



BackFlip Software and Visual Mining Introduce Communication-Enabled Performance Dashboards

Delivers real-time actionable alerts with analytic scorecards and dashboards

ROCKVILLE, MD – April 26, 2007 – Visual Mining™, the premier provider of graphical reporting, visual analytics, and on-demand performance dashboard solutions, today announced a partnership with BackFlip Software, the technology leader of “Always-on” communication-enabled services and multi-channel user interaction. BackFlip Software has integrated NetCharts® Server with their Event-Action Server delivering real-time interaction with analytic scorecards and performance dashboards resulting in faster and better-informed business decisions. BackFlip’s technology enables users to subscribe to, receive and respond to changes in enterprise key performance indicators (KPIs) and analytics anywhere, anytime based on their presence through multiple modes of communication including: voice, instant messaging, text messaging (SMS), RSS, WAP, and e-mail.

Integrated with NetCharts graphical reporting tools, BackFlip Software’s Event-Action Server provides personalized dynamic information to clients requiring real time notification of critical operational process variances and enables them to take immediate corrective action. BackFlip Software’s presence awareness and personalization capabilities improve customers’ operational performance by delivering contextual, real-time actionable information to the front lines.

“As a leading provider of presence-aware, multi-channel user interaction services and the communication-enabled business process platform, our goal is to provide our clients with the actionable information they need — when they need it. The NetCharts scorecard and performance dashboard technology makes it easy for us to extend our value proposition and helps us to enhance the quality of the customer experience,” said Yossi Tamari, CTO of BackFlip Software. “Taking advantage of NetCharts Server technology provides us with dynamic data visualization that improves end-user understanding of operational information.”

“In the highly competitive business activity monitoring industry, improving the end-user experience has become the only way for suppliers to succeed,” said Michael MacDonald, CEO, Visual Mining, Inc. “With the incorporation of Web 2.0 technologies, our portfolio of graphical reporting and performance dashboard software offers a complete data visualization solution that can give independent software vendors (ISVs) a competitive edge in the marketplace.”

NetCharts Server

NetCharts Server equips developers with the charting tools necessary to produce outstanding, reliable, and dynamic graphical reporting applications for Business Performance Management. NetCharts Server presents the easiest and most comprehensive path to server-side generation of Web-based graphic images. Run NetCharts Server as a standalone application server or easily integrate it into J2EE, J2SE, Microsoft .NET, and ColdFusion environments to create and deploy executive dashboards, interactive online reports, and performance monitoring solutions.

About BackFlip Software:

BackFlip Software introduces an innovative multi-channel user interaction model that enhances enterprise agility through communication-enabled business processes. BackFlip Software is privately held and headquartered in Los Gatos, California with offices in Houston and Israel. For more information, please visit www.backflipsoftware.com.

About Visual Mining, Inc:

Visual Mining develops graphical reporting, visual analytics, and on-demand performance dashboards for Business Performance Management 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 more than a decade of experience in serving thousands of customers worldwide. Visual Mining products 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.

Visual Mining, NetCharts, and Sales Executive are trademarks of Visual Mining, Inc. Other names used herein may be trademarks of their respective owners.

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