

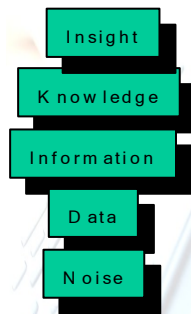


Data Mining and Predictive Analytics
 Fast, Accurate and Easy to Use
 The Only Solution Driven by Artificial Intelligence

Get The Insight Track with **Nuggets®** the Next Generation Data Mining Solution. A new and powerful non-statistical data mining method for desktop or client-server. Easiest to use and handles thousand of attributes. Builds, validates and applies models. Also **generates business rules automatically.**

Nuggets® is the premier next-generation enterprise data mining solution from Data Mining Technologies Inc. This software product is built with SiftAgents™, a proprietary technology that uses machine learning to enable Nuggets® to sift through data and uncover hidden facts and relationships automatically. It formulates questions and then provides the answers with only minimal guidance from the users. Its ease of use allows a broad base of users to realize the power of data mining.

Figure 1.0 depicts a typical scenario in data mining used in data mining projects today require highly tools and human resources impose a high lifetime companies that deploy them. While other methods types of analyses, they inherently have them. These assumptions are oftentimes not easily world. Nuggets® addresses these issues and and highly scalable approach for departmental and



projects today. The tools skilled analysts. These cost of ownership for are useful in certain assumptions built into verifiable in the real provides a cost effective enterprise solutions.

The following table shows a comparison between data mining alternatives.

Figure 1.0 Nuggets® and other

	Statistics	Neural Networks	Decision trees	Nuggets®
Granularity	Low	Low	High	High
Uses Statistics	Yes	Yes	Yes	No
Assumptions	Many	Few	Many	Few
Noisy Data	Low Tolerance	Med. Tolerance	Med. Tolerance	High Tolerance
Time to build	High	Medium	Medium	Low
Learning Curve	High	High	Medium	Low
Accuracy	High-medium	Medium	Medium	High
Tolerant of missing data	Low	Medium	Low	Low
Handles nominal variables	Not well	Not Well	Well	Well
Handles many attributes	No	Not Well	Not well	Yes
Inherently parallel	No	No	No	Yes
Black box	Yes	Yes	Yes	No
Ownership Cost	High	High-medium	Medium	Lo

Data Mining And Predictive Analytics

**Without The Complexity And Restrictions Of
Statistics, Neural Networks And Decision Trees**

Nuggets® uses the powerful methods of **Machine Learning** to uncover and help you monetize the hidden patterns in data. This technology is what allows computers to beat humans in chess. Building a predictive model is just a few clicks away. Now you can concentrate on getting the solution - not grappling with complex methodology. Plus you get the power to understand the model and work with large data sets (**millions of rows and up to 50,000 columns** or variables).

Have an OLAP tool like Cognos or Business Intelligence? **Nuggets®** is a sister technology that does things they can't.

Nuggets® key 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 SiftAgentsTM™
- Generates plain English rules
- Handles complex, non-linear relationships
- Scores and predicts
- Avoids limitations of neural networks and decision trees
- And more!

Nuggets® can be applied to a wide range of applications. Examples are:



Marketing – Identify New Customers, Reduce Customer Turnover, Cross Sell, Up Sell, Reduce Churn, Customize Content In email And Postal Mail

Finance – Reduce Fraud, Improve Credit Scoring

CRM – Provide Better Customer Analysis Of Customer Interaction Data

Health Care, Intrusion Detection, Security And More

Nuggets® comes in two configurations:

 <p>Desktop Solution</p> <p>Minimum System Requirements: 512 MB RAM 100 MB Disk Space Windows 98, NT, 2000,XP</p>	 <p>Client Server and Real Time</p> <p>Minimum System Requirements: 512 MB RAM 100 MB Disk Space Windows 98, NT, 2000,XP</p>
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Data Mining Technologies Inc.

Melville, New York

Tel: 631 692-4400 ext. 100

info@data-mine.com

www.data-mine.com