



Visual Mining Extends Business Performance Management Strategy into the On-Demand Market

NetCharts On-Demand Accelerates Performance Management Adoption

ROCKVILLE, MD – September 13, 2007 – Visual Mining™, the innovative leader of business performance management (BPM) solutions, today unveiled the expansion of the NetCharts® brand to include NetCharts On-Demand, featuring the 'Analytics for Everyone' tagline. Visual Mining's objective is to increase performance management visibility and provide more end user personalization that will help clients make better and more informed decisions, while reducing the Information Technology (IT) workload.

"Our focus on and adoption of 'Web 2.0' technologies and business approaches produces real and tangible advantages for our customers and partners. NetCharts On-Demand uniquely provides business performance analytics that are simple to set up, easy to use, and promote effective collaboration," said Michael MacDonald, CEO and co-founder of Visual Mining. "Why wait for IT to produce printed reports if you can make and share your own interactive dashboards? The traditional reporting approach doesn't work; no one understands your job as well as you do. 'NetCharts On-Demand, Analytics for Everyone' is a clear acknowledgement of the opportunity we see in the BPM market."

The first packages to be announced under the new brand are NetCharts On-Demand, Enterprise Edition, NetCharts On-Demand, Partner Edition, and NetCharts On-Demand, salesforce.com Edition.

NetCharts On-Demand, Enterprise Edition

NetCharts On-Demand, Enterprise Edition is a software appliance solution that can be deployed behind an enterprise's firewall to provide performance analytics leveraging a company's investment in a data warehouse. By delivering and maintaining the NetCharts On-Demand as a software appliance, Visual Mining reduces potential integration issues for customers, dramatically decreasing the total cost of ownership and associated support costs.

NetCharts On-Demand, Partner Edition

NetCharts On-Demand, Partner Edition provides Independent Software Vendors, Application Service Providers, and other partners a tested, multi-tenant application framework to provide best-in-class performance analytics to their customers. The flexibility of NetCharts On-Demand, Partner Edition enables partners to leverage any data source and their own on-demand expertise to provide a BPM solution.

NetCharts On-Demand, salesforce.com Edition

NetCharts On-Demand, salesforce.com Edition is a Software-as-a-Service solution that enables salesforce.com customers to create, personalize, and manage Web-enabled performance dashboards and scorecards with built-in statistical analytics. With NetCharts On-Demand, salesforce.com Edition, customers no longer have to manually design and integrate their data into a performance dashboard. Instead, they can design key performance indicator-based dashboards once and automate their integration across all areas of operation, saving time and money.

Regardless of the industry, Visual Mining helps companies enable 'Analytics for Everyone' with NetCharts On-Demand.

About Visual Mining, Inc.

Visual Mining develops innovative graphical reporting, visual analytics, and on-demand performance dashboards for Business Performance Management. Visual Mining produced NetCharts® as the industry's first commercial Java-based charting engine. NetCharts On Demand, an on-demand business intelligence solution, represents industry best practices developed through a decade of experience. Thousands of customers worldwide, from Fortune 100 companies to start-ups, from financial services to Healthcare utilize Visual Mining's award-winning solutions to transform their data into actionable information. Information about the company's products and services is available at www.visualmining.com.

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