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Circ. Online

Washington State Department of Transportation Selects digiMine for Web Site Analysis

digiMine,(TM) Inc., announced that the Washington State Department of Transportation (WSDOT) has deployed digiMine Web analytics to help WSDOT gain valuable insight into how visitors use the Department's Web site at www.wsdot.wa.gov.

With insights gained through the digiMine analyses, WSDOT is better able to serve and communicate with Washington State taxpayers.

"digiMine provides us with a solution for analysis and better decision-making about our online strategies, helping ensure the site, especially its traffic and travel information, continues to be a great resource to state residents," says Doug MacDonald, Washington State secretary of transportation. "digiMine's services present an important opportunity for us to benefit from sophisticated data management, data mining and analytic reporting, and save us the time and resources that would be required to set up such a system internally." The WSDOT Web site receives more than 30 million page views every month from visitors looking for information about Washington State transportation, such as traffic, roadway construction, accountability tracking, the environment, and more. The most popular section of the site is "Traveler Information," which provides views of current traffic and weather conditions via hundreds of cameras installed on highways around the state. digiMine helps the Department understand and interpret how thousands of people use these real-time images. This supports the Department in planning for the most useful and efficient deployment of Web-based traffic information to assist travelers and help reduce the impacts of roadway incidents and accidents.

"Traffic congestion and commuting are important issues for people in Washington State. We know commuters and others value access to the highway cameras for route planning and scheduling," continues secretary MacDonald. "digiMine enables us to capture and analyze how people use the Web, so we can improve and refine our online traveler communications. Then we can apply this new understanding to our overall efforts to reduce traffic and help commuters better plan their trips."

digiMine integrates WSDOT Web data into a custom-built data warehouse and provides daily analytic reports via the Web. WSDOT managers across the organization will soon begin using the customized reports to identify site usage patterns, determine how well site content and processes are performing, and measure which site areas are drawing the most attention. For example, digiMine analytics reveal how effectively the site is processing sales of passes for Washington State Ferries, the largest ferry system in the nation.

"WSDOT is capitalizing on Internet technology to better communicate with the public," says Nick Besbeas, digiMine chief strategy officer. "We are honored that the Washington State government has chosen digiMine to play a role in its online initiatives and help serve the residents of our home state."

About The Washington State Department of Transportation

The Washington State Department of Transportation (WSDOT) is responsible for maintaining 7,000 miles of highways and 3,300 bridges and tunnels, including the longest and widest of the world's first floating bridges. WSDOT also operates the state's most popular tourist attraction -- the Washington State Ferries -- with 29 boats that carry more than 27 million passengers. WSDOT is also a partner with Amtrak in providing the Amtrak Cascades passenger rail service connecting Seattle and other western Washington cities in the Vancouver B.C./Portland, Oregon corridor. With local transit agencies it helps provide bus and other transit services. The seven-member Washington State Transportation Commission is the department's governing board. WSDOT also runs 29 freight railroad cars that carry grain in Eastern Washington and operates 16 emergency airfields.

About digiMine

digiMine is setting new standards for the delivery of powerful data mining and analytics. digiMine managed data mining solutions transform raw data into actionable business intelligence for more profitable marketing campaigns, sales interactions and customer relationships. The company's solutions are powered by a managed data warehouse and delivered via the Internet, providing fast deployment, a low total cost of ownership and outstanding return on investment. For additional information about digiMine call 425/460-5000 or visit the company Web site at www.digiMine.com.