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SEMPHONIC ANNOUNCES OMNITURE TRAINING IN WASHINGTON DC *Acclaimed "Think Tank" Classes to be held in May*

Washington DC – March 25, 2010 – Semphonic, the world's largest vendor neutral Web analytics consultancy, announced today that the company will be bringing its advanced Omniture and Web analytics training to Washington, DC May 12-13 at the Math Society. Called [Think Tank](#), Semphonic started this comprehensive, hands-on workshop at its highly regarded X Change conference. Think Tank provides the most advanced, two-day Web analytics training available.

"Think Tank has been extremely well received in the past," said Phil Kemelor, head of Semphonic's Washington, DC office. "It's an extremely intensive offering that engages attendees in a hands-on way that is unprecedented. We find that web analysts want to learn more about how to use Omniture, which is one of the most widely-used enterprise-level analytics solutions. This set of Think Tank classes goes to a level you can't get anywhere else."

Attendees can expect a practical and immediately useful Web analytics education designed to take the able analyst to the expert level. "We view Think Tank as the ideal Web analytics immersion," said Semphonic President Gary Angel. "The goal is to share the experience and knowledge that we have accumulated as real practitioners."

Angel, along with Semphonic's Boston practice manager, Paul Legutko, will teach classes on:

- Omniture Excel Client/Report Builder
- Omniture Discover/DataWarehouse/ASI
- Using Voice of Customer Data with Web Analytics
- Data Warehousing and Web Analytics

Due to the event's hands-on nature and comprehensive agenda, registrations for Think Tank are limited. To register go to: <http://www.semphonic.com/TT/TTMainPage.aspx>

About Semphonic:

Semphonic is the world's largest independent Web analytics consultancy, with headquarters in San Francisco and offices in Boston, New York, Washington, DC and Portland, OR. Founded in 1997, the company has helped leading corporations, government agencies and non-profits achieve measurable improvement in the performance of their web channel. Clients include American Express, Charles Schwab, National Cancer Institute, Nokia, Genentech and Charles Schwab. Semphonic is also the driving force behind the premier web analytics conference, X Change.

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