

INFO SHEET

Portrait Miner

Why Portrait Miner is Different

THE MOST POWERFUL, FLEXIBLE AND EASIEST TO USE PORTRAIT CUSTOMER ANALYTIC SOLUTION EVER.



Summary

A central component of the Portrait Customer Analytics suite, Portrait Miner is the most intuitive, fastest and most effective solution available for understanding and predicting customer behavior and is packed with market leading capabilities which can improve your bottom line.

THE PORTRAIT MINER DIFFERENCE:

Agility: The Industry's Most Intuitive and Interactive Interface

Deepest Visual Insight

Understand customer behavior more effectively

More than just columns of data, Portrait Miner brings your customer data to life, applying rich visualization to help you identify critical correlations across information. Your data is "heat-mapped" to provide up to six levels of correlation within a single view.

Fastest Interactive Feedback

Instantaneous updating for rapid train of thought

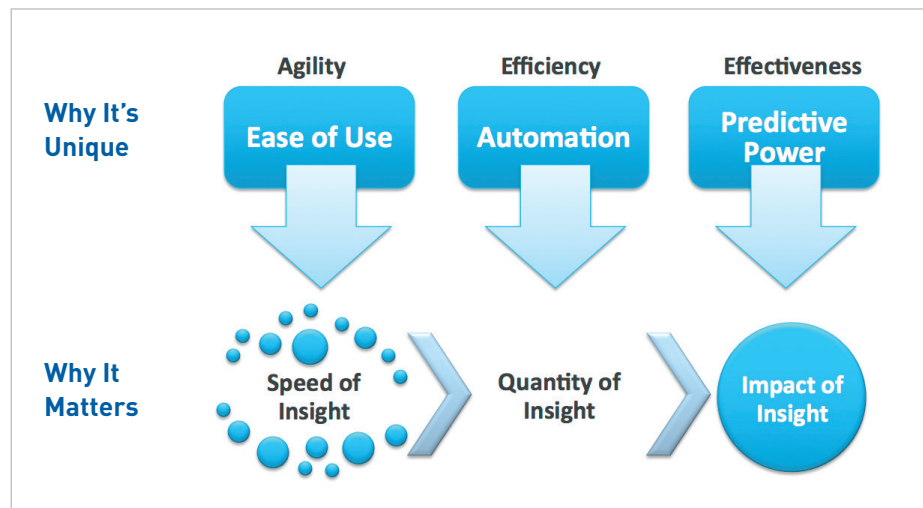
More than just static reports, Portrait Miner's views are entirely dynamic, letting you perform agile "what if" analysis on your data with immediate feedback. This ensures not only timely answers to your questions but

lets you refine your query to make sure you're answering the right questions. Dynamic linking and update between visual, data and modeling views lets you solve your business' critical problems in a fraction of the time.

Empowers both Business & Insight Users

Foster collaboration and self-service to get everyone on the same page

No longer does your business have to suffer from slow, garbled or disconnected communication between your analysts and business users. Now, your customer insight teams can work more closely with their internal clients, using a collaborative web-based environment and deliver interactive results instead of static reports using self-service analytics.



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Efficiency: The Greatest Level of Analytic and Operational Automation

Most Automated Prediction

*Build more models in less time—
with existing resources*

Portrait Miner accelerates the model building process with automated modeling wizards for cross-sell, churn, profitability, customer lifetime value, market basket analysis, best next product and more. For high volume modeling needs, Portrait Miner's "lights out" model factory achieves unrivaled rates of automated building and scoring and has been proven to generate up to 2,000 models in just 6 hours, within real world client environments. Now you can meet and exceed any of your modeling requirements—all through a single solution.

Most Comprehensive Data Prep Capabilities

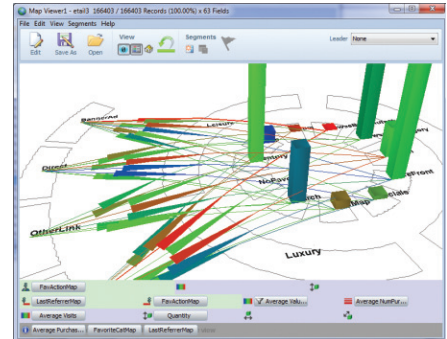
*Assemble the richest 360° customer view
in fraction of the time*

One of the most important factors in creating effective predictive models is the breadth and quality of the customer view. If you lack a marketing datamart to support the customer insight function, Portrait Miner's optional DataFlow capability can allow you to more quickly assemble a rich customer view by incorporating data from all relevant sources, while tracking and reporting on data quality, all in an IT-friendly fashion.

Seamless Deployment to Operational Systems

*Immediately deploy your insights into action—
without manual coding*

Portrait Miner works seamlessly with Portrait Dialogue and Portrait Interaction Optimizer to deploy predictive models, business rules, lists and scores. You can even automatically generate third-party scoring code like SAS and SQL. This eliminates the need for manual re-coding and file transfer. No errors. No wasted time. No IT headaches.



Effectiveness: The Pinnacle of Predictive Power

Highest Quality Models

*Leverage best practice methodologies,
even for every day models*

More than just automation, Portrait Miner includes more than ten years of modeling best practice experience. By embedding proven best practice into the automation sequences of the application, your team will be able to produce more sophisticated models, more quickly, than you can with any other solution.

Powerful Extensions for Location Intelligence

*Amplify predictive power by incorporating
location-based customer profiling*

By including location intelligence into your predictions, your organization can achieve up to a 30% improvement in targeting effectiveness. A richer understanding of your customer allows you to better understand customer needs, design more relevant messaging and create a more profitable targeting strategy.

Accommodates All Levels of Analytic Sophistication

An environment you will never grow out of

Portrait Miner is the perfect way to extend the value and capability of your existing analytic environment as your requirements change. Extend your base Portrait Miner with industry leading add-on modules for automated Uplift modeling and even constraint-based offer & channel optimization.

TO LEARN MORE ABOUT THE MANY EXCITING WAYS PORTRAIT MINER CAN HELP YOUR COMPANY ACHIEVE GREATER CUSTOMER UNDERSTANDING AND DELIVER MORE PROFITABLE CUSTOMER INTERACTIONS, CONTACT YOUR PITNEY BOWES BUSINESS INSIGHT REPRESENTATIVE OR VISIT WWW.PBINSIGHT.COM.

UNITED STATES

One Global View
Troy, NY 12180
1.800.327.8627
pbbi.sales@pb.com
www.pbinsight.com

CANADA

26 Wellington Street East
Suite 500
Toronto, ON M5E 1S2
1.800.268.3282
pbbi.canada.sales@pb.com
www.pbinsight.ca

EUROPE/UNITED KINGDOM

Minton Place
Victoria Street
Windsor, Berkshire SL4 1EG
+44.800.840.0001
pbbi.europe@pb.com
www.pbinsight.co.uk

ASIA PACIFIC/AUSTRALIA

Level 7, 1 Elizabeth Plaza
North Sydney NSW 2060
+61.2.9437.6255
pbbi.australia@pb.com
pbbi.singapore@pb.com
pbbi.china@pb.com
www.pbinsight.com.au



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