

# HP & speed-trap announce joint e-business decision support solution

Submitted by: Ad-Lib International Limited

Thursday, 5 February 2004

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Media Contacts:

Hewlett-Packard Company

3000 Hanover Street

Palo Alto, CA 94304

Jim Crowther

Ad-Lib International Ltd for speed-trap

Tel: 0118 9744189

[jim@adlibinternational.com](mailto:jim@adlibinternational.com)

Jesper Nielsen

Porter Novelli for HP

Tel: 0207 853 2253

[jesper.nielsen@cpn.co.uk](mailto:jesper.nielsen@cpn.co.uk)

HP & speed-trap announce joint e-business decision support solution OV Prophet

Joint development, marketing and co-branding initiative brings to market a new type of e-business solution. The power of HPs OpenView Internet Services combined with speed-traps Prophet technology, provides complete e-business decision support solutions for e-business management and marketing functions of major on-line enterprises

Newbury, Berkshire, February 04, 2004 HP and speed-trap Limited today announced a joint partnership which has developed a new type of e-business application known as e-business decision support solution. Their initial product (designated 'OV Prophet') was announced to their channel partners at a closed-door meeting in Reading, Berkshire on Wednesday.

OV Prophet combines the power of HP's OpenView Internet Services (OVIS), and speed-trap's unique and patented client-side data gathering technology (as marketed in the Prophet family of systems), to bring a new generation of web-business management tools, 'e-business decision support solutions', to market. OV Prophet will enable users to view, measure and manage every facet of their online application, infrastructure and systems.

OV Prophet is targeted at the e-business managers and marketing functions in enterprises for whom the web-channel is important, and is designed to allow them to gain real-time access to accurate, detailed and complete information on the user-experience delivered to their customers and the business performance of their web-sites and applications.

Commenting upon the partnership announcement Carol Watt, UK Software Marketing Manager for HP said: "This exciting collaboration with speed-trap enables us, via our channel partners, to bring a very powerful e-business tool to market. With OV Prophet, web content managers, marketers, e-business management teams, operations staff and so on, can have a comprehensive view of each and every visitor to their website; an amazingly helpful tool in their quest to promote increased on-line business".

Malcolm Duckett VP operations and marketing at speed-trap added: "This partnership is a significant step in bringing e-business decision solutions to a wider market. By linking OpenView technology to speed-traps own capabilities, OV Prophet will provide users with complete site navigation-level data on visitors, including industry-standard traffic, performance, unique visitor and page impression statistics with solid availability, SLA and performance monitoring". Further more" Duckett continued, "OV Prophet builds on this to deliver real end-user transaction performance, experience, navigation and path-tracking data information for every visitor".

OV Prophet will be officially launched at the Technology for Marketing (tfm) exhibition on stand D55 Olympia, London 10 -11 February 2004

#### About HP

HP is a technology solutions provider to consumers, businesses and institutions globally. The companys offerings span IT infrastructure, personal computing and access devices, global services and imaging and printing for consumers, enterprises and small and medium businesses. For the last four quarters, HP revenue totaled .3 billion. More information about HP is available at <http://www.hp.com>.

#### About speed-trap

speed-trap invented 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-traps 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 late 1999; specifically to exploit its now patented technology. speed-traps Prophet won the coveted Technology Application Category award and Overall Technology Award at the British Computer IT Professional Awards in September 2003. 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.

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