



PREDIXION INSIGHT™

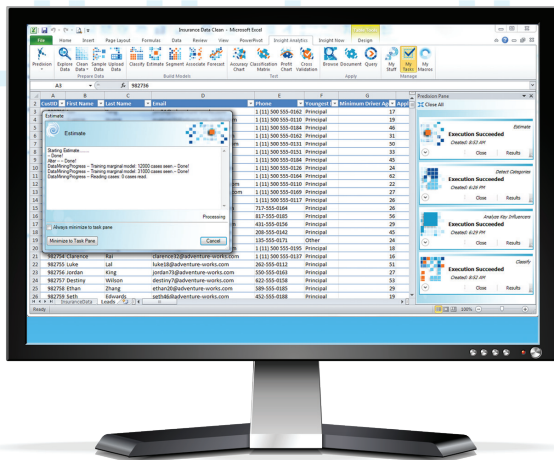
Predixion Insight™ delivers cloud-based predictive analytics solutions that are fully integrated with Microsoft's BI platform and leverage many of the incumbent technologies. If you use Excel® or PowerPivot you can apply predictive technologies in your daily business analysis and decision making processes. Your employees are able to easily create, manage and share powerful and accurate predictive models without extensive training or specific knowledge of predictive analytics.

The Predixion Insight™ Cloud is a Self-Service Predictive Analytics (SSPA) solution that allows your employees to use and analyze large amounts of data to make actionable decisions inside the familiar environments of Microsoft Excel® and PowerPivot or other interfaces via Predixion Connexion™ API. The Predixion Insight™ Cloud is accessible from any of your remote locations without the need for onsite deployments of complex and expensive software. Results can be effortlessly published for a fully interactive experience by anyone with a browser. Now, non-technical users can run predictive reports without ever seeing or touching a model.

In addition to our Public Cloud service, our On-Premise Private Cloud offering, Predixion Enterprise Insight™, extends data mining functionality with a collaborative, predictive analytics solution behind the firewall.

"If you need predictive analytics, but don't know where to start, look at Predixion Insight™. The integration with Microsoft PowerPivot for Excel® ensures powerful data handling and unparalleled ease-of-use – while Predixion's cloud service makes experimentation easy and low risk for even the most conservative IT departments."

– Donald Farmer, Principal Program Manager, SQL Server Business Intelligence, Microsoft Corporation



Predixion Insight™ Advantages:

- Compatible with 32/64-bit Excel® and PowerPivot
- Eliminates cost-prohibitive software license fees
- Enables non-technical users to create predictive models and run reports
- No complex IT setup required

Unlock the power of your data with Self-Service Predictive Analytics in the Cloud

Predictive Analytics provides objective, fact-based information which increases performance and profitability across a wide range of industries:

- Retailers and service providers personalize customer relationships and reduce churn
- Insurers uncover previously unrecognizable risk patterns and characteristics
- Businesses maximize marketing campaign profitability
- Healthcare providers determine which patients are at risk of developing a wide range of diseases
- Financial institutions and retailers reduce their exposure to fraud
- Marketers of consumer products and services lower their cost per order
- Financial institutions predict securities performance and trends
- Manufacturers optimize inventory

PREDIXION INSIGHT™ | FEATURES

Data Preparation Tools

Easy-to-use Wizards guide you through uploading data from Excel® or PowerPivot, data exploration and preparation, data cleansing and data sampling.

Comprehensive Model Building

Wizards allow you to select various methods to build, run or script a wide variety of models.

Performance Evaluation Capabilities

With just a few clicks of the mouse Predixion Insight™ will guide you through evaluating the performance and accuracy of your predictive models.

Management Tools

Wizards help you with the following:

- Capture the details of an existing model for documentation and auditing.
- Build prediction queries by using an existing predictive model to apply to input data in Excel® or PowerPivot.
- Manage your tasks, models and data sets.

Automated Tools

The following functions have been fully automated - just select your input data - and cloud processing lets you run multiple functions at once:

- Analyze Key Influencers
- Detect Categories
- Fill from Example
- Forecast
- Highlight Exceptions
- Prediction Calculator
- Shopping Basket Analysis

Application Compatibility

Run Predictive Analytics and access your predictions in these familiar environments:

- Leverage PMML applications (SAS, SPSS, etc.) and access data sources and BI platforms
- Excel® 2007
- Excel® 2010 32 & 64 Bit
- SQL Server® Enterprise and SQL Server® Analysis Services (SSAS) 2008 & 2008 R2
- PowerPivot
- SharePoint® 2007 & 2010
- Microsoft® Windows 7, Windows Vista, Windows XP



Predixion Insight™ Public Cloud

Access the power of Predictive Analytics anytime, anywhere.

Predixion Enterprise Insight™

On-Premise and Off-Site private cloud offerings for corporations needing to keep data behind their firewall.



Predixion Cloud Security

Predixion utilizes full 128 bit encryption on transmission and 256 bit in the cloud at a SAS 70 Type II facility.