

Grow Revenues and Reduce Risk with Powerful Analytics Software

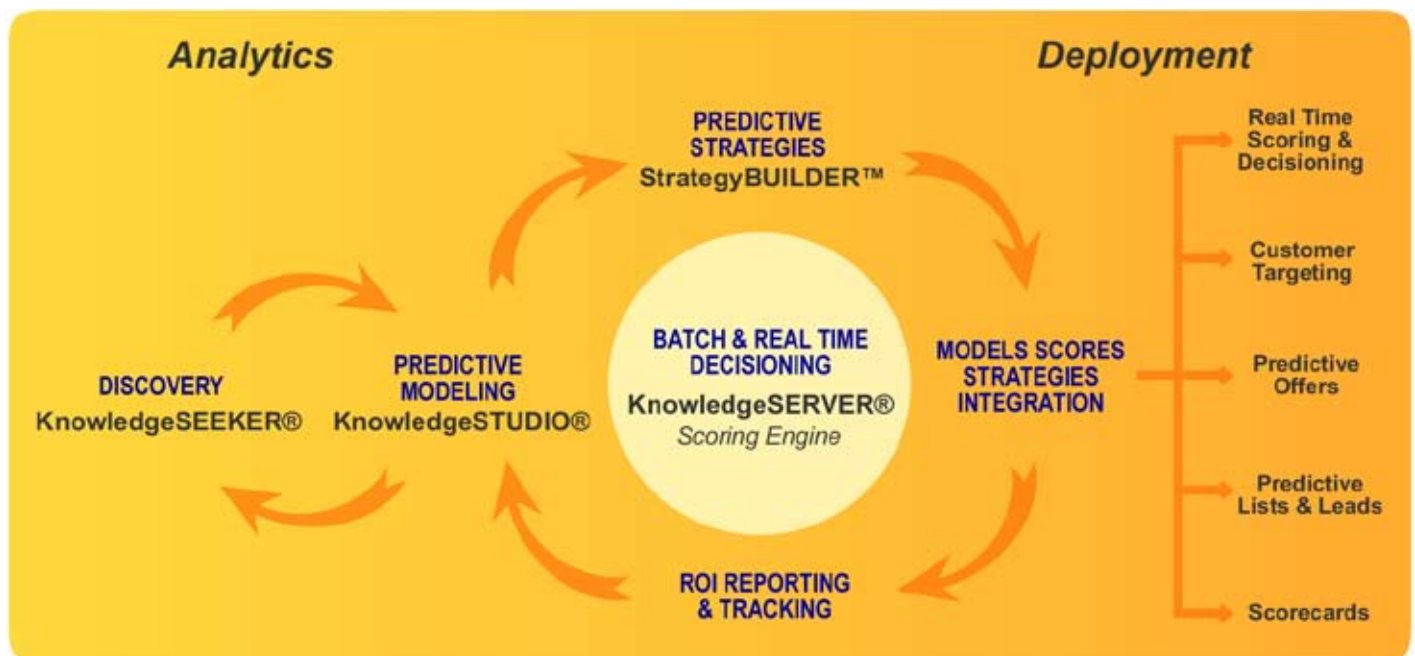


Overview

Gaining knowledge through data selection, data exploration, model creation and predictive action is the key to increasing revenues, reducing costs and minimizing risk. Today's organizations and analysts require a suite of data mining and predictive analytics tools that are robust in functionality, easy-to-use and implement, affordable, and simply integrated with current processes and technology. Angoss answers these requirements with a suite of software tools to discover the patterns and characteristics within this data, predict what might happen, and then act on the results.

With the new releases of KnowledgeSEEKER®, KnowledgeSTUDIO® and StrategyBUILDER™, you have within your reach powerful tools to understand and leverage your data through the most common and user-friendly analytic methods. Offered in both stand-alone and client-server configurations, they provide world-class capabilities for data preparation, data mining and visualization, decision tree data exploration, predictive modeling, scoring and strategy building. By using these tools you are able to leverage the data within your organization to make "Better Business Decisions. Every Day."

Angoss systems are popular with marketing, sales and risk analysts, providing a flexible toolkit that supports their needs.



Key Benefits

Angoss analytics software suite is well known in the marketplace for delivering tools that are easy-to-use, scalable, and affordable as compared to other data mining software.

- **Easy-to-use**
 - Angoss provides the market's best combination of easy-to-use analytics software for business users, and "power modelers" alike
 - Angoss system offers advanced features for power users (statisticians), and wizard-driven processes that include defaults to gain good results for less sophisticated users (business analysts)
 - Lower learning curve means advanced analytics capabilities can be put in the hands of more business analysts who are closer to the business front lines where decisions need to be taken
 - Ease of use also means higher productivity for "power modelers" with an advanced feature set making it possible to reduce analytics cycle time without sacrificing quality or reliability
 - Angoss offers exceptional, highly responsive support of end-users provides direct resource, with lower burden on internal IT help desks

- **Scalable**
 - Angoss is the market leading alternative for "industrial strength" data mining and advanced analytics software
 - Angoss provides data, systems, and user level scalability for organizations committed to using advanced analytics to drive competitive advantage in their business
 - Angoss system provides desktop as well as client-server configurations and scoring engines designed for industrial strength data mining capability
 - Angoss users routinely mine millions of rows by thousands of columns of customer data in minutes...regardless of data source
 - Angoss systems are supported on Microsoft Windows and UNIX platforms, including Windows Server 2008, IBM AIX, Sun Solaris and Red Hat Linux.
 - Angoss systems provide an optimal and rational division of labor between the traditional "quantitative" experts and the emerging category of business analysts and knowledge workers who are leveraging the power of data mining to drive business process improvement

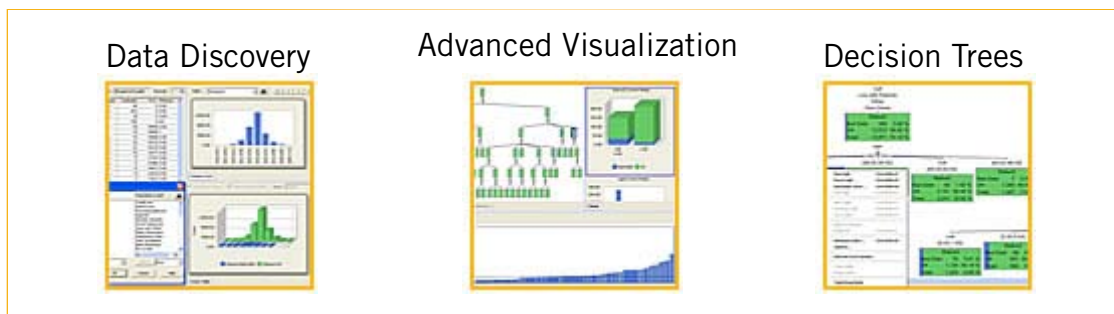
- **Affordable**
 - Among advanced analytics solutions providers, Angoss is the market leader in total cost of ownership
 - Angoss system is much lower in cost than comparable competitive offerings, both for initial investments and for ongoing maintenance and support cost, as well as addition of new users and capabilities
 - Angoss' software and services can be installed as a traditional software technology license, or deployed as a managed subscription service provided by Angoss with a commitment to industry leading total cost of ownership
 - Angoss makes it easy for organizations to configure their systems and build their analytics teams, within the context of their existing hardware and systems environments
 - Angoss clients are routinely generating millions of dollars in incremental business value annually from knowledge discovery, data driven decisioning, and actionable business strategies created from their Angoss software investments

Angoss KnowledgeSEEKER

KnowledgeSEEKER is a powerful data mining solution which offers data profiling, advanced data visualization and decision tree capabilities that enable both business users and “power modelers” to segment attributes and determine relationships between variables.

KnowledgeSEEKER is widely used by marketing, sales and risk analysts who find this to be a flexible easy-to-use toolkit that supports their needs.

Key Features of KnowledgeSEEKER



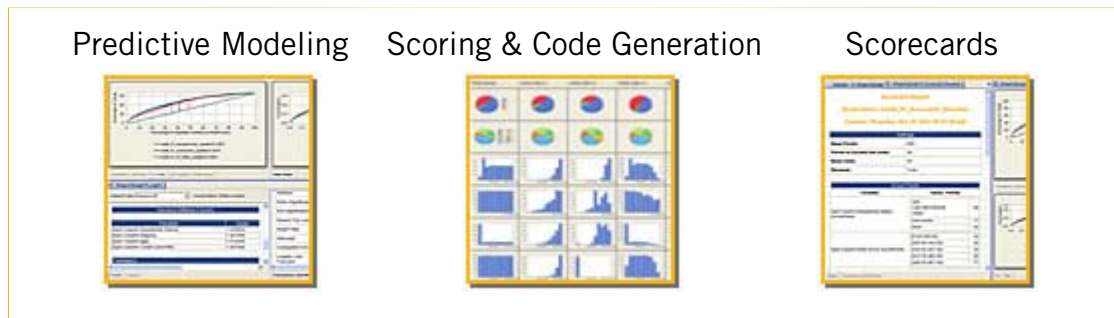
- Data Discovery:** KnowledgeSEEKER has advanced, automated data import, sampling and preparation capabilities that enable data driven analysis of all business processes. Data import is made very easy for the user, with drop down tables and wizards to drive the data source chosen and unlimited data access in terms of the number of records to be used for analysis. File preview, select and transform commands allow you to see the file you are importing and choose the column layout, determine titles, fields, precision and more. KnowledgeSEEKER can import data from virtually any data source - statistical files, file servers and databases through native drivers for SAS, SPSS, as well as using text and ODBC. In-database analytics allows calculations to be performed in the data warehouse, avoiding data movement to and from the software that slows response time.
- Advanced Visualization:** KnowledgeSEEKER has an extensive array of tools for data exploration and visualization. Resulting graphs and charts are easily understood and can be exported into MS Office products for presentations and further explanation. Users can quickly and conveniently perform advanced visualization on the fly by creating new derived fields containing high value information from existing baseline data, without having to move back to data sources. Optional, very easy to use wizards guide users through this process and advanced technicians can manually input a SQL expression to calculate new columns.
- Decision Trees:** KnowledgeSEEKER provides market leading innovation, scalability, and power with interactive, intuitive decision trees that help marketing, sales and risk analysts understand the key drivers of outcomes and causal relationships in their business data. Many modelers leverage KnowledgeSEEKER’s capabilities to accelerate their modeling creation processes. Advanced users can use KnowledgeSEEKER segmentation and analysis capabilities to select the most predictive variables for their modeling tasks, and quickly perform coarse classing of variables with optimal cut points for score models and finding key sub populations that branch into separate predictive models.

Angoss KnowledgeSTUDIO

KnowledgeSTUDIO is a robust data mining and predictive analytics suite for all phases of the model development and deployment cycle - profiling, exploration, modeling, implementation, scoring, validation, monitoring and building scorecards...all in a high performance visual environment.

KnowledgeSTUDIO is widely used by marketing, sales and risk analysts providing business users and “power modelers” alike with a powerful, scalable and complete data mining solution.

Key Features of KnowledgeSTUDIO



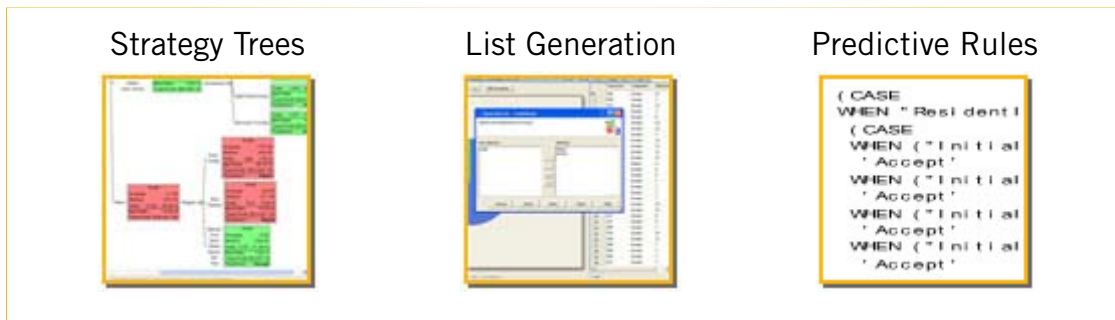
- Predictive Modeling:** KnowledgeSTUDIO provides one of the market’s most comprehensive suite of advanced data mining and predictive analytics capabilities. Designed for business analysts, and with advanced features for “power users” KnowledgeSTUDIO offers decision trees, linear and logistic regression, neural networks, clustering and principal components analysis in an easy to learn and use workbench environment that guides new users through the process of predictive modeling and provides advanced features for power users to exercise total control.
- Scoring & Code Generation:** KnowledgeSTUDIO provides a comprehensive set of capabilities for the assessment and validation of predictive models, with an integrated set of scoring and deployment tools, all in a single workflow environment. Intuitive sampling and validation tools include wizard driven partitioning and hold out options, Lift and KS charts, ROC, Goodness of Fit and Profit Curves, Bias charts, Accuracy charts, Scatter Plots and Error charts. KnowledgeSTUDIO allows analysts to quickly generate model code that can be exported into virtually any application, database or deployment system with automated SQL, XML / PMML and SAS code generators.
- Scorecards:** KnowledgeSTUDIO puts the power of scorecard creation in the hands of organizations themselves – reducing the time, effort and cost of looking to third party consultants and experts, or relying on the same generic industry scores that all their competitors use. For the credit risk departments of financial services and telecom organizations who are traditional scorecard buyers, KnowledgeSTUDIO provides a compelling option to migrate this capability in house and reduce cost. For businesses looking to apply the principles of scorecarding in non-credit risk domains, KnowledgeSTUDIO offers an easy to use set of capabilities to create predictive scorecards spanning all customer-centric business processes critical to your success – from acquisition through to collection.

Angoss StrategyBUILDER

StrategyBUILDER, an add-on module for KnowledgeSEEKER and KnowledgeSTUDIO, is a comprehensive solution to design, verify, and deploy the necessary predictive and business rules to act on.

StrategyBUILDER is widely used by marketing, sales and risk analysts who like to use a familiar tree structure to develop customer segments and strategies.

Key Features of StrategyBUILDER



- Strategy Trees:** StrategyBUILDER is designed for both analysts who produce predictive analytics models and scores, and for line of business personnel who use these analytics results to drive improvements in business performance. StrategyBUILDER introduces another Angoss innovation to the analytics marketplace, with an intuitive, easy to use decisioning tool that helps marketers, sales managers, and risk analysts create and monitor key performance indicators based on what is happening in their business as revealed by their data.
- List Generation:** Analysts can combine data mining models and customer scores with user defined strategies and treatments to produce highly targeted lists for direct and database marketing, and in credit and collections areas to improve the management of customer accounts both before and after delinquency, to proactively detect and reduce incidence of fraud and abuse. Smarter lists increase revenues, reduce costs, and lower risk profiles.
- Predictive Rules:** Analysts can build and deploy smarter business rules to improve decision making in marketing, sales and risk. Strategies can be created and expressed for all customers, or micro segments of special interest, quickly and efficiently in SQL, XML, and PMML, as well as SAS and other statistical languages.

For more information about Angoss Analytics Software visit www.angoss.com.

Angoss Software Corporation
 111 George Street
 Toronto ON M5A 2N4
 Tel: 1-866-687-8838
 Fax: 1-416-593-5077
www.angoss.com