



# Press Release

---

Nocom AB, Kristallen, 754 51 Uppsala, Phone: +46 18 65 55 00, Fax: +46 18 65 55 55. Internet: [www.nocom.com](http://www.nocom.com)

Uppsala Tuesday 25 April 2000

## **Nocom Software AB partners with WebTrends**

Nocom Software AB and WebTrends Corporation have opened up a co-operation on the Swedish market. Nocom Software AB, a value added distributor in the Nocom Group, earns the status as a Master Distributor for the Swedish market and will supply WebTrends whole product-portfolio as well as specialist service, training and product support. WebTrends is a market leader in e-business Intelligence, analysis of web-traffic, systems management for e-business systems and visitor relationship management.

“We are seeing a strong trend among our e-business customers to gain a better understanding of customer behavior to tailor sales and marketing campaigns based on individual preference,” said Peter Lämber, Vice President, Nocom Software AB. “As the leader in e-business Intelligence solutions, we are very excited to be working with WebTrends and believe their solution will be a strong complement to our advanced Internet-focused product portfolio. We have seen a great interest from our business partners for these solutions.”

According to recent research by Jupiter Communications Inc., European e-commerce revenues are expected to increase eightfold in the next five years, from EUR 8 billion in 2000 to EUR 64 billion in 2005. The Nocom distributor agreement allows WebTrends a growing position in the expanding Internet and e-commerce markets in Sweden. Nocom will gain access to WebTrends’ world class service and support network in addition to expanding its product portfolio.

“Our new business association with Nocom Software is designed to offer complete solutions and service to Sweden’s growing e-commerce market,” said Andy Kim, International Marketing Director, WebTrends Corporation. “Nocom Software’s superior software knowledge, product support and education for partners and their customers will complement WebTrends product portfolio, offering customers leading products backed by local quality service.”



# Press Release

---

Nocom AB, Kristallen, 754 51 Uppsala, Phone: +46 18 65 55 00, Fax: +46 18 65 55 55. Internet: [www.nocom.com](http://www.nocom.com)

For more information, please contact:

Peter Lämber, Vice President, Nocom Software AB, +46 708 65 53 10, [peter.lamber@nocom.se](mailto:peter.lamber@nocom.se)

Nancy Taffera-Santos, International Marketing Communications Manager, WebTrends Corporation, 1-503-294-7025 x 2201, [ntaffera-santos@webtrends.com](mailto:ntaffera-santos@webtrends.com)

**Nocom AB (publ)** was founded in 1985 and is listed on the Stockholm Stock Exchange O-list (NOCM B). Nocom provides companies with solutions for the Internet and wireless networks.

The company is based in Uppsala, Sweden with offices in Stockholm and Gothenburg, Sweden; Oslo, Norway; and Helsinki, Finland. The Nocom group employs over 180 persons.

The subsidiary Nocom Software AB is a value-added distributor of web-related software in the Nordic market.

For further information, visit [www.nocom.com](http://www.nocom.com)

Founded in 1993, WebTrends Corporation is the leading provider of Visitor Relationship Management™ solutions and enterprise management and reporting solutions for Internet and intranet servers and firewalls. WebTrends offers organizations a comprehensive set of solutions that are integrated, scalable, modular, and easy-to-use.

Products include CommerceTrends, WebTrends Enterprise Reporting Server, WebTrends Enterprise Suite, WebTrends Professional Suite, WebTrends Log Analyzer, WebTrends Security Analyzer, WebTrends Firewall Suite and WebTrends Live, the industry's first web traffic analysis eService. They are used by thousands of customers such as ISPs, ASPs, government and educational institutions and corporate clients.

For further information, visit [www.webtrends.com](http://www.webtrends.com)