



Press Release
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New KXEN Datamining release by Aaxis

Analytic Framework Version 5.0 accelerates data mining automation throughout the analytic enterprise

Brussels, 30th of October, 2008 - Aaxis, a European provider of Business Intelligence solutions and distributor of the KXEN Data Mining suite in the Belux area, announces the launch of KXEN Analytic Framework Version 5.0.

This new version extends KXEN's leadership in automating predictive analytic processes to improve the results of direct marketing and risk management initiatives. In addition to performance and ease-of-use improvements, Version 5.0 offers new application components. Analytic Data Management, Executive Reporting and Risk Modeling provide powerful tools for companies using large-scale data mining automation across the enterprise.

KXEN Analytic Data Management's patent-pending methodology automates the production and management of Analytic Data Sets with tens of thousands of variables from different sources of data, and has been optimized for performance with each of the major databases such as Oracle, SQL Server, Teradata, IBM DB2, and Sybase IQ. Analytic Data Management allows KXEN customers to leverage their investment in data storage and provides the foundation for large-scale, enterprise-wide analysis "factories" in which thousands of business questions are easily addressed.

"With data mining tools from traditional vendors, the user is limited in practical terms to a few dozen predictive variables. Using clicks, not code, KXEN's next generation Analytic Data Management not only automates the process of creating Analytic Data Sets, it eliminates the need to limit the scope of the data used for analysis", said KXEN's founder and CEO Roger Haddad. "With KXEN Analytic Framework Version 5.0, companies can take advantage of the wealth of information across the enterprise to increase the effectiveness of their analytics."

KXEN Executive Reporting gives executives insight into the business benefits of the predictive models generated with the KXEN Analytic Framework. Executive Reporting provides management with the ability to quickly monitor strategic KPIs across large numbers of models, greatly simplifying the process of managing large-scale factory analysis initiatives.

Also new in Version 5.0 is KXEN Risk Modeling which provides risk scores for Financial Institutions seeking to manage and capitalize for risk. Providing scores that are statistically compatible with traditional scorecard methodologies, KXEN's Risk Modeling gives companies the opportunity to generate and update risk scores for each individual customer and transaction based on the latest available information.

For any additional information, please contact Carl Moons, General Manager at Aaxis, by phone 02 725 16 44.

About Aaxis

Founded in 1975, Aaxis works closely with over 450 companies and organizations in the Benelux and France, to provide them with the strategic information at the speed and flexibility they require to assess the rapid changes in their market places. In order to meet these requirements, Aaxis delivers software like analytic tools and solutions for Performance Management, Data Integration, Data Quality and Data Mining.

Aaxis has offices in Belgium, France, the Netherlands, Luxembourg and Sri Lanka to provide local assistance to international companies. Aaxis is also part of a worldwide network of distributors and integrators, through their software developers' network of strategic alliance partners. Further information is available at **www.aaxis.com**.

About KXEN

KXEN, *the data mining automation company*[™], drives next generation Customer Lifecycle Analytics for enterprises looking to compete on analytics. Unlike traditional data mining providers, KXEN offers unmatched automation to integrate robust and accurate decision support into core business processes.

KXEN technology delivers large improvements in customer acquisition, cross-sell, and retention applications at more than 500 sites around the world. Founded in 1998, KXEN has headquarters in San Francisco, California and Paris, France. For more information, please visit **www.kxen.com**.

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