

# Trio Networks Makes Way for Triometric In Overseas Expansion Plans

Submitted by: Triometric (formally Trio Networks)

Thursday, 6 January 2005

---

Web performance software company changes name to accommodate growth

Specialist in web performance software, Trio Networks has changed its name to Triometric in order to accommodate its continued expansion. With the addition of several new customers, a significant increase in staff headcount, as well as plans to initiate operations in Europe and the USA, Triometric has adopted a corporate identity able to be translated and trademarked worldwide.

Matthew Goulden, Business Development Director at Triometric explains, "Our customer portfolio in the UK continues to swell – with recent wins such as Institute of Physics Publishing and the Compass Group joining our flagship sites at Reuters and Octopustravel.com. As a result of our success to date, we're not only gearing up our technical and support teams in order to manage the additional workload, but laying the foundations for expansion into Europe and the USA," he added. "That includes a new corporate identity that better reflects what we actually do. New customers will easily associate the Triometric name with ingenuity, accuracy and measurement."

Triometric attributes its success to the increasing reliance by enterprises on the web for business critical communications. The software, Triometric Web Analyzer features service level management and automatic alerts to notify support staff when any internet user experience falls below acceptable service levels. Unlike other types of monitoring systems, Web Analyzer provides real user and real time reporting on the performance of a web site or intranet and adds no extra load to the network or web servers.

"Any organisation with high value web content or a strong e-commerce operation needs a detailed understanding of their customers' complete online experience from end-to-end," continued Goulden. "Our customers are making high response times and page errors a thing of the past and improving customer satisfaction and loyalty," he concluded.

## About Triometric

Triometric (formerly Trio Networks) offers web performance and analysis with its flagship software product, Triometric Web Analyzer. A non-intrusive solution, it is being used by organisations with high value web content or strong e-commerce presence such as Reuters and Octopus Travel to gain a detailed understanding of both the performance of their web-based services, as well as their customers' complete online experience with them. It helps organisations maximise online revenue and loyalty, and supports a holistic view of their online service, end to end, from the customers' perspective. The software adds absolutely no content or latency to an organisation's network. It times requests and acknowledgements being made to and from the web server, and allows end users to interactively analyse the resulting performance data via a bespoke reporting interface. In turn, this information is used to easily identify or resolve technical, security and user issues such as content scraping, slow download speeds, high abort volumes, slow servers, page errors, ISP failures and much more.

Triometric is based at Orchard Building, Royal Holloway, Egham, Surrey, TW20 0EX. Tel: 01784 497360. Email: [info@triometric.net](mailto:info@triometric.net). Web: [www.triometric.net](http://www.triometric.net)

Press contacts:

Natalie Sutton, Proud PR

Tel: 01276 679570 / 07768 026197

Natalie@proudpr.com

Or

Matthew Goulden, Triometric

Tel: 01784 497361

Matthew.goulden@triometric.net