



## **Fonterra Picks NetCharts Performance Dashboards to Help Improve Business Performance** *Business Intelligence (BI) Dashboards Track Sales, Product and Brand Performance*

**ROCKVILLE, MD – December 1, 2010** – Visual Mining, a leader in business intelligence, performance management and data visualization solutions, today announced that Fonterra Brands Middle East selected Visual Mining’s NetCharts Performance Dashboards (NCPD) to track and share key performance indicators (KPIs) for sales, inventory, markets, brands and product groups, and share dimensions, filtering, reporting and analysis for internal and external viewers.

Using NCPD, Fonterra’s Brand Division connects to multiple data sources from the same dashboard, performs quick analysis by switching between various data dimensions and applies the KPIs relevant to their division. [NCPD also supplies the forecasting, data validation and calculations Fonterra relies upon](#) for their day-to-day reporting.

“We looked at more expensive solutions but chose NetCharts because we knew we could get the same high quality dashboards at a more cost-effective price,” said Aamir Mehdi, Fonterra Supply Chain Manager based in Dubai. “We were also quite impressed with the responsiveness of Visual Mining’s sales and technical service teams; we knew we’d be in good hands if we needed future assistance with NCPD.”

“NCPD provides a clean, simple interface for Fonterra to track and drive performance.” said Tristan Ziegler, CEO and President of Visual Mining. “We are pleased to offer Fonterra an award-winning business intelligence and performance management solution that allows Fonterra management to gain the insight they need to run their business more effectively and efficiently.”

### **About Fonterra**

With headquarters in New Zealand and operations across the globe, Fonterra is the world’s leading exporter of dairy products and is responsible for more than a third of international dairy trade. Their dairy farmers have long been known for producing quality milk, and today New Zealand is a world leader in large-scale milk procurement and processing.

Fonterra’s global supply chain stretches from farms all over New Zealand to customers and consumers in more than 140 countries. Fonterra Co-operative Group is one of the top five dairy companies in the world and is responsible for around 40 percent of the international dairy trade. [www.fonterra.com](http://www.fonterra.com)

**About Visual Mining**

For more than a decade, Visual Mining continues to be a profitable, trusted and valued provider of business intelligence dashboard, performance management, and data visualization solutions that instantly transform data into actionable business information. Follow us on Twitter! [www.twitter.com/visualmining](http://www.twitter.com/visualmining). Visual Mining: Visualize. Analyze. Capitalize. [www.visualmining.com](http://www.visualmining.com)

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**Contact:**

Jessie Brosch

Visual Mining

(301) 795-2231

[jbrosch@visualmining.com](mailto:jbrosch@visualmining.com)

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