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DigiMine Extends Reach Of Data-Mining Technology

The vendor has unveiled its digiMine Advisors hosted software and services that help business users apply data-mining techniques to specific applications, including inventory management, customer retention and loyalty, and sales conversion.

DigiMine Inc. is attempting to make data-mining technology more useful to a wider group of users. The vendor Monday unveiled its digiMine Advisors hosted software and services that help business users apply data-mining techniques to specific applications, including inventory management, customer retention and loyalty, and sales conversion.

DigiMine already markets hosted data-mining software. But data mining is complex and is generally used by statisticians, not business managers. Advisors are designed to get around that problem with specific applications and built-in data-mining capabilities. Conversion Advisor, for example, provides E-commerce companies with data analysis and best-practices recommendations for converting Web-site browsers into buyers. Users access the applications and reports through the Internet.

The Conversion Advisor is available now with a starting price of $10,000 per month. DigiMine will soon expand the product line to include Retention Advisor for customer retention, Product Advisor for targeting products and services to the right customers, and Content Advisor for determining the right online content and services for the right site visitors.