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## **SAGE Publications choose PublisherStats as web analytics service**

SAGE Publications have chosen PublisherStats to provide their web analytics services. PublisherStats is a web analytics service designed to meet the needs of the publishing industry, and is provided by MPS Technologies in partnership with IBM SurfAid. PublisherStats' current clients also include Elsevier, NPG and IEEE.

"We are delighted to be using PublisherStats for our web analytics and COUNTER report needs" said Michael Rafter, Director of Circulation at SAGE Publications. "The knowledge of the COUNTER standard which MPS possess was an important factor in our decision-making process, and their experience in publishing, coupled with IBM's experience in IT, made them the obvious option for us."

Web analytics is playing an increasingly important role in academic publishers' online strategy, helping them to understand how to serve their existing customer base and attract new users as effectively as possible. PublisherStats provides a suite of powerful web analytics tools and reports to help publishers understand how their content is being used, as well as providing COUNTER Release 2 compliant reports required by institutional customers.

Jayne Marks, CEO-Global Operations at MPS Technologies said, "we are delighted that SAGE have chosen PublisherStats to provide their web analytics. Our growing portfolio of customers is testament to the quality of service we continue to provide, working closely with publishers to assist them in getting the most from their usage statistics."

For further information on PublisherStats, or to request a free trial with your log data, please contact:

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**Note to editors:**About MPS Technologies

MPS Technologies, part of the Macmillan Group, was formed in 2004 to provide a range of technology-driven services across the whole information delivery chain including statistics services, fulfilment services and content delivery. For more details see [www.mpstechnologies.com](http://www.mpstechnologies.com).

About IBM SurfAid

IBM SurfAid Analytics is part of IBM Global Services, the world's largest information technology services provider, with customers in 160 countries. IBM Global Services offers consulting, IT services, hardware, software, research and financing to help companies of all sizes realize the full value of information technology. IBM SurfAid Analytics provides web analysis tools that track how visitors are interacting with site content as well as consulting on best practice measurement and data interpretation. For more details see [www.ibm.com](http://www.ibm.com)

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