

Wireless

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Mining Intelligence

Digging for subscriber activity just got a bit easier. A new product—digiMine Wireless Business Intelligence—announced today by digiMine Inc. helps wireless Internet content providers, service providers and carriers manage, analyze and act on mobile Internet usage data.

Through the use of fully hosted data warehousing, mining and business analytics, WBI uncovers information such as customer segments, content consumption patterns and transaction trends. Customers can use the interactive, Web-based WBI reports to identify subscriber groups with common demographics and target their content and marketing.