



## cyScape, Inc. Corporate Backgrounder

### About cyScape

Founded in 1994, cyScape® is the world-wide leader in Intelligent Browser and System Analysis (IBASA) tools and technologies. Our flagship product, BrowserHawk®, is the industry standard IBASA solution used by over 35,000 developers to help their business deliver a Flawless Web Experience™ to each web site user, regardless of their choice in browsers and system settings.

**Our mission:** To provide innovative IBASA solutions that enable businesses to increase their web site ROI by deriving more value from each and every site visitor.

### Market Overview

Today's web users have zero tolerance for sites that fail to work properly. These users are quick to contact the help desk or permanently abandon a site when failures are encountered. This costs businesses millions in lost revenue as customers flee to more reliable competitors, while also driving support costs higher.

Web failure rates, however, are soaring as sites grow in complexity and as users must meet higher system requirements to use a site. The resurgence of the browser wars coupled with users now adjusting their default browser settings further compounds the challenge of producing sites that work without failures.

For instance, a recent independent study found that 89% of all online customers experienced significant site issues, and 34% switched to a competitor as a result<sup>1</sup>. Management is often not aware of these failures because the problem is visible only from the user's end.

### What is IBASA

IBASA tools empower web developers to easily detect the unique browser settings and system capabilities of each user as they enter a site. This helps prevent web site failures by enabling developers to deliver richer content only to users who can support it, while still delivering a scaled down, yet practical and fast-loading alternative to everyone else.

IBASA tools also enable businesses to provide automated online troubleshooting assistance to users who do not meet a site's minimum system requirements *before* users experience failures. This helps prevent users from growing frustrated, burdening the help desk, or abandoning a site.

In addition, IBASA tools automatically log technical details such as browser type, version, security settings, installed plug-ins, connection speed, display capabilities, page load times, and browser errors that otherwise would remain hidden. These analytics prove invaluable for identifying and troubleshooting issues, and for improving site design and usability.

### Why cyScape

cyScape is the industry's leading authority on browser and system analysis, and the only company in the world exclusively dedicated to actively developing and supporting IBASA tools and technologies. Our proprietary technology, extensive customer base, and dedicated people combine to deliver a powerful, mature, and reliable solution to our customers.

## ***Our Technology***

BrowserHawk is the world's largest selling IBASA tool and the industry standard solution. Through our constant innovation we deliver at least one major upgrade and several minor updates every year, and have done so since the product's first release back in 1998.

Our proprietary browser definition database and browser testing methodologies are the most extensive, trusted, and sought-after technologies of their kind. Our technology is highly refined and mature, which is largely the result of our commitment to R&D combined with the extensive back testing BrowserHawk receives from its deployments in many of the world's largest enterprises.

## ***Our Customers***

More than 35,000 developers in over 70 countries use BrowserHawk, including numerous Fortune 500, Global 2000, and other prominent enterprises such as Bank of America, Microsoft, Goldman Sachs, Intel, Yahoo, Cisco, Macy's, Verizon, AT&T, Adobe Systems, Symantec, Disney, Ford, Nordstrom, IBM, Pfizer, Avon, Hewlett Packard, Sun Microsystems, CarMax, Duracell, Sony, and JCPenny. Collectively BrowserHawk processes *billions* of browser requests each and every day for our customers.

## ***Our People***

A highly skilled team of experienced professionals take pride in producing innovative, robust software and providing dedicated service every day to our customers. Our philosophy is simple – treat people the way you want to be treated. From the start of the sales process, through installation, to ongoing support and customer care, our team takes the time to ensure that customers receive high quality products and timely, friendly support they depend on.

## **Company Origin**

cyScape was originally founded in 1994 by Richard T. Litofsky as a web design and hosting company. By the mid-90s, the first round of the browser wars (Netscape vs. IE) was underway. This ultimately led to web sites that worked well under one browser, but not the other.

With a constant eye for perfection, Litofsky was unwilling to sacrifice the quality of cyScape's web design work for the sake of browser compatibility. However, in seeking solutions he discovered that freely available tools were unreliable and inadequate for properly detecting browsers and their differences.

To solve this challenge Litofsky began development of BrowserHawk in 1996 with a small team at cyScape. The first beta of BrowserHawk debuted in 1997, followed by its initial commercial release in April 1998. Soon thereafter Litofsky transitioned cyScape out of web design and into an emerging software company dedicated to IBASA technologies.

Over the decade to follow cyScape continued to innovate and build on the BrowserHawk's success by releasing ten major versions of the product. During this time, the number of developers using BrowserHawk grew from just a few dozen in 1997 to over 35,000.

Today, cyScape continues to invest heavily in R&D to carry on its long-standing tradition of bringing the most innovative and empowering IBASA tools and technologies to market quickly. We remain highly focused on and committed to helping our customers increase their web site ROI by delivering a Flawless Web Experience to each and every site visitor.



References:

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1 Harris Interactive, 2006. "A Study About Online Transactions"