



## Visual Mining Launches No-Hassle On-Demand Dashboards for Salesforce Users

Sales Executive Delivers Powerful Performance Dashboard Solution

**ROCKVILLE, MD - OCTOBER 5, 2006** - Visual Mining, the premier provider of on-demand graphical reporting, visual analytics, and performance dashboard solutions, today announced the availability of new Sales Executive on-demand software. Sales Executive offers Salesforce users a powerful suite of customization tools that accelerate on-demand dashboard creation and analytics.

This Software-as-a-Service (SaaS) solution delivers hassle-free authoring tools, making it simple for non-technical users to create, publish, and analyze business specific performance metrics. New ease-of-use features include portal-based personalization tools that allow users to customize performance dashboards based on Salesforce defined roles or functions. To enable greater productivity and efficiency, five new collections of built-in key performance indicators (KPIs) provide additional analytics for Opportunities, Leads, Accounts, and Cases. Also included are AJAX-powered, dynamic editing features to help users change fields and data on-the-fly within the context of a Web page.

"Sales Executive tackles one of the hottest segments of the SaaS marketplace with new features, performance, and scalability for companies of all sizes," said Michael MacDonald, CEO and Founder of Visual Mining. "Sales Executive delivers a no-hassle method for Salesforce users to visualize and analyze business specific performance metrics to capitalize on their Salesforce investment. Having a fully integrated solution results in greater efficiencies, cost savings, and productivity for our customers."

### Sales Executive

Sales Executive is designed to provide low total cost of ownership (TCO), high performance, robust functionality, and unmatched ease of use for Salesforce users.

Highlights of Sales Executive include:

- Straightforward set-up using a single Salesforce sign-on and security model
- Easily build, publish, and personalize reports and dashboards that leverage Salesforce data, including custom fields and objects
- Readily add KPIs using the KPI Metric Wizard
- Roll-over and drill-down on the supporting data and charts of a KPI with just the click of a mouse
- Effortlessly include goals and publish reports to either all users or a select group of stakeholders for effective performance benchmarking and reinforcement of key business objectives

Sales Executive per seat pricing remains unchanged at \$25 per month, payable as an annual subscription.

Live Sales Executive demonstrations can be viewed at the Dreamforce '06 Expo, Booth 413, Salesforce.com User and Developer Conference, San Francisco, California, from October 8 to 11, 2006.

### About Visual Mining, Inc:

Visual Mining develops graphical reporting, visual analytics, and on-demand performance dashboards for Business Intelligence 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 a decade of experience in serving thousands of customers worldwide. Visual Mining products are deployed worldwide and 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](http://www.visualmining.com).

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