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## **Data mining specialist Viscovery's globalization efforts on track**

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With strong net revenue growth, the Vienna-based Viscovery had one of the best financial years in its history. The Austrian data mining specialist & SOM expert cites its licensing business, which makes up over 70% of sales, as the reason for their growth. Over 90% of Viscovery's business takes place internationally. In addition to Australia and Japan, the company extended its business to Arab countries in the last year. Besides financial services and telecommunications, Viscovery successfully positioned itself in the life sciences by building on positive synergy with its parent company, Biomax Informatics AG.

Selected new customers include: National Australia Bank, Insurance Australia Group, Etisalat Group (Emirates Telecommunications Corporation), as well as renowned international research institutes such as the Western Australian Institute of Medical Research, consulting firms like Deloitte and Wolters Kluwer, and many universities.

A particularly elegant example of the use of Viscovery SOMs can be found in the book *AsOne* by Merdad Baghai and James Quigley ([www.asone.org](http://www.asone.org)), which is listed in the New York Times Top 10 economic books. The book presents eight archetypes of work behavior that have been defined on the basis of clusters created with the Viscovery software.

In the commercial sector, classifications of socio-demographic data or data from social networks are also increasingly used. Users can find an entertaining demo of such a classification on [www.viscovery.net/demos/music-styles](http://www.viscovery.net/demos/music-styles), where the visitor can answer a few simple questions to classify his or her preferred styles of music. Viscovery created the demo using a small portion of a data set provided by the Parship online dating service.

### **About Viscovery Software GmbH**

Viscovery Software GmbH, one of the first data mining companies in Europe, is a leading vendor of predictive analytics. The Viscovery® Suite offers unique, patented technology for explorative analysis and statistical modeling of complex data. The Viscovery team provides comprehensive expertise and years of experience leading projects in customer analytics, customer segmentation and scoring, as well as text mining applications, gene-expression data analysis and industrial process optimization. Online demos for several applications, including an analysis of website visits ([www.viscovery.net/demos/click-stream-analysis](http://www.viscovery.net/demos/click-stream-analysis)), are available at the company website.

The intuitive Viscovery interface allows users without previous knowledge in statistics to create visual cluster analysis, customer profiles and segmentations, and interactively assign operational actions to defined groups. The Viscovery project environment supports the data-mining process with clear workflow structure and inline documentation that records all steps of the analysis. All workflows are provided with preset defaults and can be modified and used subsequently as templates. High-performance Viscovery models are easily integrated in real time and can be generated and updated automatically.

Viscovery software has been used successfully by numerous customers worldwide in the fields of banking, insurance, telecommunication, industry, media and retail, as well as at research organizations and universities. Viscovery is the only continental European data-mining provider listed in Gartner's last "Magic Quadrant for Customer Data-Mining Applications." Since September 2007, Viscovery has been a company in the Biomax Group. More information about Viscovery is available at [www.viscovery.net](http://www.viscovery.net).