



Wednesday, March 10, 2004

Dear Ross,

I am writing to you to commend you on your new Visage.Bit datamining software. As you are aware we bought a competing data-mining product about 6 months ago. While very excited about what we could achieve with this product your new offering has caused us to abandon our considerable investment in the previous product.

Of particular note, in the previous product a complete rebuild which is necessary when we realign salesman territories or product classifications took over 2 days to complete, yours takes under 10 minutes for our 2 million transactions (a claim I did not believe until I reseeded the data and watched for myself). We now rebuild everyday.

Possibly even more important than that was the necessity in the previous product to predefine views. In yours I drag and drop as if it were a pivot table in Excel. This feature bore fruit in the first week of use, when we noticed a drop in sales, but couldn't find where it was coming from. Through briefly exploring the data, dragging and dropping various views we were able to determine that it was a particular type of item and with a bit more digging found out a competitor was undercutting us on this type of product (something that the sales-people did not think was significant, but the figures told us otherwise).

Once various staff members have watched me manipulate the data with such ease, they insist they have access to the product. Well done to you and your team, definitely a revolution for us.

Marc Cohen

Managing Director