

INFO SHEET

Portrait Miner

What's New in Portrait Miner 6

THE MOST POWERFUL, FLEXIBLE AND EASIEST TO USE PORTRAIT CUSTOMER ANALYTIC SOLUTION EVER.



Summary

Portrait Miner 6 is a direct upgrade from your existing Portrait Quadstone or Portrait Customer Analytics environment. This solution is packed with exciting new capabilities which enable you to obtain faster insight, get new users up and running faster and solve new business challenges including market basket analysis, best next product and marketing impact analysis.

ENHANCEMENTS INCLUDE:

Powerful New Algorithms

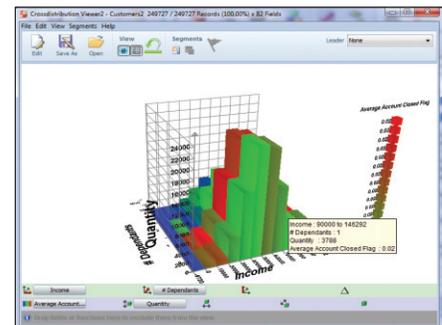
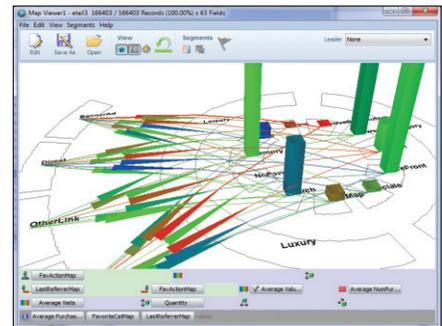
Solve a wider set of business challenges—all in one solution

High-performance association rule mining automates the discovery of relationships in event and transaction data, such as market-basket analysis, best-next product sequencing and marketing impact analysis. The Naïve Bayes Wizard mimics the adaptive learning approach favored in some real-time decisioning applications and can be immediately applied to traditional applications like churn, cross-sell response and customer value.

Powerful New Data Prep Capabilities

Assemble the richest 360° customer view in fraction of the time

One of the most important factors in creating effective predictive models is the breadth and quality of the customer view. If you lack a marketing datamart to support the customer insight function, Portrait Miner's new optional DataFlow capability can allow you to more quickly assemble a rich customer view by incorporating data from all relevant sources, while tracking and reporting on data quality, all in an IT-friendly fashion.



New Extensions for Location Intelligence

Amplify predictive power by incorporating location-based customer profiling

A richer understanding of your customer allows you to better understand customer needs, design more relevant messaging and create a more profitable targeting strategy. By including location intelligence into your predictions, your organization can achieve up to a 30% improvement in targeting effectiveness. This new option is now available as a powerful extension to Portrait Miner.

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Improved Speed and Performance

Now faster and more scalable than ever

Metadata load and save times have been improved, parallelism is exploited more efficiently, and scalability on large datasets has been enhanced, resulting in significant performance boosts for both interactive exploration and automated modeling and data preparation scenarios. Improved performance also includes improved scalability and parallelism on Windows Server platforms.

Extended Microsoft Office Integration

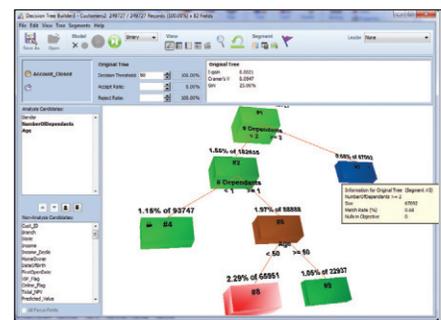
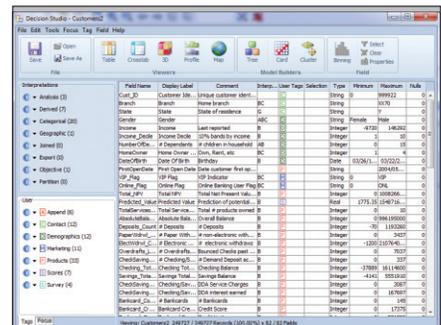
Get more out of your insight with Microsoft Office

Now, Portrait Miner users have the new ability to manage your metadata using Microsoft Excel. This capability lets you avoid understanding the complexities of the underlying XML format, and makes it much easier to import external metadata. We continue to support live linking of summary results and export of raw data directly to Excel, as well as exporting more intuitive visuals to Powerpoint and Word.

Extended Platform Support

Now supporting for a wider variety of user environments

Windows platform support has been extended to include Windows 7 client, Windows 2008 server (32 & 64-bit), and SQL Server 2008.



Refined User Interface for Faster Insight

The easiest to use Portrait data mining & predictive modeling solution ever

Portrait Miner 6 features a refreshed "Windows 7 look and feel" for a user environment that is more intuitive and approachable. Many of the windows now have an Office 2007 style ribbon with large toolbars and buttons to give easy access to the most commonly used features (based on user survey). This familiar, yet refined, user interface speeds up time-to-value and removes roadblocks for casual users, while accelerating usability for experts.

Common usage patterns have been simplified and streamlined, including easier linking and drill-down between tools, and support for saving and loading standard views. User-friendly field and chart labels make results easier to digest. Field tagging, sorting and Excel metadata integration make it easier to organize and navigate wide datasets.

TO LEARN MORE ABOUT THE EXCITING ENHANCEMENTS IN PORTRAIT MINER 6, CONTACT YOUR PITNEY BOWES BUSINESS INSIGHT REPRESENTATIVE OR VISIT WWW.PBINSIGHT.COM.

UNITED STATES

One Global View
Troy, NY 12180

1.800.327.8627

pbbi.sales@pb.com
www.pbinsight.com

CANADA

26 Wellington Street East
Suite 500
Toronto, ON M5E 1S2

1.800.268.3282

pbbi.canada.sales@pb.com
www.pbinsight.ca

EUROPE/UNITED KINGDOM

Minton Place
Victoria Street
Windsor, Berkshire SL4 1EG

+44.800.840.0001

pbbi.europe@pb.com
www.pbinsight.co.uk

ASIA PACIFIC/AUSTRALIA

Level 7, 1 Elizabeth Plaza
North Sydney NSW 2060

+61.2.9437.6255

pbbi.australia@pb.com
pbbi.singapore@pb.com
pbbi.china@pb.com
www.pbinsight.com.au



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