

## Press Releases

### **digiMine, Inc. Launches The First Advanced Business Intelligence Service**

*Next-generation ASP Makes Data Warehousing and Data Mining a Reality for all Companies*

**SEATTLE, WA (September 18, 2000)** - digiMine, Inc., announces the launch of the first business intelligence solution to fully integrate advanced data warehousing and data mining technologies and deliver them as a managed and hosted service. As the only comprehensive business intelligence application service provider (ASP), digiMine delivers high-end solutions that are easy to use, quick to deploy and affordable.

"digiMine is leveraging the application service provider (ASP) model to eliminate the barriers that cause most data warehousing and data mining initiatives to fail," said Usama Fayyad, digiMine's chief executive officer and world-renowned data mining authority. "digiMine is aiming to revolutionize the industry by making state-of-the-art data mining technology a practical reality for all e-businesses."

"digiMine has an excellent strategy of providing data warehousing and data mining as an affordable service," says Dan Vesset, senior research analyst, IDC. "There is a good market potential for a service that can provide in-depth business intelligence without the in-house effort normally associated with building and maintaining a data warehouse."

Using sophisticated data mining applications, digiMine delivers actionable business intelligence to e-businesses through intuitive reports and real-time personalization tools. digiMine customers receive daily reports on site performance, customer behavior, marketing campaign effectiveness, sales trends, and customer segmentation. digiMine also delivers custom personalization tools that can be run in real-time to optimize cross-sell and up-sell opportunities.

"We spent months evaluating analytic solutions for Allrecipes and digiMine was the clear choice," says Michelle McEttrick, director of marketing at Allrecipes.com. "The service delivers tremendous value by providing us with a much deeper understanding of how and when our customers utilize the recipe features on our Web site. We are using this insight to proactively improve the customer experience. In the end, that's what it's all about, delivering value to our customers."

digiMine, which was founded six months ago, currently has over twenty-five customers. The company's customer base includes business-to-business and business-to-consumer e-retailers, e-commerce marketplaces, streaming media providers, Web content businesses, Web telephony companies and service providers (ISPs, ASPs). digiMine builds a secure, comprehensive data warehouse for each customer, containing the full range of relevant data including click stream, user registration, product catalog, campaign and transaction data. Updated daily, the data warehouse serves as the backbone of digiMine's advanced business intelligence services.

digiMine customers are typically up and running in under a week. digiMine does not require its customers to do site instrumentation or invest in hardware, software or

additional IT staff. "The digiMine service model was ideal for us because it scaled to accommodate our growing volume of data, over 20 gigabytes a day, and allowed us to immediately begin analyzing our business without sinking time and money into a data warehouse," says Hyunduk Ahn, Ph.D., president of Dialpad.com. "We were receiving reports within 24 hours of signing on with digiMine. The service's impact on our IT staff's time was virtually zero."

"At digiMine we're totally focused on one thing, providing eBusinesses with world-class business intelligence systems," says Nick Besbeas, VP of sales and marketing and co-founder of digiMine. "Because we deliver our solutions as a service, our customers don't have to spend lots of time and money to deploy and manage them in house. Instead, they use our services to help them do what they do best - run their business."

**Key Benefits of digiMine's Services:**

- Builds a secure, comprehensive data warehouse for each customer, integrating the full range of click stream, user registration, product catalog, campaign and transaction data.
- Applies powerful data mining algorithms that discover patterns in data such as product and event affinity and new customer segments.
- Delivers powerful analytics through daily reports on customer behavior, site performance, content and product consumption, browse-to-buy conversion and marketing campaign effectiveness.
- Enables real-time personalization that precisely targets content and maximizes up-sell and cross-sell opportunities.
- Deploys quickly with little impact on the customer's IT department and requires no investment in additional IT resources.
- Costs a fraction of other solutions. digiMine Services start at \$5000 per month.

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**About digiMine**

Founded in March 2000, digiMine is setting new standards for the delivery of powerful analytics and personalization to businesses. digiMine's advanced data warehousing and data mining services are securely delivered via the Internet, which enables a fast and reliable way for businesses to act with precision and speed. digiMine provides invaluable business intelligence and decision support through intuitive reports with customizable and interactive visuals. Typical deployment occurs within a few weeks, dramatically reducing costs, complexities and the burden on IT departments. [www.digiMine.com](http://www.digiMine.com). For additional information about digiMine call (425) 896-1700 or visit the company Web site at [www.digiMine.com](http://www.digiMine.com).