

# INTER@CTIVE

September 18, 2000

Circ. 250,000

## Data Goldmine?

>> Launching today: **DigiMine** ([www.digimine.com](http://www.digimine.com)), a data warehousing and mining company founded by **Microsoft** alumni. Chief Executive **Usama Fayyad** is a big brain in the field who edits an industry journal and a newsletter. Data services are seen as complex and should join Enterprise Resource Planning software as natural candidates for outsourcing, Fayyad says. "IT [Information technology] will always pay attention to ERP, because it's mission-critical," he says. "The CEO says data warehousing and data mining are a top priority, but IT never quite gets around to it. Now, for the price of a single IT employee, they can."