

Highlander to integrate Clickstream's data collection technology with leading web analytics product Webtrends

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****Highlander appointed as value-added reseller****

Clickstream Technologies, which provides software that captures data about user behaviour on websites and other web-based interfaces, has appointed Highlander as a value-added reseller in the UK.

Highlander is a professional software and services consultancy that works with corporate customers such as the BBC, BSkyB, Chase Manhattan, Credit Suisse First Boston, Deutsche Bank, Dun and Bradstreet, FT.com, Lloyds TSB, Lucent and the NHS Pensions Agency.

Under the agreement, effective immediately, Highlander will integrate Clickstream's Datasherpa software with Webtrends, a leading web analytics product, and implement the combined products for clients seeking to understand better how customers, partners and employees use their websites and web-based applications. Highlander will also use Datasherpa where appropriate in bespoke solutions it develops for clients.

"Clickstream has an outstanding reputation for providing accurate and comprehensive user activity data, and has solved one of the biggest problems by automating the process of collecting digital data from web-based user interfaces. We especially like Datasherpa's ability to clean and transmit data to any web analytics, business intelligence, customer relationship management or predictive analytics application for reporting and analysis," said Andy Gardiner, managing director of Highlander.

In a typical implementation, a single instance of the Datasherpa software is installed on the web server, where it automatically inserts tracking software into webpages as they are sent out. This eliminates the effort and human error associated with other data collection technologies that require a tag to be manually added to selected pages. Unlike other products, Datasherpa can record user activity on cached webpages, storing information on the user's computer and sending it to the server when the user next requests a page from it. Datasherpa respects users' privacy and does not use third-party cookies.

"This deal with Highlander is a major part of our channel strategy," said Titus Suck, Clickstream's director of sales and marketing. "We aim to find one or two more independent routes to market in the UK before expanding into continental Europe." In addition to partnering with value-added resellers like Highlander, Clickstream also sells through vendors of web analytics, reporting and business intelligence software who have integrated Clickstream's data collection technology into their own products.

Suck added: "Highlander has an excellent reputation for developing bespoke applications and supporting them with training and consultancy. This will help ensure customers get the most value from our Datasherpa software. While anyone can sell packaged software, the real value lies in understanding a customer's needs and providing a solution that is effective and economical."

About Clickstream

Clickstream's Datasherpa software automates the collection of data about user activity on browser-based

digital channels such as websites, intranets, extranets and web-based applications. It provides more comprehensive and more accurate data than any other technology, respects users' privacy, and feeds data to leading databases and reporting tools in near-real time. Clickstream does not provide a web analytics tool but does partner with and provide its data to leading analytics, reporting and business intelligence platforms.

Clickstream's data enables businesses to make accurate decisions that will improve the customer experience, optimise digital channel design and content, and maximise return on investment.

Clickstream Technologies PLC was formed in 1999 and the company's head office is in Cambridge, UK.

www.clickstream.com

About Highlander PLC

Established in 1995, London-based Highlander is one of the UK's most experienced providers of professional software and services for the IT development industry. Highlander delivers quality training, services and solutions based around the world's leading software vendors. Customers include the BBC, London Metropolitan University, BskyB, BT, CGU, Chase Manhattan, CS First Boston, DFES, Open University, Deutsche Bank, Dun and Bradstreet, FT.com, Lloyds TSB, Lucent, NHS Pensions Agency, Nortel Networks.

www.highlander.co.uk