

Yottaa Launches Open Website Monitoring With \$4M Series A

August 31, 2010

By Scott Denne

With \$4 million in Series A financing, Yottaa Inc. has launched a free website monitoring service.

The company raised the financing across two rounds, with Stata Venture Partners and Cambridge West Ventures providing the first portion in October 2009 and General Catalyst Partners joining the syndicate with an investment in April, said Coach Wei, the company's founder and chief executive. He declined to disclose the valuation.

Unlike vendors such as publicly traded Keynote Systems Inc. and Gomez Inc., which was sold to Compuware Corp. for \$295 million last year, that sell tools and services that give companies data about their own websites' performance, Yottaa is providing similar data for free about any website to anyone who wants it.

The company launched a beta version of its service on Monday and expects to build a business model around the data it collects, but not to charge for the performance metrics, Wei said.

Yottaa.com provides metrics that enable companies to monitor the user experience of the site, how it performs from different locations, and how that performance affects business metrics.

The Cambridge, Mass.-based company is using the proceeds of the Series A round for continued product development, Wei said.

Its board is chaired by Ray Stata, the founder of Analog Devices Inc. and Stata Venture Partners. Larry Bohn, a managing director at General Catalyst Partners, is also on the company's board.