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## INDUSTRY WRAPUPS

From the November 26, 2004 print edition

### Technology

## Phoenix firm lands deal with Playboy's Web site

Adam Kress

The Business Journal

I bet you wish your tech firm had this deal.

The system is designed to provide Playboy Online with the information needed to deliver world-class content to its subscribers while opening new revenue opportunities for Playboy to expand its online brands.

According to the company, Acquity's solution is designed to allow Playboy to better understand subscriber purchasing and retention patterns, evaluate Web-site effectiveness and allow for a more comprehensive online experience. Yowza!

Playboy Online has worked with Acquity Group to build a centralized data mart to interpret trend information. The mart will allow Playboy Online to more efficiently provide highly tailored content to its subscribers while further monetizing its vast library. Sounds good to this reporter.

"This will enable [Playboy.com](#) to concretely measure the impact of our marketing initiatives upon our Web traffic and our bottom line

Acquity Group, a Phoenix provider of business optimization solutions, is creating a marketing and performance management warehouse system for Playboy Online.

The system

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and ultimately make better, more grounded business decisions," said Scott Stephen, executive vice president of operations for Playboy Online.

"Playboy is a technologically savvy company and this solution will help the site ... attract new subscribers to its online properties," said Chris Dalton, chief executive of Acquity Group.

I wonder how many of you are "researching" the Web site right now?

For more: [www.acquitygroup.com](http://www.acquitygroup.com), [www.playboy.com](http://www.playboy.com) (go ahead, I dare you).

**Qwest pushes new services**

Denver-based Qwest Communications International Inc. launched advanced options to help business travelers with secure communications.

Using Qwest Remote Access, mobile employees now can connect to their corporate virtual private network, or VPN, with a single click, using a range of connectivity options such as Qwest's global dial network, high-speed broadband and new wireless fidelity (Wi-Fi).

Qwest Remote Access also offers a new single-step client software and management portal, allowing customers to govern which users can access their network.

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