



## **Analytic InSight Selects NetCharts Performance Dashboards to Provide Customer Visibility within State-Wide Health Research Program**

**ROCKVILLE, MD – March 10, 2009** – Visual Mining, a leader in visualization solutions, today announced that Analytic InSight LLC, a leading market research company, chose Visual Mining's NetCharts Performance Dashboards™ (NCPD) to provide comprehensive, intuitive, and effective data visualization for its growing user base of state government agencies.

Analytic InSight turned to Visual Mining's NetCharts Performance Dashboards to help state-wide center directors easily visualize and analyze volumes of customer satisfaction survey data in order to better evaluate the state's Aging and Disability Resource Centers. The flexibility of NCPD allows users to compare customer satisfaction results across other resource centers and view the results according to their own personal preferences.

NetCharts Performance Dashboards ([Visual Mining Launches NetCharts Performance Dashboards for Business Users, Feb. 10, 2009](#)) enables business users to harness the power of *Agile Performance Dashboarding™*; where business users can quickly and easily produce dashboards to analyze their most critical business information with little or no IT involvement – an attractive alternative to the costly and lengthy implementation cycles associated with business intelligence tools on the market today.

“The usability of Visual Mining's NetCharts Performance Dashboards is a key factor in creating a stunning success for the state's survey project,” states Dr. Amy Flowers, president of Analytic InSight. “It's flexible enough to provide users with different views of the same data and adaptable enough for each individual user to turn the survey data into useable business information.”

“Analytic InSight's deployment of NCPD within a state-wide program is a perfect example of how easily large amounts of data can be effectively analyzed and displayed by many distinct

users with varying business needs,” states Tristan Ziegler, CEO of Visual Mining. “By combining sophisticated analysis with ease of use, NCPD allows users at all levels to dynamically create effective dashboards and KPIs that help organizations align strategies and goals for better and more informed decision making.”

According to Dr. Flowers, “No other company could provide the technical support that Visual Mining did – they took the time and made the effort to understand what I and my customers needed. Visual Mining helped me provide a solution where users could find the information they needed quickly and gain more value from it.”

NetCharts Performance Dashboards is available in four editions, based on individual or organizational needs: Excel™, Desktop, Enterprise, and Salesforce.com™ editions. Prices start at \$500.

### **About Visual Mining**

Visual Mining provides visualization solutions that instantly transform data into actionable business information. Visual Mining’s NetCharts products deliver comprehensive solutions for both developers and end users that are intuitive and effective. NetCharts for Developers enables the rapid development and deployment of advanced data visualization solutions that easily integrate with applications and data sources. NetCharts for Business Users provides dynamic, interactive dashboard solutions that enable users to analyze data, gain insight and make better informed business decisions. Visual Mining’s support and professional services teams compliment its products by providing the expertise to ensure success. Visual Mining: Visualize. Analyze. Capitalize. [www.visualmining.com](http://www.visualmining.com).

### **About Analytic InSight**

Analytic InSight is a full-service market research company that works with private organizations and government agencies to build measurement tools, understand social and cultural contexts, develop new programs, improve existing programs, support continuous improvement, and establish documentation of evidence-based results. [www.analyticinsight.org](http://www.analyticinsight.org)

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