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Adversitement Embeds Progress Software Best-in-Class Technology in Powerful Web Marketing Analytics Application

Complex Event Processing at Heart of Online Marketing Platform to Achieve Real-Time Search Engine Optimization and Operational Responsiveness

LONDON, Sep 16, 2010 (MARKETWIRE via COMTEX News Network) -- Progress Software Corporation (NASDAQ: PRGS), a leading independent enterprise software provider that enables companies to be operationally responsive, announced today that it has worked with Adversitement, a full-service e-marketing consultancy specializing in web analytics and eMarketing intelligence, that has developed a new marketing platform, O2mc. O2mc selected Progress(R) Apama(R) Complex Event Processing (CEP) and Progress Sonic(R) Enterprise Service Bus (ESB) platforms to automate the way marketers monitor, analyze and use real-time information. O2mc improves the website experience and drives metrics that affect the bottom line.

Through the integration of Progress solutions, O2mc customers can gain immediate insight into targeted visitor behavior by applying the principles of quantitative analysis across their website. O2mc users can instantly change elements, such as keywords, in order to improve search engine optimization, cost per click, and the quality of leads generated from marketing campaigns. This enables O2mc users, or marketers, to more accurately and quickly change or personalize online content that enables them to better achieve their business goals.

Bob Nieme, CEO at Adversitement, explained: "We've been striving to improve our customers' experience and competitiveness in their adoption of web analytics. The O2mc online marketing platform, powered by Progress Software, enables us to deliver critical business information in real-time. The focus now is on the quality of the web visitor and not on the quantity of traffic hitting your website. By knowing more about a target's behavior, the better armed a marketer is to make subtle changes that improve a website's performance -- we are already seeing 30 percent improvements in customers' web performance."

O2mc uses the Progress Apama product to monitor the click data from across the platform in real-time and detect, for example, the effectiveness of keywords that drive traffic to customers' websites and the behavioral response of target audiences to marketing campaigns. By then triggering a message via the Sonic ESB product that routes the response to the application that will handle it -- for example, Google Adwords -- the solution will significantly reduce process cycle time in customers' web analytics functionality leading to up to 30 percent efficiency savings for O2mc's customers.

Dr. Giles Nelson, Deputy CTO at Progress Software, commented: "The use of CEP to handle multiple layers of data in real-time and provide tangible benefits to the e-commerce community is an innovative and exciting use of our technology. This is a great example of how best-in-class technology is beginning to impact on major growth areas like e-commerce, and has a significant impact on the effectiveness of its operations and offerings to marketing customers."

Progress Software Corporation

Progress Software Corporation (NASDAQ: PRGS) is an independent enterprise software company that enables businesses to be operationally responsive to changing conditions and customer interactions as they occur -- to capitalize on new opportunities, drive greater efficiencies and reduce risk. The company offers a comprehensive portfolio of best-in-class enterprise software spanning event-driven visibility and real-time response, open integration, data access and integration, and application development and deployment -- all supporting on-premises and SaaS/Cloud deployments. Progress maximizes the benefits of operational responsiveness while minimizing IT complexity and total cost of ownership. Progress can be reached at www.progress.com or +1-781-280-4000.

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O2mc

O2mc has been developed on the basis of many years' research of models predicting and influencing behavior. The core of the platform is a self-learning algorithm that develops constantly. It analyzes the effect of actions and consequently examines the effects of actions in the short and the long term. Add this to the ability to link and interpret a gigantic amount

of data from the most divergent sources. That is what makes O2mc a tool that is able to reach decisions independently and in real-time and to implement them. Each and every action is the best possible: the right channel and the right content at the right time. So O2mc stands for an optimal deployment of each and every marketing Euro.

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