



Visual Mining Executive to Lead Keynote Panel on Value of OEM Partnerships
*Industry Leaders to Review How OEM Partnerships Reduce Costs,
Speed Time to Market, and Add New Sales Channels*

ROCKVILLE, MD – September 16, 2009 – Visual Mining, a leader in dashboard and data visualization solutions that instantly transform data into actionable business information, today announced that Kevin Meldorf, Visual Mining Director of OEM and Partner Programs, will moderate *“Doing it All Yourself? The Value of OEM Partnerships”* at the Software Business 2009 Conference, in San Diego, CA on September 29-30, 2009. Event registration is available via http://www.softwarebusinessonline.com/conf2009/SB/sb_conf09_reg.php.

In this panel, Kevin will lead a discussion among industry veterans from companies such as Oracle, ExactTarget, Vertica Systems, and Corrao Group to help find answers to the following challenges facing software companies:

- Reducing development and maintenance expenses
- Alleviating integration issues and reducing opportunity costs
- Increasing profit margins –yet increasing competitive advantage
- The role of SaaS (Software as a Service) in reducing costs and speeding time to market
- What best-of-breed ISVs (Independent Software Vendors) do to increase market share

About Visual Mining

Visual Mining provides dashboard and data visualization solutions that instantly transform data into actionable business information. Visual Mining’s NetCharts products deliver intuitive, effective, and comprehensive solutions for both developers and end-users. [Experience NetCharts Performance Dashboards, Visual Mining’s dashboard solution for end-users, via Visual Mining’s interactive online demo center](#). Here, end-users experience Agile Performance Dashboarding™ (where the power of business intelligence is placed into their hands) by viewing and customizing dashboards relating to: Government IT spending; Drug manufacturing; Sales performance and; Accounting and financial management. Backed by the Visual Mining Success Guarantee, customers are ensured immediate value from enterprise software purchases.

About Software Business, a Webcom Publication

Software Business is focused exclusively on the software industry and provides industry leaders with a monthly eNewsletter, an information packed website and two well attended conferences. Readers and attendees are top executives and managers of companies that provide software-based products and services including packaged

software, customized software, and information technology products and services that are based on proprietary software code. <http://www.softwarebusinessonline.com>.

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