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Viscovery Software GmbH included in leading industry analyst firm's Magic Quadrant 2008

Viscovery's visual workbench extends data mining to business users

VIENNA, Austria — (31 July 2008) —Viscovery Software GmbH, a leading provider of data mining and predictive analytics solutions, has been positioned by Gartner, Inc. in the Magic Quadrant for Customer Data-Mining Applications[1]. In the report, international data mining vendors were evaluated based on their completeness of vision and ability to execute. In particular the companies' products and services were evaluated, as well as their market responsiveness and track records. Gartner's Magic Quadrant 2008 for Customer Data-Mining Applications includes eight companies worldwide.

"We believe our listing in the Magic Quadrant by Gartner confirms our ability to deliver proven predictive analytics solutions that help our clients easily and quickly evaluate their data and predict future customer behavior," said Gerhard Kranner, CEO of Viscovery Software GmbH. "With the recent launch of version 5 of the Viscovery line of products, we have taken a step further in our mission to make our intuitive visual data mining solution a strategic instrument for a wide range of users."

Intuitive predictive modeling and scoring accuracy set Viscovery apart

The Viscovery suite for visual data mining and predictive analytics covers all functions needed for customer analytics projects — from clustering, customer profiling and segmentation, through scoring and non-linear prediction, up to automatic generation and real-time integration of models. The interactive project environment supports effective model management and contains standard workflows with default parameterizations, which allow simple click-through usage and can be re-used as process patterns.

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[1] Gartner "Magic Quadrant for Customer Data-Mining Applications" by Gareth Herschel July 1, 2008

The robust, high-performance software combines statistical methods with Self-Organizing Maps (SOMs), which allows huge quantities of data to be visualized and handled on a single screen. This intuitive visual approach enables even statistics laymen to explore complex data, recognize relationships, create scoring models and define target groups. Models can be easily deployed in real-time applications and flexibly integrated in verticals for specific application areas.

About Viscovery Software GmbH

As one of the first data mining companies in Europe, Viscovery (formerly Eudaptics) is one of the leading vendors of predictive analytics solutions. The Viscovery suite offers unique patented technology for explorative analysis and statistical modeling of complex data. The Viscovery team provides comprehensive expertise and proven experience in customer analytics, customer segmentation and scoring including text-mining applications, genetic analysis and industrial process optimization. Viscovery software has been used for many years by numerous customers in diverse fields including banking, insurance, telecom, industry, media, retail, as well as research organizations and universities. Since September 2007 Viscovery has been a company in the Biomax Group. Additional information about Viscovery can be found at www.viscovery.net.

About the Magic Quadrant

The Magic Quadrant is copyrighted 2008 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.