



Make sense of your data.  
Make better decisions.  
Every day.

## Integrate KXEN analytics into your applications and suddenly...

your corporate database **knows**  
who will be your **most**  
profitable customers...



your system **knows**  
when she is thinking of **switching**  
to the competition...



your production line **knows**  
when that motor is  
about to break...

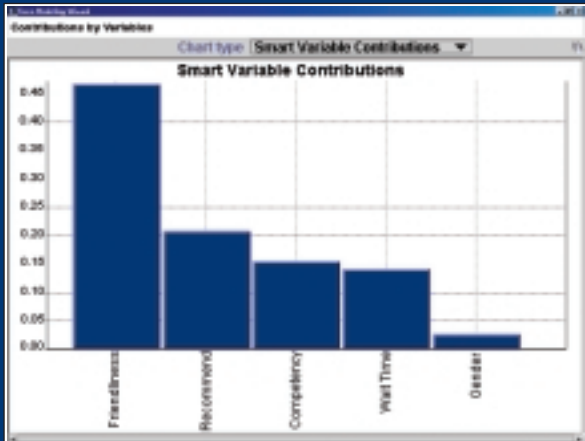


Imagine the possibilities...

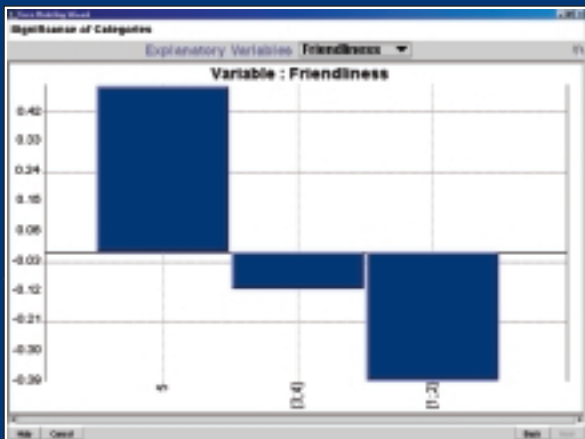
# KXEN means immediate insight for Business Executives

## Case Study

A financial institution paid an annual bonus to its branches based on customer satisfaction. Branch managers believed wait time was the only factor to determine customer satisfaction and feared highly frequented branches would be penalized. With KXEN it took less than five minutes to analyze their customer satisfaction data — with an astonishing result:



The most important factor determining customer satisfaction was the friendliness of the staff. Drilling into the results they found that only a rating of 5 (the highest) indicated a truly satisfied customer.



A rating of 4 or 3 – while still sounding favorable – was actually below average. KXEN showed that wait time was among the least important factors. With this information managers could take immediate steps to align their branches with the corporate goal of creating highly satisfied customers.

## It's analytics for you and me

KXEN automates the data mining process—you don't need a statistics degree to create an analytic model that will reliably predict your business. And you don't need a PhD to interpret the results—KXEN presents results in easy-to-understand graphs and straightforward terms.

## Realize your return on investment

Use KXEN to focus on your most profitable customers and stop chasing those who cost more than they benefit you. Increase the effectiveness of your marketing campaigns. Identify fraud and implement preventive measures. The cost of building models with KXEN is so low, you can recoup your investment after just a few models.

## Ask whatever questions come to mind

You no longer need a significant project to justify data mining resources. With KXEN it takes just seconds to build advanced analytic models that used to take weeks—without a drop in performance. Now you're free to model any problem instantly without worrying about overhead costs. Make data mining one of your daily activities and run hundreds of models—not just a handful—each month.

## It works in real-time

The KXEN Analytic Framework™ isn't another large, monolithic enterprise application—it's built to be part of your business processes. Integrate KXEN components into your existing call center system and let your sales force predict the right product to offer while a customer is on the phone. Or integrate KXEN models into your Web site to detect when a customer is about to leave without making a purchase—and offer a tailor-made incentive to stay and buy.

## KXEN provides insight into:

Finance

Insurance

Communications

Retail

Manufacturing

Utilities

Life Sciences

Pharmaceuticals

# KXEN means freedom for Data Mining Professionals

## Don't limit yourself

Limitations you struggle with every day are gone. KXEN components have no practical variable limitation and eliminate the need for feature space reduction. You know that not every data set contains useful information. With KXEN you can identify these cases quickly and easily, preventing a long and expensive search for information without usable results. KXEN is so fast that you can even build models for problems you couldn't afford to spend time on before.

## Get answers faster than you thought possible

Let KXEN take care of the repetitive work. KXEN automates the data preparation process, reducing weeks of work to hours. Training a KXEN model can take minutes—or even seconds. Spend your time on the challenging problems, not on the mechanics.

KXEN components are based on Vladimir Vapnik's breakthrough Statistical Learning Theory that enables model creation in record time using as much data as you can make available. Data is left as it is without your having to make assumptions on the distribution.

The resulting models combine high performance with outstanding interpretability.

## Achieve both accuracy and reliability

Take advantage of KXEN's speed to build more models—change training data, add to it, or add new variables until you are confident you have a model that is both accurate and reliable. Traditional approaches to data mining over-emphasize quality at the expense of reliability: you get models with a low training error, but they don't produce the same results on new data. KXEN models automatically find the best compromise between fit and robustness. Even better, the KXEN information indicators tell you exactly how accurate and how reliable each model is.

## Make data mining integral

While other tools strive to be standalone enterprise applications, KXEN components are designed to be embedded into your existing systems and processes. Well-documented interfaces allow easy integration into any environment. You're free to access text files, relational databases and native sources like SAS or SPSS. User interfaces are available in wizard and expert mode. A command line interface allows easy creation of prototypes. Models can be deployed instantly without having to use a programmer.

Business Question

Wait for Analyst Time

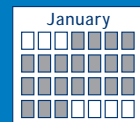
Data Preparation

Build Model

Test Model

Interpret Results

Apply



3 Weeks

Traditional Data Mining Approach

Business Question

Build Model

Understand

Apply



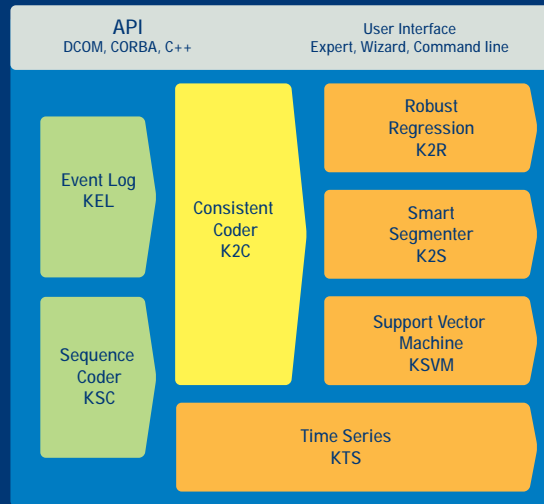
3 Hours

KXEN Approach

# KXEN Analytic Framework™

The KXEN Analytic Framework is a suite of predictive and descriptive analytic engines that can be combined to create individual solutions:

- Footprint: < 2.5 MB for all libraries
- Operating Systems: Win32, Solaris, AIX, HP-UX, Linux
- APIs: C++, DCOM, CORBA
- UIs: Java, Visual Basic, command line
- Input: CSV, Text, DB2, Oracle, MS SQL Server, SAS, SPSS, all ODBC compliant DB, custom drivers
- Output: C code, XML, PMML, HTML, other



Data Access      Data Manipulation      Data Preparation      Data Modeling      Deployment/Presentation

## Strategic Analytics

Detect why customers are defecting and develop customer retention strategies based on lifetime value—to increase profits.

Characterize target groups—to increase marketing campaign effectiveness and to increase your revenue with relevant interaction and fewer customer touches.

Identify fraud, credit risk and other behavior patterns—to focus your efforts on customers worth keeping.

## Operational Analytics

Predict purchase behavior and identify cross and up-sell opportunities during the sales process—to optimize account penetration.

Predict customer churn and deliver immediate offers in real time—to retain your profitable clients.

Predict seasonal inventory changes and potential supply shortages before they occur—to protect your bottom line.

Analyze click streams—to prevent people from abandoning your eBusiness site and to turn browsers into customers.



## About KXEN

KXEN (Knowledge Extraction Engines) is a global analytic software company that provides advanced analytics to be embedded in existing enterprise applications and business processes. KXEN makes cutting-edge data mining technology available to both business decision makers and data mining professionals. KXEN Analytic Framework™ is distributed through partnerships with leading system integrators, application vendors, and OEMs. Founded in 1998 KXEN is a privately held company headquartered in California with research and development facilities in France. Offices are located across the USA and Europe. Visit our website for a location close to you.

To contact KXEN, visit us at [www.tech4t.com](http://www.tech4t.com)  
Write to us at [info@tech4t.com](mailto:info@tech4t.com)