

NEW TOOL SPEEDS ABC ELECTRONIC AUDITS

Submitted by: ISSEL

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A new software tool, ISSEL's ABCE Companion, is being launched today to help companies ease the process of providing website traffic data to ABC ELECTRONIC for certification. The product is available immediately from UK web performance management specialist ISSEL.

The ABCE Companion can be used by sites that have recently signed up for ABC ELECTRONIC certification in order to ensure their systems deliver the required information. It is also suitable for sites already certified, but wanting to automate currently manual processes. ABC ELECTRONIC certification verifies a site's traffic figures in compliance with agreed industry rules, as set by JICWEBS (www.jicwebs.org).

Data submitted to ABC ELECTRONIC must be in an agreed format, and be filtered to extract the valid information about how a site is being used. To ease this process, the ABCE Companion processes web visitor log data to meet the format required for ABC ELECTRONIC to audit the information, in line with independent industry standards.

"Achieving ABC ELECTRONIC audience certification should not have to be a time consuming data preparation exercise," said Colin Cooper, commercial director at ISSEL. "This product eliminates technical barriers to achieving this important marketing 'gold standard'."

Richard Foan, Managing Director of ABC ELECTRONIC comments:

"The introduction of ISSEL's ABCE Companion will make it even easier for many sites to achieve certification and will help remove technical issues for sites wanting ABCE certification."

The ABCE Companion takes web logs, processes them using ABC ELECTRONIC's full 'robot exclusion' list and organises and compresses the logs in a compatible format ready for despatch. It can be used to help prepare audit data or can become a pre-processor to simplify and speed up more sophisticated reporting. It can process very large volumes of web log files so is suitable for even the most active sites, meaning the product can also be of value to websites with large traffic numbers. It also provides a count of the Page Impressions during the period, day by day.

ISSEL's ABCE Companion is priced at £995 plus 20 per cent support per annum. Further information can be found at www.issel.co.uk.

Notes to editors

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.

About ABC ELECTRONIC

ABC ELECTRONIC (www.abce.org.uk) was established in 1996, building on the experience and expertise of the Audit Bureau of Circulations Ltd (ABC). It has rapidly established itself as the organisation trusted by the media industry to verify data to agreed industry standards* for all forms of electronic media (Internet, Email, SMS, Interactive TV, WAP, PDA and Streams). ABC ELECTRONIC is an industry owned, tri-partite, not-for-profit organisation that works with and for media owners, advertisers and media buyers to help them better understand and gain confidence in the data they use.

* These standards are agreed by JICWEBS (The Joint Industry Committee for Web Standards in the UK and Ireland - www.jicwebs.org), a body created by the UK and Irish media industry. JICWEBS oversees the independent development and ownership of standards for measuring the use and effectiveness of advertising on electronic media.

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