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Change or Die

Adapting on the fly is a key to growth for some ASPs. Take digiMine, a provider of data warehousing and mining services that has moved up-market from its planned customer base since launching last September. "We thought the mid-tier companies were not dealing with the data they generate, but we found that even the largest companies on the Web are struggling with the same problem," says co-founder Nick Besbeas. The company has announced more than 30 customers.
