



AT Internet wins new web analytics and social media measurement client Deutsche Telekom Internet Portals

AT Internet provides web and social media monitoring across the entire range of Deutsche Telekom portals

Munich, 24 August 2010 – AT Internet, a leading International web, mobile and social media analytics company is pleased to announce Deutsche Telekom AG as a new customer.

Starting from today, AT Internet will be providing a web analytics solution for Deutsche Telekom's Internet services, including t-online.de, fussball.de, wetter.info, Musicload, Gamesload, Softwareload and Videoload. Deutsche Telekom intends to optimise its internet presence and improve the portals usability as well as develop its website marketing efforts with the help of the AT Internet solution.

AT Internet won the bidding process thanks to its Analyzer^{NX} (web analytics) and its BuzzWatcher^{NX} (social media monitoring) solutions after several months of test. AT Internet's comprehensive range of products and services helped to seal the deal after Deutsche Telekom AG experienced for themselves the degree of operational readiness and professional support provided by the solution and AT Internet. The bid was managed by a third party consultancy Trakken Web Services GmbH, who developed a needs analysis and provided consultation in regard to the selection of a suitable supplier.

"We are very much looking forward to working with the exceptionally dedicated and professional teams across Deutsche Telekom's various Internet presences. Customer satisfaction and data quality are our first priorities" says Timo von Focht, Country Manager DACH at AT Internet. " AT Internet's selection by t-online.de confirms that our technology satisfies the highest requirements and endorses a good, solid position in the German market."

Customers can use AT Internet's web analytics solutions to analyse their Internet presence and gather real-time information about the needs of their users. The results of such analysis help companies to optimise their websites, examine and improve user-friendliness and evaluate the efficiency of online marketing channels.

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About AT Internet

AT Internet is a leading independent Web and mobile analytics solution provider, established in 1995 and with offices in 10 countries worldwide. AT Internet prides itself on its customer centric approach and is able to boast 3,500 clients many of whom are widely recognised brands.

Currently measuring 350,000 Web sites, AT Internet has several awards and distinctions to its name including the 2009 Platinum Distinction for European Seal of E-Excellence 2009 awarded at CeBIT in Hannover, these distinctions underpin AT Internets core values of trust and integrity.

AT Internet offers a robust and reliable best of breed SaaS Web and mobile analytics platform and partners with industry leaders to offer a complete solution to enhance your marketing intelligence and business effectiveness.

www.atinternet.com



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