



digiMine Delivers Data Mining Services to Microsoft bCentral.

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State of the Art Data Mining Services Provide Microsoft's Small

Business Portal With Actionable Business Intelligence

to Optimize Customer Experience and Increase Revenues

digiMine, Inc., a leading provider of hosted business intelligence solutions, today announced that the Microsoft bCentral small-business service has selected and deployed digiMine Analytic Services(SM) to provide fully hosted data warehousing, mining and business analytics.

With digiMine Analytic Services, bCentral gains invaluable insight and analysis of customer behavior, Web site performance and content and service usage of bCentral's fourteen online services. digiMine Analytic Services, a fully hosted solution that utilizes the latest Microsoft Internet technologies, strengthens bCentral business intelligence while minimizing resource and infrastructure expenses.

"digiMine Analytic Services provide us with essential business intelligence to enhance our services, improve customer satisfaction and grow revenues," says Erin Hiraoka, Director of Marketing for bCentral at Microsoft Corp. "Being in the hosted applications business, our sales channels as well as services usage are entirely Web-based, which gives us a unique opportunity to gain immediate insight into every phase of the customer life cycle, from consideration through up-sell and renewal. digiMine services reveal the metrics, patterns and trends of our business and provide bCentral with decision support to effectively deliver critical business tools to small and growing companies."

bCentral is a Web-based service that provides a comprehensive, cost-effective and integrated suite of Web-based services to help companies streamline, simplify and integrate core business processes, without the complexity or cost of large-scale IT infrastructure. With more than 1.6 million registered users, bCentral relies on digiMine to understand how small-business customers use its Web site and services, in order to maintain customer satisfaction and drive revenue. For example, digiMine's daily, Web-based reports provide bCentral managers with analysis of Web site traffic, customer demographics and the effectiveness of the site's registration process.

Accurate and timely usage information is especially crucial to evaluate the effectiveness of new bCentral services and features. As bCentral has introduced new services, such as bCentral Commerce Manager, Customer Manager and Finance Manager, digiMine's service model has easily scaled to accommodate the expanding set of bCentral offerings. digiMine's hosted service enables bCentral to immediately measure the success of new services without delay, streamlining the enhancement of Web site and service functionality.

digiMine Analytic Services combine leading data warehousing technologies, proprietary data mining algorithms, technical expertise and guaranteed service. The company builds and maintains a secure data warehouse for each of its customers and applies data mining and analytics to reveal meaningful patterns and insight. Each day, digiMine customers receive updated reports with actionable business intelligence about product sales, customer behavior and campaign response. digiMine Analytic Services far exceed simple Web traffic measurement by integrating multiple data sources to deliver a global view of business metrics and insightful decision support.

"digiMine is focused on making the business intelligence benefits of data warehousing and data mining technologies -- management and mathematical analysis of large volumes of complex data -- more accessible to all businesses," said Usama Fayyad, digiMine's chief executive officer and world-renowned data mining authority. "bCentral's selection and use of digiMine's services demonstrates our ability to deliver the data management and analytical tools necessary for a company to use its data for business advantage."

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. For additional information about digiMine call 425/216-1700 or visit the company Web site at www.digiMine.com.

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