

Data Mining Technologies Inc.

Knowledge Discovery From Databases

Get The Insight Track with **eNuggets™**: The Next Generation Online Data Mining Solution

eNuggets™ is the premier enterprise online data mining solution from Data Mining Technologies Inc. eNuggets™ is built with the same advanced SiftAgent™ technology as in Nuggets®. SiftAgent™ uses a next generation machine learning methodology to sift through data and uncover hidden facts and relationships automatically. Because eNuggets™ uses the same technology, it does not require users to formulate questions. It is a true data mining solution that's data driven. It formulates the questions and then provides the answers with only minimal guidance from the users.

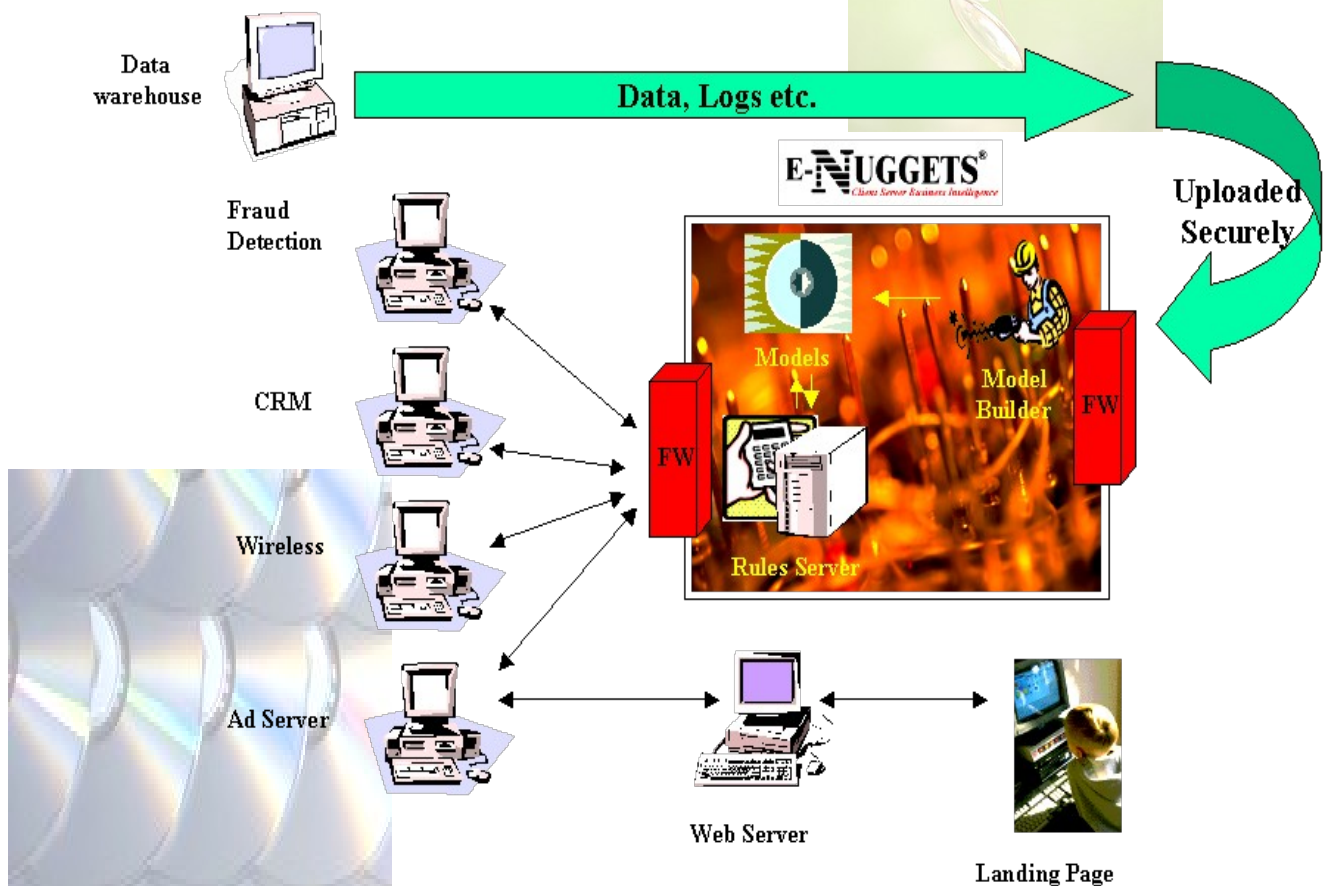


Figure 1.0

Figure 1.0 is an overview of the eNuggets™ architecture. eNuggets™ is a scalable system that contains a model builder, a model store and a rules server. External application servers such as Customer Relationship Management (CRM) software or ad servers send requests to the rules server. Based on historical data and any other customer data (e.g. opt-in, clickstream, demographic or transactional data), the rules server sends a response to the application servers that will drive the presentation of the response

pages. Data can be fed into the server in real time or batch. eNuggets™ is also available as a service where users pay as they use.

eNuggets™ has the following features:

- Handles missing and noisy data, helps find data errors
- Handles virtually unlimited number of variables
- Works with nominal data as well as numerical data
- Fast rule generation with SiftAgent™
- Generates plain English rules
- Handles complex, non-linear relationships
- Handles weighted sample data
- Avoids limitations of neural networks and decision trees
- Uses “action” variables to clearly indicate the best course of action
- And more!

eNuggets™ can be applied to a wide range of applications. Examples are:

e-Marketing – On the fly personalization of web sites to increase transaction rate, cross selling, up selling, targeted product offers, Next product to offer

CRM – Provides analytics to existing CRM packages to increase customer lifetime value

Finance – Fraud detection, Credit scoring

Insurance - Real time underwriting

Service – Early warning of equipment failures and maintenance needs

In addition, eNuggets™ provides a number of versatile components:

- Predict results for new data
- Validate model against test data to determine predictability
- Uncover unique relative rules
- Assist in data cleansing

eNuggets™ is available as a service or a software product:

Minimum Client System Requirements:

512 MB Ram
Windows or Unix Workstation
Netscape or Internet Explorer Browser
TCP/IP connectivity

Minimum Server System Requirements:

128 MB RAM
SUN OS, Linux, NT, 2000, XP
100 MB Disk Space
TCP/IP connectivity

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