

PUGET SOUND Business Journal

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FINALISTS:

Entrepreneurs take creative approaches to growth

TECHNOLOGY

digiMine Inc.

DigiMine founders Dr. Usama Fayyad, Bassel Ojjeh and Nick Besbeas conceived their company while working together at Microsoft Corp. As managers of database marketing operations for the Microsoft Network, Ojjeh and Besbeas often consulted Fayyad for data-mining algorithms to help them better understand MSN customers.

Technology developed by Bellevue-based digiMine helps businesses answer questions such as: how to improve sales conversion on a Web site, how well specific marketing campaigns drive sales, who a business' best customers are and which products or services sell best in combination.

The company does that by integrating separate technologies — data warehousing, data mining and business intelligence reporting — into a fully managed, Internet-based service.