mLOGICA

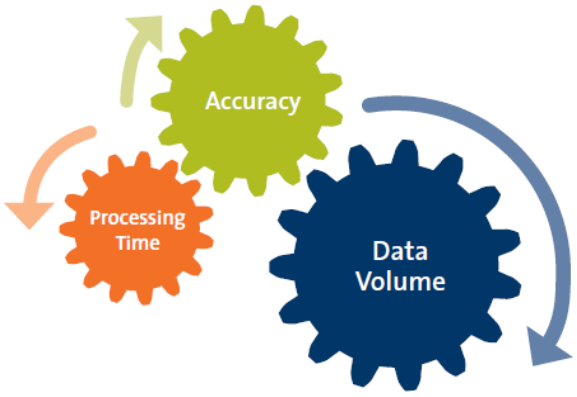
PUT THE POWER OF PREDICTIVE ANALYTICS TO WORK FOR YOUR BUSINESS

To succeed in today's competitive environment and reach goals related to investment management, customer acquisition and retention, market share growth, and increased profitability, a business must leverage analytics that are quickly available and accurate. Increasingly, companies effectively using analytics outperform the competition and improve processes such as product development, pricing, customer targeting and retention, risk assessment, marketing and sales.

Effectively using prediction and analysis requires processing large amounts of data both quickly and thoroughly.

THE OLD APPROACH DOESN'T WORK

Balancing large volumes of data, throughput, and accuracy has always been a challenge. When data volume, accuracy, and processing time are each critical success factors, the conventional wisdom — driven by traditional analytics approaches — has been "pick any two" (or one.) Traditional approaches to data analysis generally require moving data out of the database for analytical processing. This data movement devours up to 75 perce nt of the cycle time and often imposes severe constraints on delivery of the results your business needs.



There's no need to "pick any two" when your business decisions rely on an analytics environment that meets all three critical success factors.

A NEW APPROACH: REBUILDING ANALYTICS FROM THE GROUND UP

With its new in-database analytics capability, mLogica's Analytic Appliance provides an analytical platform capable of achieving all three objectives simultaneously. For your businesses, this means:

- Better predictions about future business risks and opportunities
- More informed decision-making based on results available in a timely manner
- The ability to spot trends and anomalies immediately, and making operational decisions more efficiently and affordably

The conventional approach is a slow and clumsy way of getting from data to the visualization of results, raising numerous security and compatibility issues as the data is moved out of the database and into a separate analytics environment. The new in-database analytics approach is much faster, more efficient, and more secure.

Using In-database analytics delivers immediate performance and scalability improvements to your business. Using this technique, your data never leaves the database until results are filtered and processed. Further benefits include the analytics code and models become shareable across your organization and allow ad-hoc analysis, plus they are applicable to your most current data set. By keeping the data in-database, you ensure a higher level of data security. mLogica's Analytic Appliance delivers in-database analytics in several ways. First, enhancements to an extensive library of built-in numerical and analytical functions, including date conversion, greatly expand the readily available capability. Access to these analytics functions is standards-based, and the in-database logic is extensible by anyone with a good working knowledge of SQL. Additionally, built-in ANSI SQL OLAP extensions allow aggregation analysis on large data sets, yielding quick results for computations such as correlation and covariance. Moreover, new libraries of pluggable analytical

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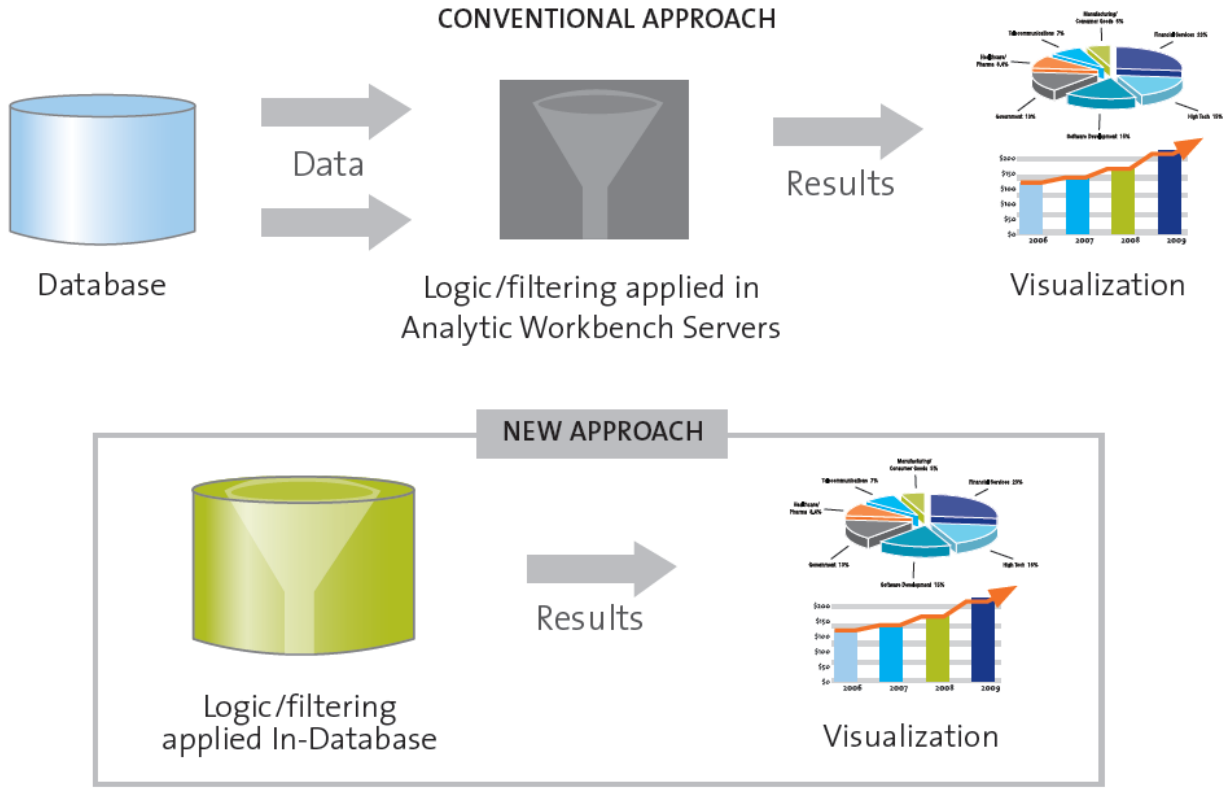

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algorithms from statistical and data mining software partners who have certified their products with mLogica's Analytic Appliance in-database analytics capabilities, bring the entire range of statistical and predictive analytics capabilities into the Analytical Appliance.

A rich collection of functions, ranging from descriptive statistics to highly sophisticated Monte Carlo simulations and pattern recognition, are available from Fuzzy Logix via DB Lytix, a certified in-database analytics library. These functions support a number of business use cases including:

- **Telecom** – Churn analysis and price optimization
- **Insurance** – Exposure assessment, claims fraud, and customer retention
- **Banking** – Portfolio analysis, risk management and customer retention
- **Life Sciences** – Preventative care and drug trail analysis
- **Marketing** – Campaign analysis and program ratings

These use cases are available for review and can quickly be implemented in your production environment today. In addition, the library can be used to quickly deliver additional analytical solutions to your specific challenges.

With its patented data compression and column-based architecture, mLogica's Analytic Appliance has always been the smart choice for delivering analytics results. Now with in-database analytics capability, mLogica enables a new generation of analytics capability to meet a new generation of analytics challenges.

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