PILOT SOFTWARE INTRODUCES WEB CHANNEL PERFORMANCE MANAGEMENT

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New solution manages and motivates web channel initiatives

to pre-defined objectives

Pilot® Software today announced UK availability of the first performance management solution for web-based marketing channels. Pilot HitList 5.6 is available immediately from UK Pilot HitList distributor ISSEL.

Demand for Web Channel Performance Management systems is being driven in the UK by two factors: the need to understand the relationship between online and offline channel marketing and the rapid adoption of scorecard and other performance management techniques among public and private sector organisations.

"The web channel is just one of the marketing channels businesses use – but it is an increasingly important part of the mix," said Colin Cooper, ISSEL European Commercial Director on behalf of Pilot Software. "The value it delivers needs to be measured as part of wider corporate measurement programmes."

Pilot HitList allows companies to chart progress towards goals by tracking the performance of their web-based channels against specific targets, calculating ROI, uncovering root performance issues, identifying conversion bottlenecks, and much more. It uses an open, modular software architecture that grows with initiatives and integrates effectively with other systems.

UK customers of Pilot HitList include BMJ.com, John Lewis Direct, the Institute of Development Studies (IDS) and Internet Solutions company syzygy (www.syzygy.net). All have recently deployed the solution to improve understanding of how online channels are performing and to plan future initiatives.

"Three years ago, the value measurement department was considered a useful addition to web marketers to report back on traffic across their sites. Now we're mission-critical in the eyes of our clients," said David Ellis, value analyst at syzygy. The team has introduced Pilot HitList web performance software to capture and analyse data on how sites are used as a foundation for delivering customer

insight. The tool also helps guide design and return on investment goals, forging connections between web advertising, direct marketing and channel initiatives. syzygy clients include Mercedes-Benz, The Air Miles Travel Company, Macmillan, Shell and Mazda amongst others.

"Many of the people we work with are being asked to integrate performance measurement systems into company-wide initiatives," said Cooper. "Techniques to track business performance such as the increasingly popular Balanced Scorecard approach present new challenges for functions such as marketing, sales and service. Four things matter: how you capture the relevant performance data, how you analyse it, how you report it and how you act on it."

Pilot HitList 5.6

Pilot HitList 5.6 introduces several important enhancements that help companies move from web analytics to web channel performance management.

Linked reports – users can now create drill-down 'child' reports within larger reports. This makes implementation of dashboards that support initiatives such as balanced scorecards more effective as the reporting focus can remain on pre-defined performance measurements. These can then be explored in more detail based on a user's need and knowledge-levels.

Performance v target – target measurements are now easily compared to actuals in graph and conversion funnels. This provides at-a-glance updates of performance against target to permit faster response where action is needed to maximise return.

Pricing and Availability

Pilot HitList 5.6 is available now. The typical sales price is £10,000. The actual price varies based on the customer's environment, traffic levels and training and installation requirements. Customers with a current Pilot HitList maintenance contract are eligible to upgrade to the latest version of Pilot HitList at no additional charge. For more information about Pilot Software or Pilot HitList upgrades, contact ISSEL at www.issel.co.uk / 020 7721 8580.

Notes to editors

About Pilot HitList

Leveraging the lessons learned from 100+ deployments of its award-winning technology, Pilot HitList is the industry's first packaged, yet customisable, web channel performance management product that includes dashboard, analysis & reporting, and data collection capabilities all in one convenient package. When combined with Pilot's extensive Web channel expertise, Pilot's web channel performance management solution takes web initiatives to the next level by allowing sales, marketing, and service organisations to align online activities with strategy. Pilot's web channel solutions have been demonstrated to effectively support the unique needs of hundreds of companies alike, with organisations such as The Boeing Company, Cheapflights.com, Illinois State Board of Education, Pacific Life Insurance and Trilegiant Corporation relying on Pilot solutions to support their web initiatives. More information about Pilot HitList can be found at www.pilotsoftware.com/hitlist.

About Pilot Software

Named as the best Business Performance Monitoring & Management Environment in the 2003 Intelligent Enterprise Readers' Choice Awards, Pilot Software provides customised, flexible and open performance management solutions. The culmination of 20-plus years of development and industry expertise - and feedback from more than a thousand deployments - it enables executives, managers and employees alike to attain organisational goals and objectives by rapidly aligning day-to-day execution with strategy. It offers sales, marketing and services expertise, and a complete array of performance management technologies, including scorecards, dashboards, analysis & reporting and modeling & integration. Pilot Software allows organisations to choose only those elements of its solution needed to augment their existing technology portfolios and implement successful performance management. Customers include Coors Brewing Company, The Boeing Company, General Services Administration, Ingersoll-R and, Pacific Life Insurance, Uno Restaurant and Swiss Re.

Pilot Software was founded in 2002 and has headquarters in Cambridge, Mass. and Mountain View, Calif. The company is privately held with funding from Excelsior Venture Partners III, LLC, a private equity fund managed by U.S. Trust; G-51 Capital, a Texas-based venture capital firm; and individual investors. Pilot Software can be reached at (650) 230-2830. More information about Pilot Software is available at www.pilotsoftware.com.

About ISSEL

ISSEL (Intranet Software Solutions (Europe) Limited) is a specialist in helping customers maximise the benefits from their web investments through the use of web analytics and performance management technologies. This permits a real understanding of the impact of internet, intranet and extranet sites and the return on their investment from online activities both on and offline. It is the European Master Distributor for Pilot Software's HitList product and an ABCE Associate Subscriber. UK Customers include John Lewis Direct, Informa Group, Cheapflights, BMJ, Marcus Evans and Gold Medal Travel. More details on ISSEL can be found at www.issel.co.uk.

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