

MiningSolve™ Feature Document		
	MiningSolve™ Release v.7.0	Unique to MiningSolve™
Types of Analysis		
Identify best customer prospects based on cross-sell or any specified predictor	✓	
Identify profitable customers by current or lifetime value	✓	
Predict the current product life cycle	✓	
Predict customer loss or retention	✓	
Enhance the datamart so that every customer is scored with a) the key driver importance and b) the needs based segment information so that future database marketing models can include not only who should be called for which product, but also what pitch to use	✓	✓
Algorithms Supported		
Use SPSS™ via OLE for all model building	✓	✓
Supports all relevant algorithms from SPSS™	✓	✓
Genetic algorithms***	✓	
Neural nets***	✓	
Model Set-Up		
Select multiple databases from any source to be used simultaneously for analysis***	✓	
Select specific predictor and predicted variables to eliminate wasted resources	✓	
Select customers to be analyzed by customized region	✓	
Select customers to be analyzed by market segment	✓	
Customize the depth of analysis for algorithms, criteria, iteration, and transformation to control analysis run hours	✓	
Select the methods and algorithms to use for data mining	✓	✓
Produce reports of specific customers to target for products or services	✓	
Models can be customized by selected combination of algorithm, sub-algorithm, criteria, iteration, or transform	✓	✓
Optimize output by selecting specific optimization methods*	✓	
Run-Time Features		
System can review model performance in real time and re-resource to run more of the more productive combinations of algorithms, sub-algorithms, iterations, criteria or model transforms**	✓	✓
Manually turn off or turn on certain combinations during the run	✓	✓
Fault-tolerance	✓	✓
Print or save output to be used or modified later*	✓	✓
Speed and Depth		
Reengineered OLE interface generates models over 1000 times faster than manual models (produces over 5000 models per day using GLM models with 1000 cases, 20 variables on Pentium III 1.0 GHZ machine)	✓	✓
Ease of Use		
Does not require advanced statistical knowledge	✓	
Uses "wizard" to set up a run	✓	✓
Technical criteria entered by use of "slide controls" which define the depth of the analysis	✓	
Save the settings for a specific analysis run to use repeatedly	✓	
Expert Systems Assistance		
System suggests appropriate models to run against the data*	✓	✓
Visualization		
Correct classification chart using hold back sampling, updated in real time	✓	✓
Chart correct classification for all runs to compare run performance	✓	✓
Chart run lift (correct classification over chance alone) for all runs	✓	✓
Status of distributed datamining displayed for each connected computer	✓	✓
Display of computers found on local area network	✓	✓
Software platform		
Visual C++, 32 bit, MFC	✓	
Stingray Objective Grid for Tables*	✓	
Architecture		
VISTAR* (VIRtual Subdatamart Testing And Reduction) creates thousands of subdatamarts in order to find the reduced set of predictors that produces the highest lifts	✓	✓
DELTA* (Decision Enhancement of Lift Through Arbitration) builds models that determine which of the best models from MiningSolve™ to "believe" when these models disagree, resulting in higher lifts than any single model alone	✓	✓
CCD (Customer Centric Datamart) restructures the datamart so that every record is a customer, not a household or an account	✓	✓
Distributed Computing		
Produce multiple models simultaneously using networked computers	✓	✓
View status of all connected servers from one client computer	✓	✓
Monitor and execute runs from client computer	✓	✓
Take advantage of unused cycles on idle networked computers	✓	✓
Remote connect to computers over the Internet using an IP address	✓	✓
Consolidated output files on client computer	✓	

* = implemented by end of 4th quarter, 2003
** = completed by end of 1st quarter, 2004
*** = to be added by end of 2nd quarter, 2004