

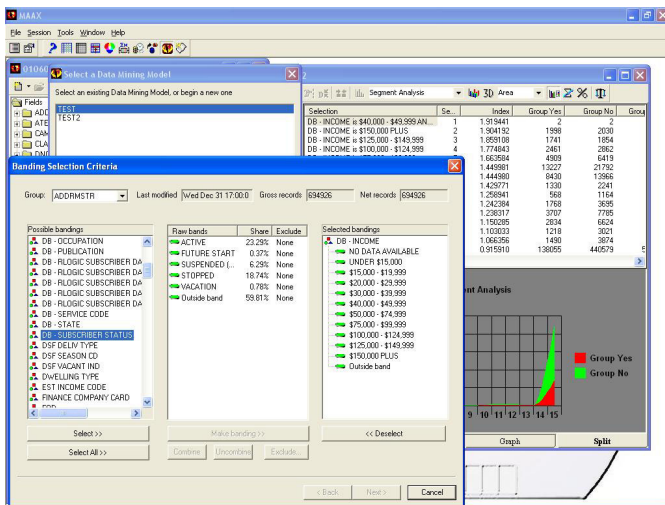
MAAX Data Mining



Advanced solutions for advanced results

MAAX Data Mining provides fully integrated data mining functionality that delivers deeper descriptive insight into your customer and marketing data. Unlike most data mining tools that base results on sample data, **MAAX Data Mining** works across the entire database and delivers results in seconds.

MAAX Data Mining automatically detects the degree of interaction between attributes within a database of up to 2 billion records and 2 billion fields - on a PC. Unlike other data mining products, the algorithm used is scaleable. Thus, it does not need to work with samples or subsets of the data, but can process the entire database for optimal profiling and segmentation results.



Results are represented as a "decision tree" and as a "gains chart" that prioritizes and ranks the relative importance of key descriptive data elements. Models built and results obtained in the **MaaX Data Mining** solution are automatically integrated within the **MaaX™ Solution Suite** for further analysis and application.

MAAX Modeler complements data analysis and visualization by further enriching customer insight and intelligence with data

profiling and predictive modeling. Without the need for statistical expertise, marketers can engage in advanced data mining, automating the discovery of future trends and identifying significant relationships in relevant data across very large databases in seconds.

MAAX Modeler leverages the data available within the **MAAX DataCentre** to deliver sophisticated statistical models through a step-by-step, wizard-driven interface – simplifying the model development process for non-statisticians. Response, churn and lifetime value models can readily be created and integrated within the **MaaX™ Solution Suite** creating a powerful, end-to-end marketing solution.

MAAX Solution Suite

The MAAX DataCentre

MAAX Analytics

MAAX Campaigner

MAAX Data Mining

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