

Triometric newsletter - Issue One, February 2008

Welcome

Welcome to the first edition of Triometric's update 2008, a mix of news, case studies and industry commentary. Our objective is to keep you informed about our business, so that we can help you develop yours.

Despite the economists who warn that we're all headed between a Northern Rock and a hard place, most businesses are carrying on their daily activities and looking to make improvements, whether through increased revenues or by getting more out of existing investments.

2007 was a productive year for Triometric and we attracted some exciting new clients. GTA, part of the Travelport Group, is one of the newest members of our client portfolio. Details of our work with them to date are included below.

Along with our client list we have expanded our operation, welcoming new faces to the Triometric team, including Cecil Wilson and Alex Beet.

We are also delighted to announce the launch of the Triometric XML Analysis Module, a new product for 2008 that gives Web services providers clear visibility into customer requests.

I hope you enjoy reading this first issue. If you have feedback about our services or would like to find out more about Triometric, please don't hesitate to contact me.

Meanwhile, whatever your opinion of economists and pessimists, here's wishing you a great 2008!

Matthew Goulden
Director
Triometric

Introducing

... Cecil Wilson, who's joined us in New Business Development. Cecil's 15 years sales experience include six with Oracle in Asia Pac where he specialised in large enterprise accounts. For Triometric, Cecil's focus will be the finance and travel vertical markets.

Away from work, Cecil can often be found on a beach in Bournemouth where he enjoys beach volleyball, fireworks and the odd barby with friends. As well as maintaining his ball juggling talents, he keeps his vocals toned with the South Wessex Opera Company and keeps fit in the gym and on the dance floor!

... Alex Beet, who joins us in the role of Technical Services Consultant. Alex brings his expertise in data analysis honed in the ATM industry to our professional services group, and will focus on delivering Triometric performance consulting.

Married and with a three year old son, Oscar, Alex describes himself as having an 'unnatural interest in data analysis' (we don't think this has anything to do with the bookies). In his younger years, Alex was involved in martial arts, more recently toning down the kung fu for more relaxed pastimes including walking and cycling.

News

This month we officially launched Triometric XML Analysis Module, a new product for 2008 that gives Web services providers clear visibility into customer XML requests, including errors and general usage.

For the uninitiated, a Web service is the exchange of XML messages between client and server, carried as a payload or content over the Web, and containing the details of the transaction between two systems. Web services are used between a service requester and provider in many types of B2B service provision. They are attractive because they offer a standardised approach, and XML is a powerful means to express complex interactions.

The XML Analysis Module works in conjunction with Web Analyzer, Triometric's award-winning real-time monitoring product. Web Analyzer analyses Web application traffic in real-time for a detailed understanding of performance, reliability and usage.

The advent of Web services now makes it imperative to parse XML content for a full understanding of Web application performance, and the XML Analysis Module brings our clients that power. Real-time data is made available through Web Analyzer's powerful reporting tools, and alerts can be keyed to Service Level Agreements or other agreed parameters.

Service providers such as Gulliver's Travel Associates (our first XML Analysis Module customer) can:

- increase profitability by learning which are their most profitable customers
- improve the business process by understanding how clients interact with the application
- quickly identify poorly performing requests

For further information about XML Analysis Module and other Triometric services, please visit: www.triometric.net

Customer focus: Gulliver's Travel Associates

For Lilliputian attention to detail

With over 100 million web requests each day, Gulliver's Travel Associates (GTA) needed to understand the nature of its clients' hotel pricing and availability information. The company turned to Triometric's Web Analyzer for an effective and scalable solution.

GTA is one of the world's largest wholesalers of hotel rooms, supplying tour operators, travel agents and public websites in 120 countries. Clients use an XML gateway to request wholesale pricing and availability information typically from several vendors. To be in the running, GTA must return information quickly.

Requests are captured in the XML content, so traditional Web metrics reveal little about the customer's requirement or the impact of the request on infrastructure resources.

"We wanted to increase our success rates and improve the return on our infrastructure investment," explains Chris Anders, IT Operations Manager for GTA.

GTA chose Triometric Web Analyzer, which monitors real user interactions with Web applications 'on the wire', in real time. Web Analyzer's new XML Analysis Module mines transactions for Web activity and usage metrics that help GTA distinguish between profitable and non-profitable clients. IT staff are alerted to inefficient, resource-intensive queries such as mass downloading of hotel availability data.

"Because we understand how key customers interact with the gateway, we've been able to make recommendations to them and train them to use GTA services more effectively," says Chris Anders. "We can see which customers are providing the best return on our infrastructure investment."

For further information about GTA and the company's use of Triometric Web Analyzer, visit: www.triometric.net/case_gta.html.

© copyright 2008 Triometric. All Rights Reserved. Triometric is the trading name of Hypertrak Limited, a company registered in England and Wales. Company registration 3893713, VAT number 727292030. Orchard Building, Royal Holloway, Egham, Surrey TW20 0EX, UK. info@triometric.net