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DESKMETRICS RAISES US\$200,000 TO HELP COMPANIES AND DEVELOPERS MEASURE SOFTWARE USAGE

BELO HORIZONTE, MG, BRAZIL (December 28, 2010) DeskMetrics, a Brazilian startup that provides an analytics for software companies and developers, has raised a \$200,000 seed round led by an undisclosed regional angel investment group, notably only a two months after launching its service. The startup has officially launched on October, 29.

Founder Bernardo Porto says that DeskMetrics is attracting big companies since their launch and the investment will help the startup to strengthen their team and scale DeskMetrics's offerings to other platforms. He emphasizes that the Brazilian startup market is growing fast and attracting new investors. *"Our investment is an example that seed capital is really raising in Brazil, and shows that local investors are interested in this kind of investment. We also talked to VCs from United States and many showed interested in investing in Brazil."*

DeskMetrics's technology allows software companies and developers to understand how their software is being used, helping in the development and decision making processes. A major difficulty of for the desktop software companies is to get information about how their applications are being used (user profiling and behavioral information). On the web, there are already several companies that provide this kind of service, including the renowned Google. In the desktop market, large companies like Microsoft end up developing their own CEIP - *Customer Experience Improvement Program*. The small and medium enterprises don't

have any kind of tools and services available for data analysis and Key Performance Indicators monitoring. DeskMetrics was founded to solve this problem.

About DeskMetrics

DeskMetrics is a Brazilian startup which provides services to obtain real-time relevant information about how software is being used. For more information, visit DeskMetrics at <http://deskmetrics.com>

Media Contact

Bernardo Porto

DeskMetrics Limited

Email: press@deskmetrics.com

Phone: +55 31 33185990

Twitter: @deskmetrics