



Visual Mining Adds DataMotion to Worldwide Partner Program

New OEM and ASP Partner Chooses NetCharts Performance Dashboards for Ease of Use and ROI

ROCKVILLE, MD – September 28, 2010 – [Visual Mining](#), a leader in business intelligence dashboard and data visualization solutions, today announced that DataMotion joined the Visual Mining Partner Program as an OEM and ASP partner and reseller. Based in Brazil, DataMotion will embed NetCharts Performance Dashboards (NCPD) into their DataMotion software. DataMotion will also provide their software, which will now include NCPD, as an online application service (ASP) for their customers.

By offering a clean, simple dashboard interface for users to gain insight into their data, [Visual Mining's NetCharts Performance Dashboards is able to complement and enhance DataMotion's software](#). Now, when users validate, correct and convert their data with DataMotion software, they can apply a variety of visualization and graphic styles to their dashboards. This personalization means users can organize and display their data in a way that makes the most sense to them.

According to DataMotion's founder and head of IT, Ricardo Rego, DataMotion chose Visual Mining's NetCharts Performance Dashboards because, "the sales team and technical support team showed 100% commitment to helping us find a solution that worked with our software." He added, "NCPD is cost-effective and very easy to use, and I know my clients and partners share the same opinion."

"We pride ourselves on our commitment to customers, and are pleased to partner with DataMotion in solving their challenges," said Tristan Ziegler, President and CEO, Visual Mining. "With DataMotion's expanded software offering, their clients can now create personalized business intelligence dashboards using NetCharts Performance Dashboards technology, which will help them increase application uptime, reduce migration schedules, and receive data quality alerts for rapid resolution."

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. Visual Mining: Visualize. Analyze. Capitalize. www.visualmining.com Follow us on Twitter! www.twitter.com/visualmining.

About DataMotion

DataMotion, the leading data quality technology service provider in Brazil, has over 20 successful years of experience in technology, marketing, and data quality projects. DataMotion is dedicated to offering software, consulting, development, and implementation services for CRM, Direct Marketing and Data Quality solutions to clients in the banking, healthcare, manufacturing, retail, communications and technology industries.

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