

NEWS RELEASE

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Intellitracker Invest in the Future with New Dell Servers Throughout

At a time when many businesses are cutting back, Intellitracker have put pen to paper on a new deal that will see the latest Dell servers deployed across their complete infrastructure over the next 12 months.

With the business processing many billions of transactions a month and at the same time delivering a live reporting and data-feed environment 24/7, reliability and scalability are essential.

After rigorous testing, Intellitracker have selected Dell to provide their server environment and will replace their complete infrastructure in a rolling update programme over the next 12 months.

Commenting on the investment, Mark Wilding, Product and Operations Director at Intellitracker said: "This step shows we are committed to utilising the most up-to-date technology to deliver the best possible service to our clients. At a time when many businesses are cutting back, we are pushing ahead with a program of ongoing investment in product development and our infrastructure".

Aside from the performance benefits, clients of Intellitracker can also feel good that Intellitracker have considered the environmental impact of the decision.

Mark Wilding explained: "We run a large server farm so this has been an important decision for us. Applying careful attention to detail, we've made sure that our new platform will be the most energy efficient in its class. This is a decision we feel good about. It's a long term investment in our

technology which has a direct impact on client service whilst at the same time delivering a boost for the environment”.

Intellitracker estimates that the new servers will use at least 50-60% less energy than those that they replace, as well as generating a lot less heat into the data centre.

Further information for editors:

Intellitracker Ltd (www.intellitracker.com) was founded in 1997 and is based in London, United Kingdom. The company develops and markets the Intellitracker Enterprise interactive business intelligence suite and provides professional services in support of this. Intellitracker Enterprise is recognised as one of the leaders in the field of online analytics and is used by organisations including Daily Mail, Loot, Oxfam, and TUI.

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