

Speed-trap's Prophet selected for EU Presidency website

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The Irish Government's Department of Foreign Affairs implements speed-trap Limited's web measurement and user journey analysis solution "Prophet" on its European Union Presidency website

Newbury, Berkshire, May 4th, 2004. Speed-trap Limited, the e-business intelligence and management decision support solution expert, has announced that the Irish Government's Department of Foreign Affairs has chosen Prophet, its client-side data collection and analysis solution, to enhance monitoring and analysis of visits to its website www.eu2004.ie for the last 10 weeks of its Presidency of the European Union.

The primary reasons for the EU Presidency selecting Prophet for use on its website is its wish to accurately monitor real user traffic statistics, identify major paths used through the site, assess content value to pan European and other international visitors and to help improve site design. In meeting the latter requirement, Prophet will also enable website visitors behaviour to be reviewed and categorised into communities of users.

Commenting upon Prophet being used on the site, Mr. Joe Nugent Head of ICT at the Department of Foreign Affairs said: "In excess of 100,000 people visit our website per month and of course it's incumbent upon us during our 6 month EU Presidency tenure, to ensure that we provide the most convenient and user friendly interaction for every one of those visitors. We expect that having Prophet on the website will foster major increases in positive online visitor interaction." Explaining further Nugent continued: "Each EU member state holds the Presidency for a 6 month term. We now have the opportunity to pass on the benefits and experience gained from the use of Prophet on the website to our colleagues in the Netherlands when they take over the EU Presidency in July, thus ensuring continuity and an ever evolving and improving EU Presidency website."

Malcolm Duckett, VP operations & marketing at speed-trap added: "Prophet's patented abilities to observe, analyse and replay the user's journey through a web site allows site owners such as the EU Presidency, to really understand what their visitors experience and how they interact with the content. Once this is understood, site operators are able to take action to improve visitors' experiences and increase web site effectiveness and ease of use. The clarity of insight that Prophet provides can therefore be used very successfully to drive the development and management of effective and profitable web-based applications."

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. For the first time, customers have a website which provides management with real e-business intelligence information.

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, UK. See www.speed-trap.com for further information.

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