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DESKMETRICS LAUNCHES REAL-TIME ANALYTICS SERVICE FOR SOFTWARE COMPANIES

Startup specialized in metrics launches service to obtain information about software usage

BELO HORIZONTE, MG, BRAZIL (October 29, 2010) — DeskMetrics, a startup that makes it easy for software companies to obtain real-time relevant information about how their software is being used, announced its official launch.

DeskMetrics Analytics allows anyone who builds, leads or needs to make decisions about a product experience such as development, product management, marketing, senior management and usability to recognize trends, identify issues and opportunities, create a better product roadmap and increase conversions.

The service allows software companies to:

- Understand customer usage, giving developers an opportunity to see exactly where your users are clicking and which of the features are the most valuable.
- Increase sales and conversions, permitting know how many users the company have, where the users are and many others information to improve the sales plan.
- Improve software quality, keeping track of users environments and reducing development costs of additional tools.

Furthermore, the DeskMetrics permits to track unique installations and uninstalls, identify new vs. returning users, bounce rate, check users by cities (not only by countries or states) and ability to receive any type of data.

The company provides a simple and small component to integrate into the application. This component collects anonymous data and sends it to

DeskMetrics cloud. There are components C, C++, Delphi and .NET (C#) with additional languages coming soon.

DeskMetrics is offered following the Software as a Service (SaaS) model with monthly licensing plans according to the client needs. The costs vary according to the usage, number of applications and bandwidth needed. The plans are available for a fee beginning at \$49/month.

About DeskMetrics

DeskMetrics is a Brazilian startup which provides services to obtain real-time relevant information about how software is being used. It's for people who builds, leads or needs to make decisions about a product experience such as development, product management, marketing, senior management and usability. For more information, visit DeskMetrics at <http://deskmetrics.com>

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