



## Visual Mining Helps Maxager Technology Gain Insight, Take Action on Information

*Sales Executive SaaS dashboard simplifies marketing campaign analysis*

**ROCKVILLE, MD – February 16, 2007** – Visual Mining™, the premier provider of on-demand graphical reporting, visual analytics, and performance dashboard solutions, and Maxager Technology, a provider of enterprise profit optimization software, today announced that Maxager Technology has deployed Sales Executive™ for increased access to critical intelligence they need to make better informed business decisions with respect to marketing campaign performance.

Sales Executive, Software-as-a-Service (SaaS) dashboards through the salesforce.com AppExchange platform, helps address key challenges associated with information overload by providing easy to understand visual analysis of Salesforce results. It shrinks the gap between a customer's need for information and their ability to take action.

"As a long-term customer of Visual Mining's NetCharts data visualization software, the idea of applying those same powerful analytic tools to our Salesforce data was very attractive," said Michael Rothschild, Founder and CEO of Maxager Technology. "By transforming our Salesforce data into easy to understand visuals, Sales Executive allows our sales and marketing team to spend less time analyzing data, and more time on helping our manufacturing customers become more profitable."

"Visual Mining is committed to helping businesses realize the benefits of business performance management (BPM) by leveraging their existing applications," said Michael MacDonald, CEO, Visual Mining, Inc. "Visual Mining, by incorporating Web 2.0 technologies, continues its commitment to helping companies deploy flexible and dynamic performance dashboard solutions, so that they can make better decisions, faster."

### **About Maxager Technology:**

Founded in 1996, Maxager's patented enterprise profit optimization (EPO) solutions help leading chemicals, metals, electronics and other complex manufacturers increase cash and profit worth 3-5% of revenue. Ideal for manufacturers with a wide range of products, customers and assets, Maxager's unique technology calculates precisely how fast each product, customer, or market generates cash and profit from the assets, allowing managers to truly optimize product mix & customer mix profitability, sales & profit planning, strategic pricing, and production planning. For more information, visit [www.maxager.com](http://www.maxager.com) or call +1.888.MAXAGER.

### **About Visual Mining, Inc:**

Visual Mining develops graphical reporting, visual analytics, and on-demand performance dashboards for Business Intelligence solutions. Visual Mining produced NetCharts® as the industry's first commercial Java-based charting engine. Sales Executive™, an on-demand business intelligence solution, represents industry best practices developed through a decade of experience in serving thousands of customers worldwide. Visual Mining products are deployed worldwide and have earned numerous industry awards, including the 2003 Intelligent Enterprise Magazine's Readers' Choice Award for data visualization software and recent selection as a finalist in the Software & Information Industry Association's 20th Annual Codie Awards. Information about the company's products and services is available at [www.visualmining.com](http://www.visualmining.com).

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