



## **American Exteriors, LLC Selects NetCharts Performance Dashboards**

*Executive Management, Sales and Operations Now Able to Identify and Measure Performance*

**ROCKVILLE, MD – August 24, 2010** – [Visual Mining](#), a leader in business intelligence dashboard and data visualization solutions, today announced that American Exteriors, LLC selected Visual Mining's NetCharts Performance Dashboards to analyze and track performance for executive management, as well as the organization's sales, operations and finance divisions.

NetCharts Performance Dashboards (NCPD) allows the American Exteriors executive team to clearly see and analyze sales, financial and operational data without having to constantly rely on IT support. Additionally, with NCPD's role-based security, American Exteriors management can confidently share dashboards across user groups, divisions and offices in 12 states. "I think that giving the executive team the ability to run their own reports versus needing to request them is a huge benefit. Using NCPD's relative date feature and seeing trends visually makes a big difference," said Greg Garcia, VP of Marketing at American Exteriors.

[With NCPD, American Exteriors is able to explore and analyze production and operational processes in new ways.](#)

"NetCharts Performance Dashboards enhances our existing reports in ways we have never been able to do before. NCPD is an insanely powerful tool. It has had an immediate impact on our operational processes and has had the unforeseen benefit of uncovering data and process inconsistencies," said Michael Hurst, Director of IT for American Exteriors.

"We are pleased American Exteriors selected NetCharts Performance Dashboards and is realizing such an immediate return on their investment" said Tristan Ziegler, CEO and President, Visual Mining. "NCPD was designed with the end-user customers, such as American Exteriors, in mind. By placing the power of business intelligence in the hands of end-users, NCPD allows them to be more self-sufficient and promotes data exploration and analysis that leads to a more thorough understanding of the key business drivers throughout the organization."

### **About Visual Mining**

For more than a decade, 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.

**About American Exteriors, LLC**

American Exteriors, LLC is known for providing the highest quality, most energy efficient products in the industry for the past 25 years. As the largest vinyl replacement window and siding company in the Rocky Mountain Region, American Exteriors has received top praise from several governing bodies including Energy Star, Green Seal and Qualified Remodeler. <http://www.amext.com>

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