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## **FOR IMMEDIATE RELEASE**

# Blue Triangle Technologies Releases eRevenueAccess – Lost Revenue Finder and Remediation for Internet and Mobile Retailers

**Mechanicsville, VA – November 19, 2013** – Blue Triangle Technologies, a strategic, results-oriented emerging leader in eCommerce and multi-platform commerce analytics, has announced the release of eRevenueAccess, an industry-leading eCommerce and mobile Commerce Optimization platform. With the expansion of new web-based solutions and emerging online retail strategies, eCommerce is rapidly breaking through traditional brick and mortar barriers. The industry is creating a new retail paradigm that puts the consumer in total control, even as it spawns major competitive opportunities for the retailers and consumer marketers who embrace it. eRevenueAccess allows enterprise retailers access to best of breed solutions; with the ability to analyze and remediate eCommerce sites with the goal of maximizing revenue.

eRevenueAccess combines the best of Blue Triangle Technologies' eRevenueView and a leading [Unified Application Performance Management Suite](#), that provides deep visibility into the performance of complex, multi-tier applications. The features in eRevenueAccess combine to provide complete visibility into the performance of applications, from the browser to backend databases. By integrating end-user experience analytics with code-level transaction tracing and analytics of application and system performance metrics, application support teams and developers now have the information they need to more quickly and collaboratively identify, troubleshoot, and debug application performance issues.

“Retail is rapidly changing with ever increasing demands for faster eCommerce sites. Blue Triangle Technologies creates solutions to determine just how fast eCommerce sites need to be, quantifies the impact on online revenue, and provides the tools to speed sites to realize the best revenue possible. Whether cloud, mobile, web, enterprise or big data applications, we have eCommerce clients covered,” shared Tim Grant, Founder and President, Blue Triangle Technologies.

“Our founders have deep experience in the performance analytics, load testing and performance management space each spanning well over a decade. Our incorporation of industry-leading technology enables us to deliver application performance for the globally connected enterprise. With eRevenueAccess, online retail leaders, like eBay Enterprise can successfully and intelligently implement strategic initiatives for their online retail clients without fear of compromising performance,” stated Grant.

### **About Blue Triangle Technologies:**

Blue Triangle Technologies proves that not all eStore web pages affect conversion. It is hard to know how much faster things need to be and it's hard to know which pages make a difference in positive conversions. Blue Triangle Technologies solutions including eRevenueView and eRevenueAccess measure real users conducting real transactions to determine correlation between speed and conversion rates. With proven hard, quantitative data on the correlation, and identifying which pages make the biggest difference in conversions. To learn more about Blue Triangle Technologies visit us at [www.bluetriangletech.com](http://www.bluetriangletech.com) or call 804.723.2446.

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