

Lixto introduces Online Market Intelligence Solution for Computer and Consumer Electronics Market

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...new web analytic solution helps Retailers and Vendors maintain competitive pricing and business performance in the downturn...

(Vienna, Austria) - 25 March, 2008 - Lixto Software (www.lixto.com), the Web intelligence company, today announced the release of its Retail Online Market Intelligence solution for retailers and vendors in the electronic consumer goods and computer retail markets. Lixto Retail Online Market Intelligence (OMI) provides online retailers and vendors with a detailed, accurate and complete market picture of what their competitors are selling online. Fully comprehensive, the solution covers pricing and availability as well as shipping costs, warranty terms, and the colours and specifications of individual products. The system can be tailored to meet the precise needs of each user, highlighting relevant market events and delivering customised analysis. More than simply providing reporting of pricing data, Lixto Retail OMI turns competitive web data into an enterprise class business intelligence framework of information and resources for business planning and management.

Lixto Retail OMI is designed to be used by retailers and vendors to increase revenue and profit through a greater understanding of exactly what their competitors are offering. Vital information such as promotions, special offers, cut-price sales, product availability etc. can be detected faster, with greater accuracy and with less manual effort.

According to Christian Koestler, Managing Director for Sales & Marketing and Professional Services at Lixto; "Our new Lixto Retail OMI solution allows retailers and vendors to fully understand their competitive markets, with the power to simulate purchasing and search scenarios on competitors' websites that reflect the true buying experience of their customers. With the current downturn in the economy, such competitive intelligence can be a very powerful tool in helping to ensure retailers and vendors can close deals that may otherwise be lost by an increasingly price conscious buying public."

This market data is obtained from predefined websites such as online shops and online distribution channels. The information is then consolidated and visualized in an enterprise-grade packaged analytics application. Preconfigured dashboards and reports empower pricing and sales managers to identify important market events faster and to turn information into insight and action.

Lixto Online Market Intelligence is a SaaS based solution utilising the company's award-winning web data extraction technology that has been designed to access, augment and deliver content and data from highly dynamic web applications that use client-side processing techniques such as JavaScript, AJAX and dynamic HTML. This allows for fast reactions to changes in the online channels and ensures continuous service and superior data quality. On top of the data store, Lixto uses enterprise-class business intelligence infrastructure to provide all necessary reports and analytics to enable an efficient identification of market opportunities that are most relevant for day-to-day business.

To view a demonstration of the Lixto OMI Computers & Electronics Solution please go to:

<http://www.lixto.com/downloadform/DownloadFormMgr/action/list/frmLiID/278/>

About Lixto Software

Lixto Software 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, Fujitsu Siemens, 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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