Press Information

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Flowerfire, Inc. releases Version 7 of its Sawmill Log File Analysis Software

The world's most universal log file analysis software expands into three new versions with a new scalable architecture to take full advantage of multi-processor systems and multi-computer processing clusters

Santa Cruz, California July 31st 2004........Flowerfire Inc today announced the release of Version 7 of its highly acclaimed Sawmill Log File Analysis software. First introduced in 1996 as a low cost tool for single contributor organizations Sawmill has grown into one of the major log file analysis tools available today with over 100,000 users worldwide. This announcement consolidates that position by introducing three new products to replace its highly successful version 6 product: a new low-cost version Sawmill Lite, a new high-end product Sawmill Enterprise for corporate customers and power users requiring SQL support, and Sawmill Professional for small to medium sized organisations and ISPs/Service Providers. As the regular upgrade route for existing Version 6 users Sawmill V7 Professional will provide many new features and significant enhancements to its already wide feature list and acclaimed flexibility, and will continue to delight all of its 100,000 existing users.

Available for all popular platforms (Windows, Macintosh, Unix, Linux) Sawmill now satisfies every budget and every eMetrics requirement. With the introduction of Sawmill Enterprise marketers can now process log files of virtually unlimited size, tracking current and historic clickstreams while identifying and segmenting visitors to a degree not previously possible. Through the introduction of multithreaded log file processing (multi-processor support) and cooperative multi-computer processing Sawmill Enterprise can now offer true scalability for the very first time in this market providing a solution for every size of task. With all of these innovations and the continued use and refinement of the successful 'per profile' licensing model Sawmill can now scale from a single profile copy of Sawmill Lite at just $69 to Sawmill Enterprise at $4999. With this announcement Flowerfire is resetting the price point expectation for powerful log file analysis software.

Version 7 represents a very major step forward in the eMetrics market, yet it continues to support every one of the 500+ log file formats supported by its predecessor Version 6, including all popular web servers, firewalls, proxy servers, cache servers, radius servers, ftp servers, VPN servers, virus control servers, and every popular switch & router. In fact just about any internet or security device capable of analysis can, or will, be analyzed and reported on by Sawmill. Through this unique attribute Sawmill uniquely succeeds as a true enterprise tool offering a single statistics platform across every system and software package enabling corporate users to standardize on Sawmill to meet their every reporting need.

Sawmill Lite . . . new low cost version for single server analysis
Aimed squarely at the single-server market Sawmill Lite offers a completely new low-cost eMetrics solution for the smaller organization with a single source log file to analyze. Some of the new features contained in Sawmill Lite and common to the complete family of Sawmill products include:

Re-designed user interface – completely updated graphical user interface with an ultra-modern look and feel

New script language – powerful new programming language enabling new filters to be designed and deployed very rapidly

Zoom filters – powerful new filtering tool for dynamic drill-down into Sawmill reports

Tracking of numeric fields, including duration & bandwidth – Version 7 introduces tracking of event duration, including server response time, plus simultaneous tracking of both send and receive bandwidth

Installation as a Windows service – in addition to CGI mode and Web Server mode Sawmill V7 is now installed as a default Windows Service

Main table – a completely new facility in Version 7 combining all database fields and all log entries into a single 'spreadsheet style' table allowing virtually unlimited query flexibility using the new Arbitrary filters

GeoIP Country Database – resolution of visitors by country

Many performance enhancements – new performance-optimized design techniques and the extensive use of C++ throughout the product have reaped significant performance improvements

Profile licensing - scalable licensing system allowing licenses to be purchased by 'profiles', with additional profiles added as required through a simple activation key system

Sawmill Professional . . . Universal Log File Analysis
As the regular upgrade for version 6 users Sawmill Professional brings many new features including all of those in Sawmill Lite, plus the added features below. New features such as the inclusion of GeoIP visitor identification (Region & City), a brand new script language, and many improvements in the GUI and filters mean significant feature and performance improvements.

Support for multiple log sources

Arbitrary Boolean filters – filtering by Boolean expressions on any combination of fields using any Boolean operator

Multiple users, with user security via password-controlled access

Generate HTML option - export of static HTML files

GeoIP country and city database – visitor identification to City level

Remove data from database - allows the removal (pruning) of database data against any criteria established by the user, enabling total control over the stored data

Sawmill V7 Enterprise . . . Scalable processing for unlimited log files
A brand new product within the Sawmill portfolio Sawmill Enterprise Edition is targeted at the corporate or power user generating extremely large log files and wishing to store that data on an available SQL database. Supporting several different SQL databases Sawmill Enterprise Edition will provide a powerful and realistically priced solution for customers wishing to utilize a corporate database facility and take advantage of its inherent capacity, security, and wealth of analysis and reporting tools. Using Sawmill as the data-population tool allows data capture from multiple sources, allows sophisticated pre-processing of raw log files, and allows data rationalization and reduction for improved storage and shorter processing times.

In addition to the features in Sawmill Lite and Sawmill Professional, Sawmill Enterprise adds the following:

> **SQL support** - initially MySQL, followed by Oracle and SQL-Server (dates to be announced)
>
> **WebNibbler** – web server module for advanced user tracking
>
> **Database merge** - combining data from two databases
>
> **Multithreaded log file processing** - multiprocessor support
>
> **User Interface customization** – total user control over the look and feel of the interface via editable templates
>
> **Profile Licensing** - 25 Profiles included

Pricing
All Sawmill products are available starting from just a single profile and in any specific quantity as needed. Sawmill Lite costs just $69 for a single Profile, while Sawmill Professional starts at $139 for a single Profile.   Profiles prices reduce depending upon the number purchased and the accumulated quantity for a given copy of Sawmill

Sawmill Enterprise is priced at $4999 and includes 24 Profiles, with add-on profiles available from $150 per profile

Premium Care
Premium Care (free upgrades plus expedited support by email and telephone from a Sawmill trained engineer) is available for all products.

Consultancy is also available from Flowerfire, Inc. and The Sawmill Limited.

Availability
Sawmill Professional and Sawmill Enterprise (with MySQL support) are available now and may be downloaded for evaluation. Sawmill Enterprise with Oracle and SQL-Server support will be announced later this year.   Sawmill Lite is forecast for full release in September 2004. Interested parties should watch our web sites for further information.

Purchasing
Products are available for purchase from Flowerfire, Inc. on their web site at www.sawmill.net or via the European publisher The Sawmill Limited at www sawmill.co.uk

Upgrades for existing users
All existing customers who purchased during May, June or July 2004 will qualify for a free update to Version 7 Professional. All customers with current Premium Care will also qualify for a free Update. Customers without Premium Care may purchase an Update to version 7 Professional for 50% of the new price

About Flowerfire, Inc.
Founded in 1996, Flowerfire is a socially responsible company located in Santa Cruz, California, which develops and sells a line of log analysis software. Flowerfire's mission is to provide high-performance, low-cost software, in order to support its employees, community, and environment. Further information about Flowerfire, Inc. can be found at the website at www.flowerfire.com or by contacting the CEO Greg Ferrar by email at ferrar@flowerfire.com or by phone at +1 831 425 1758.

About The Sawmill Limited
Founded in 2002 and situated in Wiltshire in the UK The Sawmill Limited handles all European sales and technical support through distributors and resellers in every country of the European Union. Further information on the Sawmill Limited can be found at www.sawmill.co.uk or by contacting the CEO Les Ferrington by email to les@sawmill.co.uk or by telephone to +44 870 741 8787

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