

# Rubus Launches 'Witness' Online Customer Tracking & Analysis Solution

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speed-trap technology and Rubus consultancy combine to help companies improve return on website investment and increase customer conversion rates

Technical and creative services company Rubus has launched Witness, a solution that enables companies to analyse and improve their website by giving a detailed insight into every user visit.

The Witness solution is a combination of Prophet, a browser-based analytics software tool from speed-trap, and Rubus' own consultancy services. By using Prophet and then analysing the data it provides, Rubus gives Witness clients a detailed insight into user behaviour patterns. From this understanding of customers' interaction with websites, Rubus enables companies to improve their customer service, track site errors faster, target sales offers to customers more effectively, sell more of their products or services, and reduce advertising costs by enabling a better measure of advertising campaigns.

speed-trap's Prophet software is a new generation of web analytics tool that provides a broad range of intuitive reporting, enabling customers to deploy data analysis explicitly for their site. Organisations such as Dial-a-Phone, DfeS, Tourism Ireland and WHSmith have already benefited from the detailed analytical capabilities it offers and have seen measurable returns on the improvements made to their websites as a result.

David Hesketh, Sales Director at Rubus, said: "We are so confident in the success of this software, combined with our ability to interpret the information it provides, that we guarantee every Witness customer to tell them something new about their existing and potential website visitors that will improve communication and customer service."

Unlike other analytics tools such as server logs and usability testing, speed-trap's Prophet works by observing events as they happen at the client end, in the user's browser, rather than on the server. This moves the focus to the point that really matters – monitoring visitors and customers, not technology. It therefore provides more accurate and structured reporting, such as click maps showing where users are most likely to click through on web pages, mouse trails charting users' reading and scrolling habits, and hot spots highlighting the most looked-at areas of web pages.

Malcolm Duckett, Vice-President of Marketing at speed-trap, commented: "Prophet's patented technology effectively launches a third generation of on-line application monitoring, giving companies a capability to analyse their web presence in a way that didn't exist before. What's more, our patented deployment mechanism and in-built intelligence allows customers to gather as much or as little data as they want, when they want, without having to change their website at all. This means that the information Prophet provides is complete, structured and accurate, and overcomes the problems and disappointments that previous web analytics tools have produced.

"However, information on its own is not enough. By combining this software with Rubus' expertise in evaluating, designing and building websites, we have produced a very powerful tool for companies that

will make a positive difference to their website investment.”

Rubus is offering Witness as an ongoing service or a 30-day auditing package. Interested companies should contact [info-uk@rubus.com](mailto:info-uk@rubus.com) for further information.

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#### About Rubus

Rubus ([www.rubus.com](http://www.rubus.com)) is a technology and creative services company serving the needs of organisations wishing to conduct business interactively. The company designs interactive technology solutions from initial concept through to implementation, providing intuitive and engaging user-interface construction, strategic planning and technology build and integration, as well ongoing operational support services.

Established in 1998 and with offices in London and Bracknell, Rubus is one of the UK's most dynamic and respected interactive systems integrators. The company was the winner in Deloitte & Touche's 2002 Technology Fast 50 programme for the London and South East region and ranked fifth overall in the UK. In the European Fast 500, it ranked 18th. In addition, Rubus has been ranked second by Forrester Research in its evaluation of UK multi-channel e-commerce integrators in 2001, first in New Media Age's list of technical interactive agencies in 2002, and second in Marketing magazine's listing of New Media Agencies for 2002.

For five years, Rubus has worked with companies such as The Audit Commission, Barclays, Blackwell, B&Q, Cazenove, Carlton, Datamonitor, Hutchison 3G, Lycos, Nomura, Penguin, SportBusiness, Thomas Cook, Thomson Directories and Waitrose to successfully use interactive technology to change the way they do business.

Rubus also has strong relationships with some of the best technology players in the business, including leading providers such as Autonomy, BEA, Documentum, IBM, Microsoft, Oracle, speed-trap, Tridion, Verity and Volantis.

## About speed-trap

speed-trap invented and patented client-side data collection. The company provides technology and solutions that provide accurate, real-time and complete data on the interactions between customers and their web sites and browser-based applications.

speed-trap's unique and patented client-side data gathering technology provides insight and data, which is being used by on-line organisations to drive and monitor their on-line marketing activity including the monitoring, measurement and management of their on-line business. This includes applications such as campaign measurement, customer segmentation, customer experience monitoring and performance measurement. Other customers are using the technology to monitor key business metrics and drive real-time, anonymous personalisation and content management systems.

speed-trap was founded in January 2000; specifically to exploit its now patented technology. speed-trap is based in the UK with headquarters in Newbury, Berkshire. See [www.speed-trap.com](http://www.speed-trap.com) for further information.