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FOR IMMEDIATE RELEASE

## **Web Analytics Consultancy Semphonic Provides Guidance for Companies Migrating from HBX to Omniture SiteCatalyst**

### **Implementation Toolkit Additionally Offers Deep Knowledge on Omniture Coding Standards and Best Practices and Coding Flash, AJAX, and DHTML**

NOVATO, CA – June 10, 2008 – [Semphonic](#), a leading web analytics consultancy, today released the latest version of its [Omniture Implementation Toolkit](#). The biggest addition is an HBX to Omniture Transition Guide designed to help measurement managers and teams understand what's involved in transitioning their site. The Toolkit is written for web analytics managers who are actively involved in HBX to SiteCatalyst migrations, SiteCatalyst administrators, and CMS managers and application developers who need to make sure that data is collected for Omniture SiteCatalyst.

Based on Semphonic's "hands on" experience of working with organizations that are working through this migration, the Transition Guide provides code level detail and best practices recommendations on how to address common and hard-to-solve transition challenges. The Guide provides a comparison of the critical features in each system and identifies the places where transition teams need to pay special attention.

"We found the guidance provided in the Toolkit to be invaluable as validation of the principles behind our overall implementation strategy, and as a comprehensive, end-to-end guide for organizations to get the most out of their Omniture investment," said Leonard Labuschagne, Technical Operations Manager of RDA Interactive at Reader's Digest.

In addition to the HBX to SiteCatalyst Migration Guide, the new version of the Omniture Implementation Toolkit also includes:

- **Omniture Coding Standards and Best Practices** – specific coding recommendations for capturing 17 types of non-standard data, such as internal search, advertising, forms, campaigns and metadata, as well as industry-specific guidance.
- **Guide for Coding Flash, AJAX, and DHTML** – guidance on what to consider when developing metrics and how it impacts complete data collection.

“With the Omniture acquisition of Visual Sciences a done deal, lots of companies are faced with migrating from HBX tags to SiteCatalyst tags in the next 6-9 months,” said Semphonic President and CTO, Gary Angel. “Although the two tagging systems have many similarities, Omniture is more complex and provides many options that simply don’t exist in the HBX world. If these options are ignored, web analytics practitioners won’t take full advantage of SiteCatalyst.”

Written for project managers overseeing an HBX to SiteCatalyst migration, the guide provides “The HBX Tag Tour,” a break out for how HBX tags translate to SiteCatalyst and recommendations for how to address issues practitioners will need when considering moving to SiteCatalyst.

To view the table of contents and complimentary chapters of the Toolkit or to purchase a full copy, please visit:

<http://www.semphonic.com/analytics/impguides.asp>

### **About Semphonic**

Semphonic is a full service web analytics consultancy with headquarters in Novato, CA and offices in Boston, New York and Washington, DC. Founded in 1997, the Company has helped both e-commerce and non-commerce organizations achieve measurable improvement in the performance of their web channel by providing a range of services to include web analytics planning, process and strategy, software solution selection and implementation; web data quality assurance, site reporting and analytics training. Clients include American Express, Charles Schwab, Morgan Stanley, Intuit, National Geographic and Readers Digest. To learn more about Semphonic, please visit <http://www.semphonic.com>

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