

WebtraffIQ and Rackspace come together for high level server products

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WebtraffIQ and Rackspace strengthen relationship and coming together delivering more robust server products for clients

----Begins----

WebtraffIQ <http://www.webtraffiq.com> and Rackspace Managed Hosting Europe <http://www.rackspace.co.uk> have strengthened their relationship; coming together to offer better server products and services for high-level web metrics services.

The fusion comes after the Royal Institution of Chartered Surveyors [RICS] signed up web analytics agency, WebtraffIQ, for the continuation of services after a year of successfully managing its website and marketing measurement and analysis. With 110,000 members in 120 countries, RICS is the world's leading professional body addressing all aspects of land, property, construction and the associated environmental issues.

Stephen Mitchell, New Media Executive at RICS comments, "We generate so much traffic that it would be inconceivable not to have a dedicated and flexible service. The Rackspace and WebtraffIQ proposition was the obvious and most logical choice for us to make, to satisfy all of our requirements."

Increased bandwidth via a powerful and solid Rackspace service means faster reports and deeper data grabs and dumps, resulting in more in-depth analysis. WebtraffIQ's three-dimensional reporting is bringing businesses very interesting results by combining internal customer profiling with external customer web data.

"It is important that we have a good understanding of each of our member reactions' to our service. This was difficult until we brought in WebtraffIQ because we have a presence in 120 countries globally. WebtraffIQ now segments these country users and provides mirror reports for each country website. In doing so we are able to report the short term and long term trends side-by-side for each site, allowing us to reflect upon demand, and on a global scale", Mitchell adds.

Dominic Monkhouse, Managing Director, Rackspace Managed Hosting comments, "WebtraffIQ is passionate about its product and we are passionate about hosting – together that commitment ensures the most dedicated solution for RICS. It is crucial for any company that uses the web as a key business channel to receive 100% uptime and outstanding service, anything less is not an option. This dedication has led to us becoming the number one hosting company in the UK."

Kevin Hutchinson, Chief Technical Officer at WebtraffIQ <http://www.webtraffiq.com>, comments "This was a great opportunity to demonstrate WebtraffIQ's ability to integrate tightly with our customer's content management systems and deliver accurate responsive information to meet their key business objectives."

Hutchinson adds, "We worked very closely with RICS to help them achieve their online business

measurement goals, and we are always adding enhancements to further improve the service we provide. Prospective clients will have an option to go with a proven and full product offering via WebtraffIQ and Rackspace for a dedicated web analytic service.”

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----Notes to editors----

This press release is available in PDF, plain text and Word formats.
Photographs are available of all spokespeople.

About Rackspace:

<http://www.rackspace.co.uk/aboutus/overview.php>

http://www.rackspace.co.uk/aboutus/corporate_overview.php

Founded in 1998, Rackspace Managed Hosting provides managed Web hosting services to enterprises of all sizes. They supply all the servers, software, bandwidth and management needed to run almost any hosted application - from Internet to enterprise.

About the Royal Institution of Chartered Surveyors [RICS]:

http://www.rics.org/about_us/about_rics/

The Royal Institution of Chartered Surveyors – RICS – is one of the most respected and high profile global ‘standards and membership’ organisations for professionals involved in land, valuation, real estate, construction and environmental issues.

With 110,000 members working in over 120 countries, RICS is the leading professional body addressing all aspects of land, property, construction and the associated environmental issues.

16 RICS faculties cover the profession’s fields of practice:

Arts and Antiques, Building Surveying, Commercial Property, Construction, Dispute Resolution, Environment, Facilities Management, Geomatics, Management Consultancy, Minerals and Waste Management, Planning and Development, Machinery and Business Assets, Project Management, Residential Property, Rural, Valuation.

About WebtraffIQ:

<http://www.webtraffiq.com>

WebtraffIQ is a real-time visitor tracking and reporting analysis product and service for business web sites and e-commerce enterprises. The system has undertaken a four-year research and development-testing period and is used by over 400 individual web sites.

WebtraffIQ provides a campaign tracking service which enables clients to see how various online and offline marketing techniques are working, in effect creating a rich picture of a web site's activities.

WebtraffIQ's clients include: Business Link [Kent], City & Guilds, Eyetracker, Mando Group, Perceptor, Reuters Business Insight, Royal Institute of Chartered Surveyors [RICS], Sony UK, The National Baseball Hall of Fame and Museum and Tiscali UK.

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WebtraffIQ

Marcos Richardson, European Director

Email: webtraffiq@elementalpr.co.uk, Website: <http://www.webtraffiq.com>

Telephone: +44 (0) 20 7681 0187

Address [UK Office]:

WebtraffIQ, 93 Barker Drive, Camden, London NW1 0JG, UK

Elemental PR:

Tim Gibbon, Account Director, Elemental PR, Email: webtraffiq@elementalpr.co.uk

Direct Telephone: +44 (0)20 8586 5767, Mobile: +44 (0)7930 375663,

Fax: +44 (0)870 1308135, Website: <http://www.elementalpr.co.uk>

Address: Second Floor, 145 -157 St John Street, London, EC1V 4PY, England, UK

Email or telephone Elemental PR for Rackspace and RICS PR contacts.

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