

# Channel News

For the UK Voice and Data communications Community

## NAVIGATION

- [Home](#)
- [News Archive](#)
- [Industry Reports](#)
- [Video News](#)
- [Video Features](#)
- [Audio News](#)
- [Media Production](#)
- [Testimonials](#)
- [Contact Us](#)

[UK Voice & Data Reseller Directory](#)

-----  
[SUBSCRIBE to our Weekly Newsletter](#)  
-----

[UK Reseller Profiles](#)  
(free A-Z Guide)

[Advertising Rates & Promo Services](#)



## TELECOMS INDUSTRY NEWS

### Triometric aims to recruit channel partners

30/06/08

Web performance monitoring specialist Triometric is on the hunt for channel partners to support the next phase of the company's expansion in the UK.

With Triometric's Analyzer products used by some of the world's largest enterprises, information providers and online retailers, the company is looking for distributors, resellers, systems integrators, VARs and other potentially strategic partners to provide further critical mass.

With Triometric's products and services, customers can analyse their Web and network traffic in real-time to provide 'real user intelligence' of web applications, specifically a detailed understanding of the end to end performance, reliability and usage. Real User Monitoring (RUM) is increasing because companies are recognising the need to improve their Web applications by understanding the end user experience.

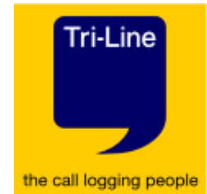
High profile examples such as the recent outage experienced by Sainsbury's demonstrate that companies cannot leave their Web experience to chance and possible failure. Furthermore, Triometric is seeing IT and marketing/sales taking a greater joint interest in Real User Monitoring.

"Our view of Real User Monitoring is that it spans both IT and business because it provides pertinent information to both groups of stakeholders," says Matthew Goulden, Business Development Director for Triometric. "This general move, combined with growing interest in our products and services, means that we need an additional sales structure to support our expansion. Our model to now has been pretty direct.

"We are keen to explore with channel partners the type of demand they are seeing in this space. We know that more RFIs are being issued and we know that businesses are taking a more substantial interest. As specialists in this area, we're looking to tie up some strategic arrangements with partners who see joint and mutually beneficial business opportunities. In cases where potential partners are already working with Real

## WE RECOMMEND

[Advertising Rates & Promo Services](#)



User Monitoring prospects, we feel this is an ideal opportunity to add new capabilities to their portfolio whilst reinforcing their position with their customers."

Triometric was recently the focus of a report by leading independent industry analyst firm Forrester Research: End User Experience Monitoring Software Market Update, Q1 2008 (February 2008). Commenting, analyst Jean-Pierre Garbani wrote: "As vendors focused their own technological 'comfort zone' on either the business or on IT operations, many users face a situation in which they need to deploy two or more solutions to serve all constituencies. New announcements show that while this submarket separation is still largely the case, bridging solutions may be on the horizon."

Triometric provides monitoring services for customers such as Thomson Reuters, Lastminute.com and Compass Group.

Nick Gibson, editor



© Copyright Screen-Studio.com 2003 - 2008. All rights reserved.