

INSIGHTFUL MINER™

+ Insightful Miner™: Make Better Decisions for Better Business Results

Translating overwhelming volumes of raw data into strategic intelligence is crucial to the success of your organization. Adjusting to fast-changing market realities and capitalizing on them is a business imperative. To succeed, your organization needs to validate assumptions and quickly identify and communicate the optimum business solution. Insightful Miner can help you gain competitive advantage, without having to mobilize a large programming effort.

Insightful Miner is a powerful, scalable, data mining and analysis workbench designed to enable organizations to deliver customized predictive intelligence where and how it is needed. Its easy-to-use visual workflow interface is specifically designed for statisticians and business analysts without specialized programming skills. With Insightful Miner, you can quickly find the answers you need to solve specific business problems and easily communicate your results to colleagues across the organization.



Insightful Miner™

+ Growing Beyond the Spreadsheet

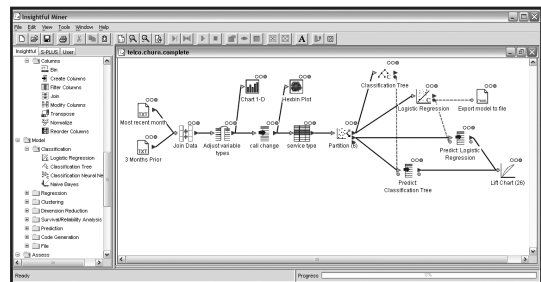
Excel® and other spreadsheet applications may be ideal for data entry and transforming small data sets into attractive tables and presentations, but as spreadsheets grow in size, Excel's column and row limits, complex nested cells, and poor document management create problems with maintenance and accuracy. Solutions based on Insightful Miner and S-PLUS resolve the issues that inevitably

arise as spreadsheets become large and complex. Insightful Miner's visual workflow diagrams document each step of an application, making it easy to replicate results, while providing the traceability spreadsheets lack. Scalability and performance are not a problem. Flexible and rapid prototyping delivers quicker development and better reliability.

Insightful Miner™ in Action: Bank of America®

Bank of America uses Insightful Miner to extend sophisticated portfolio analysis tools to all decision makers regardless of technical skills. With Insightful Miner, Bank of America optimizes loan portfolio performance by applying predictive analytics to large data sets. Bank of America takes advantage of custom methods developed in S-PLUS; while Insightful Miner's visual workflow diagrams make it easy to share those methods with all of their business analysts, especially those without advanced programming skills.

Figure 1. Easy to learn and easy to use, Insightful Miner enables statisticians and business analysts to create powerful, self-documenting applications.



+ Benefits

Insightful Miner is designed to help you

- + Respond with greater speed and certainty to emerging opportunities and challenges
- + Boost productivity and provide analytic transparency
- + Extend to allow customization and flexibility
- + Improve your organization's ability to assess and mitigate risk

"One of the major challenges we faced in our work with NASA to support safety, security and reliability was how to find relevant data in massive databases. Insightful Miner and our in-house text mining applications dramatically reduced the time it takes to analyze NASA Corrective Action Reports from several weeks to just a few hours."

*Dr. Travis Moebes,
Senior Scientist and Project Manager,
Science Applications International Corporation (SAIC)*

Easy-to-Use, Fast Results, Repeatable Processes

Insightful Miner uses a drag-and-drop interface to rapidly develop sophisticated analytical models and applications. Users can quickly create visual workflow diagrams by selecting icons representing every stage of the data analysis process, from import through data cleaning, manipulation, and transformation.

Improved productivity:

Build rigorous predictive models without complicated scripts or complex programming languages with drag and-drop ease.

Documented analytic processes:

Visual workflow diagrams provide an easy-to-understand representation of every stage of an analytical application.

Scalability:

Insightful Miner's unique pipeline architecture allows you to control the flow of data; read, manipulate, clean, and analyze data sets of virtually any size, from a few megabytes to hundreds of gigabytes.

Shared best practices:

Visual workflow diagrams make it easy to share predictive models and best practices anywhere in your organization.

Rapid deployment:

Quickly integrate your analytics within existing corporate processes using S-PLUS Enterprise Server and deliver results to users anywhere in your organization.

Accountability and auditability:

Insightful Miner gives you a powerful framework for tracking changes made to analytic applications. A clear audit trail improves compliance with a wide range of regulatory mandates.

Build Better Questions, Get Better Answers

Insightful Miner is flexible and extensible; you can rapidly develop and deploy analytical functionality across your company. Built on the powerful prototyping capabilities of S-PLUS®, Insightful Miner offers unmatched capabilities for customizing and extending your company's analytical models and applications.

Use the S® programming language to create new components and custom analytics. With S-PLUS, you can provide and build libraries of custom nodes that can be used to quickly develop new analytic models.

Share Results and Communicate Your Vision

With Insightful Miner, statisticians and business analysts can translate the results of their analyses into easy-to-understand reports that use powerful graphic representations revealing at-a-glance the insight locked inside complex data sets. Insightful Miner delivers extensive charting and graphics capabilities out-of-the-box while also allowing for the development of custom charts and reporting tools with S-PLUS.

Low Cost of Ownership

Insightful Miner provides unmatched affordability and low total cost of ownership.

- Sold as a one-time perpetual license
- Streamlines deployment of sophisticated analytic applications throughout your organization
- Visual workflow diagrams simplify maintenance, further reducing the cost of analytics

System Requirements

WINDOWS®

- Windows 2000®
- Windows XP®
- Windows Vista™

The minimum recommended system configuration is Intel® Pentium™ III with 512MB of RAM. You must have at least 335MB of free disk space for the typical installation.

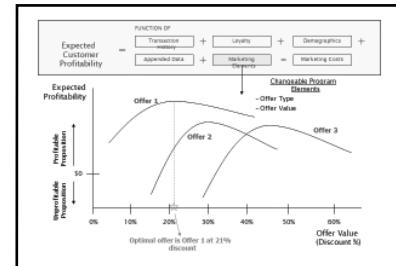
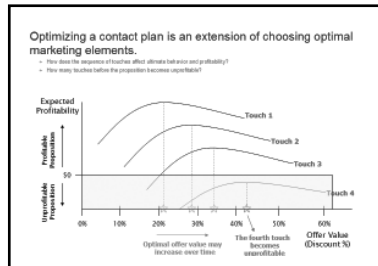
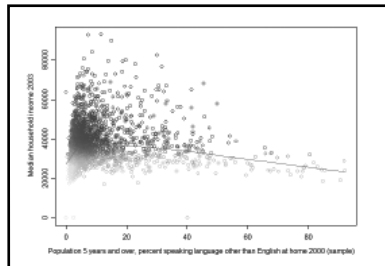
COMPREHENSIVE DATA INTEGRATION

Insightful Miner provides flexible options for data integration and supports industry standards.

Database Connectivity: ODBC, IBM® DB2, Microsoft® SQL Server®, Oracle®, Sybase®, Access

Data file import and export: Text, fixed format text, SAS®, Excel, PMML®, Stata®, SPSS®, and others

Figure 2. Graphics make the delivery and comprehension of analytic results easier for non-technical audiences.



+ For more information please visit www.insightful.com or email info@insightful.com



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About Insightful Corporation:

Insightful Corporation (NASDAQ: IFUL) is a leading provider of predictive analytics and reporting solutions that provide companies the *knowledge to act™*. Insightful products allow companies to perform sophisticated statistical data analysis and data mining, and to create high-quality graphics from numeric and text data. Insightful consulting services provide specialized expertise and proven processes for the design, development and deployment of customized solutions.

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