KXEN's New Analytic Framework Speeds Business Analytics

Submitted by: The Sage Partnership
Wednesday, 22 March 2006

KXEN, a provider of next generation predictive and descriptive business analytics software, today announces KXEN Analytic Framework 3.3. The new version increases dramatically the speed with which companies can build and deploy large numbers of analytic models, so improving the productivity and quality of their business analytics.

New features include increased modeling automation which includes automated script generation via a graphical user interface. This means models can be created interactively, then with one mouse click a script can be produced for integration into an automated production environment to repeat the model creation and deployment process.

Version 3.3 increases productivity in a number of ways including flexible scoring output, an enhanced reporting system, and the option to automatically refine a model based on production and business constraints. The product's custom aggregation components have also been improved for greater flexibility and scalability during deployment. Together these features reduce the amount of time and effort spent to validate, refine, and deploy models.

"This new release will prove particularly useful for organisations that need to push the envelope on modeling productivity," said Roger Haddad, CEO of KXEN. "The KXEN Analytic Framework 3.3, provides our customers with unprecedented competitive advantage through better access to key information."

David Norris, Bloor research analyst specialising in CRM, marketing and analytics, said it was not often that the ideas of a technology provider so obviously aligned with the ideas of business leaders: "Having spoken at length with the people behind the technology at KXEN they convinced me that the next step in data mining was to achieve a quantum leap in productivity. They argue that the pace of business is now so quick that models expected to last for years or even quarters are a thing of the past. What is now required is models produced in minutes to support short-lived and fast moving business propositions," said Norris.

As an example he cites clothing retailers who now think in terms of products with a shelf life of perhaps just six weeks. Companies with enough customer insight to pick the right six weeks, he says, will be the ones that win profitability, loyalty and the perception of being at the very leading edge of what is cool and in vogue.

"I can think of no other tool that can really offer that level of fit to this fast emerging business model. Having seen KXEN in use I know that while its models are produced at speed, they are great models. I also know that people within a business unit could, with only their knowledge of the business, produce those models and be able to understand what they mean," said Norris.

His sentiments were echoed by manager of business strategies at Experian, Joe Tobey: "Experian implemented KXEN Analytic Framework to increase productivity. It allows for models to be built faster than using legacy data mining tools and predicts the right contacts for client campaigns quickly and accurately.

"Results show that Experian is able to shave two entire weeks off the campaign cycle. Implementing the KXEN system allowed Experian to quickly provide quality campaigns. Using the KXEN system, one of Experian's first clients reported that they have achieved the best mailing results and response rates to-date."

About KXEN

KXEN provides next generation business analytics software to drive better corporate decisions. KXEN's unmatched speed, ease of use and scalability enable leading companies around the world to expand the use of predictive analytics and enhance corporate performance. Based on breakthrough mathematical theory, KXEN's products offer reliable predictions and deep insight for achieving critical business goals. The company partners with leading systems integrators and software vendors to integrate advanced analytics into enterprise applications and business processes. Founded in 1998, KXEN is headquartered in San Francisco, California, with offices in the USA, UK, and France, and distributors throughout the world. For more information on KXEN or the new Analytic Framework version 3.3, visit the KXEN Web site at www.kxen.com.

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