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PublisherStats service making an impact with publishers

The IEEE and Royal Society of Chemistry Publishing have both chosen MPS PublisherStats to provide their usage statistics services. PublisherStats is a usage statistics service designed to meet the needs of the publishing industry and is provided by MPS Technologies in partnership with IBM SurfAid. PublisherStats provides a suite of powerful tools and reports to help publishers understand how their content is being used, as well as providing COUNTER Release 2 reports required by institutional customers.

"IEEE wanted to provide a suite of reports including COUNTER reports to our customers, as well as providing reports and tools for internal staff to enable them to drill down into the usage to gain new insights" said Barbara H. Lange, Director of Publications and Business Development at IEEE. "The MPS PublisherStats product in conjunction with IBM enabled us to do both of these, and we have been impressed with what the service provides."

RSC Publishing's Technical Development Manager - David Leeming, commented: "Royal Society of Chemistry Publishing want to offer customers the best usage statistics in terms of COUNTER compliant statistics. It was felt that MPS with the SurfAid product and their experience with COUNTER reports could offer a highly effective service to the RSC."

Jayne Marks, CEO-Global Operations at MPS said, "I am delighted that publishers are choosing this product to support both their customers and their publishing teams. PublisherStats is a powerful tool, and has had a very positive impact on the way our clients understand and grow their web services as well as helping them to improve the effectiveness of their sales and marketing efforts."

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

US: Bob Schufreider +1 617 475 9249

ROW: David Sommer +44 207 843 4858

Email: publisherstats@mpstechnologies.com

Web: www.publisherstats.com.

Note to editors:

About MPS Technologies

MPS Technologies is a new Macmillan company 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.

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
