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Contact:

Carol Barreyre, for Maxamine
(214) 629-5157
carol@barreyre.com

News Release

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Federal Consulting Group and Maxamine Partner to Improve U.S. Government Agencies' Websites

FirstGov.gov Uses Site Analysis Solutions for 3-D Architectural View of Site Structure to Quickly Find and Fix Website Problems

WASHINGTON DC – Maxamine, which specializes in website analysis solutions, and Federal Consulting Group (FCG), a franchise of the U.S. Treasury Department that helps federal agencies improve public service, have agreed to a partnership that allows FCG to provide Maxamine's portfolio of website analytics solutions to government agencies.

FirstGov.gov, the Web gateway to all U.S. government information, which can be found at www.firstgov.gov, is among the first government websites to benefit from this partnership after seeing the results the Maxamine Scorecard Report Service produced. The Scorecard provides comprehensive site analytic reports with summaries appropriate for executives and details needed to quickly find and fix problems.

FirstGov.gov, the U.S. government's official Web portal, shaved four seconds off the time it takes for large pages to load after seeing the 3-D architectural view of the site and measuring the site's effectiveness using the Scorecard. FirstGov.gov's mission is to make it easy for the public to get U.S. government information and services. A more efficient and effective site will help consumers and businesses more quickly and easily locate the information they need – literally placing the government that their fingertips.

Maxamine's solutions combine all website content, structure and traffic into one unified picture, which will enable government agencies to uncover and address process inefficiencies, lack of standards and site risk factors in a cost effective manner.

“The U.S. government has more than 20,000 websites, which creates a daunting management task,” said FCG’s CEO/Director, Anne Kelly. “By using these innovative solutions to improve site quality, agencies can decrease the resources needed to manage the sites while also making information easier to locate – creating more satisfied customers and citizens who visit the sites.”

Over the years, Maxamine has found that internal and external websites commonly swell in size and complexity while website visitors mature to more sophisticated expectations, which creates a conflict for those who manage these websites.

“We have joined forces to provide U.S. government agencies a unique and valuable capability that can save time and money and improve the overall value of these website investments,” said Steve Kirkby, Maxamine’s CEO. “Our customers have improved website effectiveness by as much as 150 percent and decreased site maintenance activities by at least 75 percent, which shows significant potential considering the importance of every government dollar spent.”

In addition to the Scorecard, Maxamine solutions include:

- **MAXAMINE Knowledge Platform (MKP):** An enterprise Web analysis optimization software solution that uses patented “spidering” technology to search and capture every page, image, PDF document and link to help ensure that visitors have pleasant experiences when they visit and use websites.
- **MKP Hosted Application:** Ideal for agencies that want to use the software’s advanced analytic features without the expense and resources required for in internal implementation.

About Maxamine

Maxamine produces online business intelligence for today’s high stakes websites. As the only comprehensive and effective in-house or on-demand solutions for fast, visual, flexible and cost effective website analysis, Maxamine solutions increase the return on Web investments by providing business intelligence to improve companies’ overall online presence. Founded in 1997 in Adelaide, South Australia, Maxamine established its U.S. headquarters in 2000. Partners include EDS, Intel, Sun Microsystems, Keynote and Omniture. Contact Maxamine at www.maxamine.com for more information about this or other web business intelligence needs.

About Federal Consulting Group

The Federal Consulting Group, a fee-for-service franchise in the Department of the Treasury, works with federal agencies to transform public service. FCG collaborates with senior leaders to create a citizen-centered, results-oriented government and facilitates the sharing of best practices from both the private and public sectors. For the latter, FCG is executive agent in the federal government for the American Customer Satisfaction Index, the gold standard metric in industry and government. For more information, go to www.fcg.gov or call (202) 906-6068.