appreciation.

The trend of recorded use of the IMIA website since its introduction in March 2007 is illustrated in this graph:



IMIA website user statistics from March 2007 to August 2012

The number of monthly unique visitors grew from March 2007 to August 2012 from 80 to 9,500, the number of all monthly visits from 200 to 15,000 and the number of pages/documents seen per month went from 3,500 to 42,000.

The monthly website reports are detailed down to the individual page / document seen and thus allow us conclusion as to what visitors of the IMIA website are most interested in. The documents on the top ten hit list changes only slightly from month to month. The documents seen / downloaded most frequently are:

- IMIA working group papers, preferably the newer ones, but also some much earlier ones.
- Examples of policy wordings and clauses,
- External Papers
- Interesting Claims
- IMIA statistics,
- Country reports
- Members of IMIA.

The paper most often on top of the list is “Maintenance and Overhaul of Steam Turbines” of 2005, followed by “Design Exclusion Wordings and physical Loss or Damage” and Failure Analysis of Transformers of 2003!

However we do not know who the interested parties are.

Members frequently see the annual conference documents and presentations. The web links on the IMIA website are also frequently used.

The new papers presented at the Rio conference this year will soon after the conference be shown on the website Library.

The costs of maintenance and service of the website have again been kept at a very economical level during 2011, but the revision now intended will require a bit of a higher investment.

Promoting the IMIA website by Delegates will further contribute to the intensive use of the website.

The IMIA EC much appreciates the support provided by our Delegates.

Utz Groetschel - 11th September 2012