

FINAL Media Alert

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Avail Intelligence helps online shops reach for the cloud

[Avail Intelligence](#), is to enable its ecommerce managers to save money and simplify processes via the cloud.

Allowing clients to avoid monthly fees by investing only in the computing power required, the behavioural merchandising specialist is one of the first companies in Europe to outsource this type of software to [Amazon's EC2](#) cloud. Included in the offering are the Navigation Predictor, Social Search Optimizer and Landing Page Optimizer modules from Avail.

The cloud-based solution will enable eCommerce managers to define recommendation criteria, such as "display items costing less than 10 Euros," via a rich Internet applications interface (RIA). Avail's technology will also allow data to be uploaded from client databases including Oracle, MySQL and MS SQL, as well as collecting information on shoppers' behaviour via java script. This is then uploaded and evaluated in the cloud before being aligned with recommendation criteria to provide online shoppers with relevant purchase suggestions.

Ensuring security and reliability, all data delivered to Amazon's EC2 cloud computing platform is encrypted and stored on protected servers that are certified by Thawte. Regular security audits from independent service providers ensure the security of data stored online. Automatic software updates also take the pressure off those implementing the solution.

More details available at: www.avail.net/saas

Avail recently joined OpenCloudManifesto.org, an alliance founded by IBM, which aims for open cloud computing standards. More information at: <http://opencloudmanifesto.org/supporters.htm>

(257 Words)

NOTES TO EDITORS

About Avail Intelligence (<http://www.avail.net>)

Avail Intelligence is the leader in maximising the value of visitor traffic to e-

commerce web sites. The company's technology harnesses the community intelligence from site visitors to deliver the most effective shopping experience for new and returning customers.

Using advanced mathematical techniques from its research arm Avail Labs, Avail Intelligence has created the Avail eMarketing suite. The suite comprises a set of tools, which improve relevance when merchandising to and communicating with individual visitors across the entire Customer Interaction Cycle™ of a single web site or across multiple web sites.

The results are significant, immediate and measurable improvements to conversion rates and average order values.

Avail Intelligence's technology is being used by over 80% of the leading Scandinavian e-commerce sites. Key UK customers include GAME, Berry Brothers and DVD.co.uk.

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