

Aspire Technology Signs Strategic Partnership to Provide Total Support for OV Prophet

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Aspire Technology signs with HP and speed-trap to provide customer service, maintenance and first line support for recently launched OV Prophet e-business decision support solution

Mortlake, London, 2nd March 2004. Aspire Technology Limited, 'the IT support specialists', announced today that it has signed an agreement to become an authorised provider of support services and maintenance for users of the recently launched OV Prophet and OV Prophet+ solutions. Under the terms of the agreement, Aspire is authorised to provide a comprehensive range of support services including critical first-line support for the OV Prophet e-business decision support solution developed by HP and speed-trap.

Commenting upon the signing of the agreement, Simon Burton, speed-trap's sales director said: "We are confident that Aspire will be a great partner; so much of course depends upon the quality and consistency of service to our users and now, with this agreement in place and with Aspire collaborating with both ourselves and HP, Prophet users will be admirably supported". Burton continued: "OV Prophet combines the power of HP's OpenView Internet Services (OVIS) - an area where Aspire has extensive experience already - and speed-trap's Prophet family and brings a new generation of web-business management tools - best described as e-business decision support solutions, to market, providing users with an integrated view of every facet of their web business".

Commenting on the newly signed strategic partnership, Stephen McAlister, Business Development Director Aspire Technology said: "Aspire already hold HP OpenView services integrator (SVI) accreditation. This new partnership agreement encompassing OV Prophet and OV Prophet+ is, we feel, a further endorsement of our leading position in the field of IT support. We're very pleased to be working with speed-trap and expanding our business relationship with HP"

About Aspire Technology

Aspire Technology was established in 2003 and is headquartered in London. Its business is focused on helping users and suppliers realise maximum value from IT through professional services, support and maintenance.

Besides helping users rationalise their support needs, Aspire works in partnership with vendors, resellers and distributors to help them implement solutions, recapture lost business, and grow their

maintenance revenues. Its services are provided under the third party's name or using the Aspire brand. See www.aspiretechnology.co.uk for further information.

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 for further information.

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