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Viscovery boosts sales and profit

[News — **Viscovery]** Vienna, Austria, 13 July 2010 — Despite the global financial crisis, the Austrian specialist for data mining and predictive analytics reports for 2009 a considerable growth in sales, profit and market share and continues to demonstrate success in the international arena.

New customers acquired in the reported period include Northrop Grumman Information Systems (USA), Deloitte & Touche Forensic & Investigative Services, Inc. (Canada) and Telstra Corporation (Australia). An additional large customer in Australia has entered into final negotiations.

This period also saw the release of Viscovery Suite version 5.2, which includes a new licensing system and further improvements for handling and usability as well as enhanced features for microcluster prediction and high-dimensional data analysis — features that are essential for text mining and clustering of gene expression data.

About Viscovery Software GmbH

Viscovery Software GmbH, one of the first data mining companies in Europe, is a leading vendor of predictive analytics. The Viscovery Suite offers unique, patented technology for explorative analysis and statistical modeling of complex data. The Viscovery team provides comprehensive expertise and years of experience leading projects in customer analytics, customer segmentation and scoring, as well as text mining applications, genetic analysis and industrial process optimization. Online demos for several applications, including an analysis of website visits (www.viscovery.net/demos/click-stream-analysis), are available at the company website.

The intuitive Viscovery interface allows users without previous knowledge in statistics to create visual cluster analysis, customer profiles and segmentations and interactively assign operational actions to defined groups. The Viscovery project environment supports the data-mining process with clear workflow structure and inline documentation that records all steps of the analysis. All workflows are provided with preset defaults and can be modified and used subsequently as templates. High-performance Viscovery models are easily integrated in real time and can be generated and updated automatically.

Viscovery software has been used successfully by numerous customers worldwide in the fields of banking, insurance, telecommunication, industry, media and retail, as well as at research organizations and universities. Viscovery is the only continental European data-mining provider listed in Gartner's last "Magic Quadrant for Customer Data-Mining Applications." Since September 2007, Viscovery is a company in the Biomax Group.