



## Visual Mining Celebrates 15 -Year Anniversary

*The company marks 40 consecutive quarters—10 years—of profitability.*

**ROCKVILLE, MD – February 24, 2011 – Visual Mining**, a leader in performance management and data visualization solutions, celebrates 15 years in business and 40 consecutive profitable quarters. By combining ease-of-use functionality with sophisticated analysis and award-winning visualization technologies that help promote end-user use and adoption, Visual Mining's NetCharts software solutions are helping reshape the way organizations approach their performance management initiatives. Flexible and end-user friendly business intelligence dashboards, scorecards, and reports are key components of performance management efforts, but rather than a massive undertaking spearheaded by IT, organizations are successful when they have a solution that allows them to focus on a smaller scale, incremental departmental approach that can easily grow outward across the organization.

"ETI Sales Support is a long-term customer of Visual Mining. We use NetCharts Server and NetCharts Designer to generate the interactive charts and graphs for our Marketing Performance Dashboard," said Michael Falkson, CEO, ETI Sales Support. "The staff at Visual Mining understand that business is about building relationships with their customers, and they go beyond the usual product support to help us get the most value for our own customers from the NetCharts products we use to bring marketing data to life with powerful, easy-to-understand visualizations."

"Visual Mining's goal is to help organizations drive better results by putting the power of Business Intelligence in the hands of the End Users," said Tristan Ziegler, President and CEO, Visual Mining. "The industry recognition and numerous prestigious awards this past year have been a reflection of our years of hard work, continuous innovation and customer dedication; awards such as the 2010 SIAA CODIE Award finalist for Best Business Intelligence Solution, the 2010 Stevie® Annual American Business Award for Best New Product for End-User Software, 2010 Oracle's Duke's Choice Award for Most Innovative Visualization and Data Intelligence project using the Java Platform, and most recently as a 2010 Red Herring 100 Global Winner."

### **About Visual Mining**

For 15 years, Visual Mining continues to be a profitable, trusted and valued provider of business intelligence dashboard and data visualization solutions that instantly transform data into actionable business information. Visual Mining's award-winning

NetCharts software delivers comprehensive, intuitive, and effective solutions for both developers and business end-users. Visual Mining's support and professional services teams complement its products by providing the expertise to ensure success. Download a free evaluation copy of NetCharts software by visiting [www.visualmining.com](http://www.visualmining.com). Follow us on Twitter! [www.twitter.com/visualmining](http://www.twitter.com/visualmining). Visual Mining: Visualize. Analyze. Capitalize.

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