

IDC Recognises Lixto as an Innovative Provider of Web Intelligence Software

Submitted by: Ascendant Communications

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analyst identifies value of online competitive price comparison services for markets such as travel, consumer electronics, finance and energy

24 November, 2008 - Lixto Software (www.lixto.com) today announced that it has been identified by IDC as an innovative provider in the market for Web Intelligence, providing companies with online information on competitive pricing information from the internet. In its report "Lixto: Web Intelligence provides On-Demand Competitor Information" by Alys Woodward, IDC states that: "Organizations are increasingly under pressure to provide users with information for decision-making. Companies use Lixto for web process information and for online market intelligence, which is the extraction of detailed competitor information from public websites (in markets such as consumer electronics and travel)."

Alys Woodward, Program Manager, Business Intelligence and Analytics, at IDC said: "Lixto's software will provide value to customers in many markets beyond those they currently play in. These could involve different data sources such as social networking sites, energy supplier sites and financial product websites."

Commenting on the report, Marcus Herzog, VP Product Management and Marketing, Lixto, said; "We are very pleased that IDC has seen the value of our solutions for companies looking to increase their competitiveness online. As businesses put more of their operations on the internet there is the opportunity to sell more goods and services to a wider audience, but at the same time the threat of price comparison and closer scrutiny also exists. Our solutions help ensure that companies are well placed to benefit from doing business online, gain an advantage over the competition and increase margins by providing the goods and services their customers are looking for at the right price."

To download a copy of the IDC report please visit:

<http://www.lixto.com/downloadform/DownloadFormMgr/action/list/frmLiID/494/>

About Lixto Software

Lixto Software GmbH empowers better decisions by searching & aggregating information in real-time and delivering end-to-end connectivity solutions. The company's solutions and services are used in metasearch, online market intelligence and web process integration, thus allowing companies and end users to achieve better and more structured results for their queries. Lixto also helps companies by automating their web-based business processes. Facts and figures about markets, suppliers, customers and competitors can be found more quickly, more accurately and are less expensive to access. Lixto's customers are international companies in the automotive, travel, e-commerce and IT industries such as ZF Friedrichshafen, ThyssenKrupp Presta, Voss Automotive, shopping.com, the Austrian National Tourist Office, energy provider Verbund and hotel.de.

For further information please visit: www.lixto.com

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