SOFTWARE POWERS THE INTERNETSM

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Technical Director

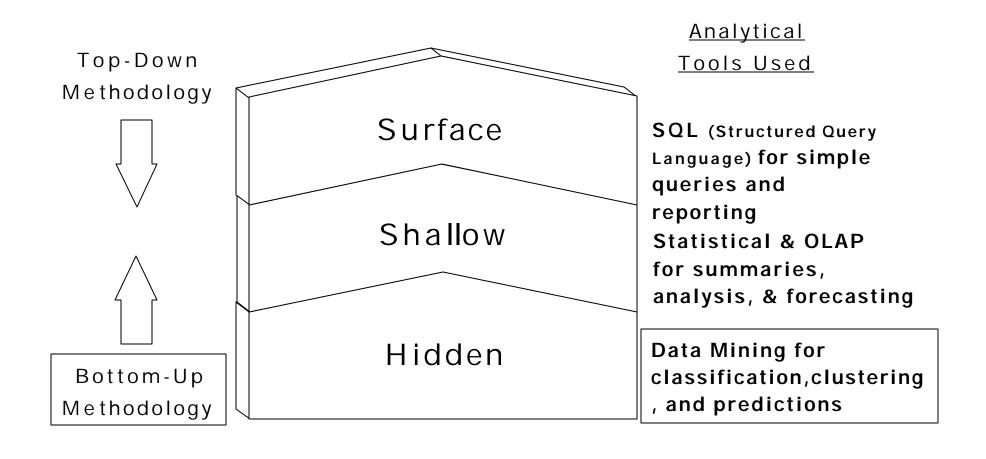
Data Mining Technologies

Oracle Corporation

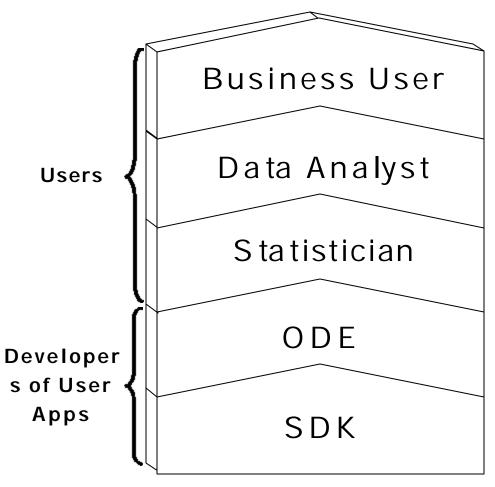
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Oracle Data Mining Software

Business Intelligence Levels



Oracle Data Mining Users and Developers



Use GUI simple wizards to build a model for quick results

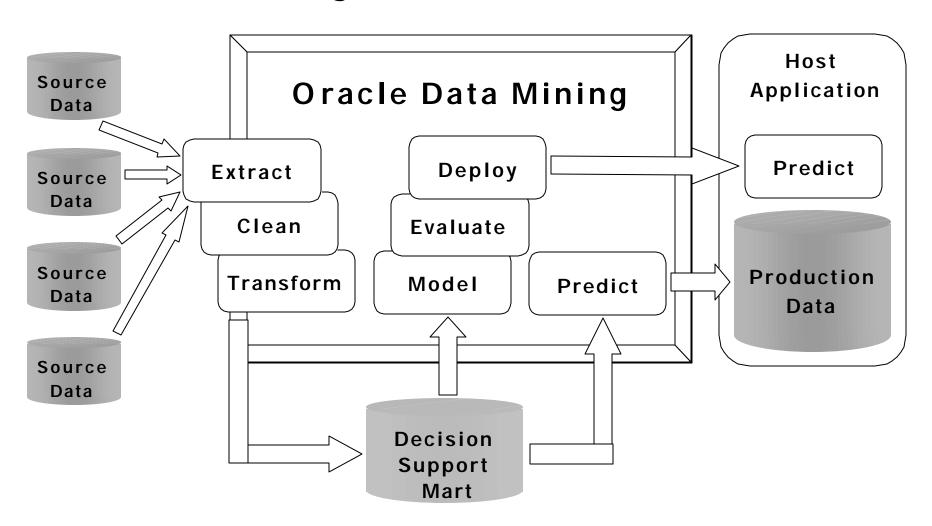
Use GUI Model Seeker and Key Fields wizards for better results (e.g. build multiple models with key fields, use tree visualization)

Apply advanced features of Darwin for best results (e.g. preprocessing transformations)

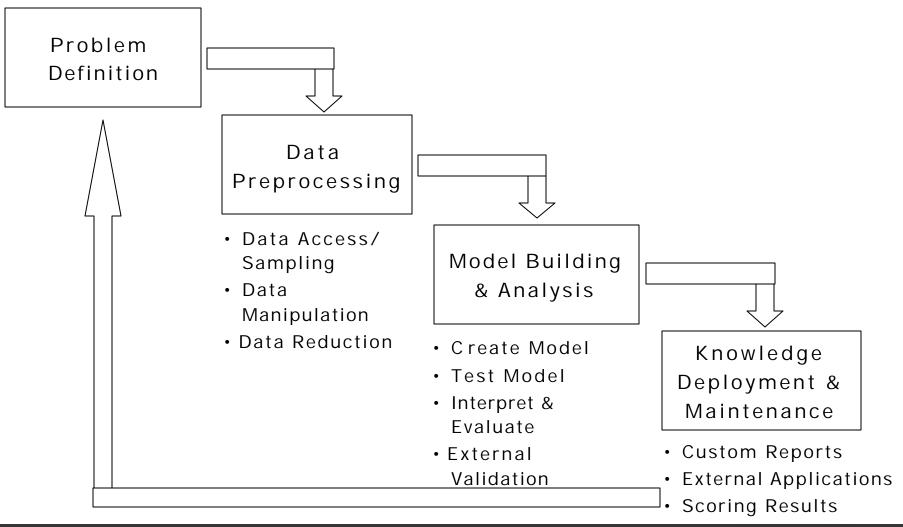
Customize GUI for specific application using Open Data Mining Environment

(e.g. combining wizards)
Customize back-end software for
specific application using Software
Development Kit (e.g. building new
wizards)

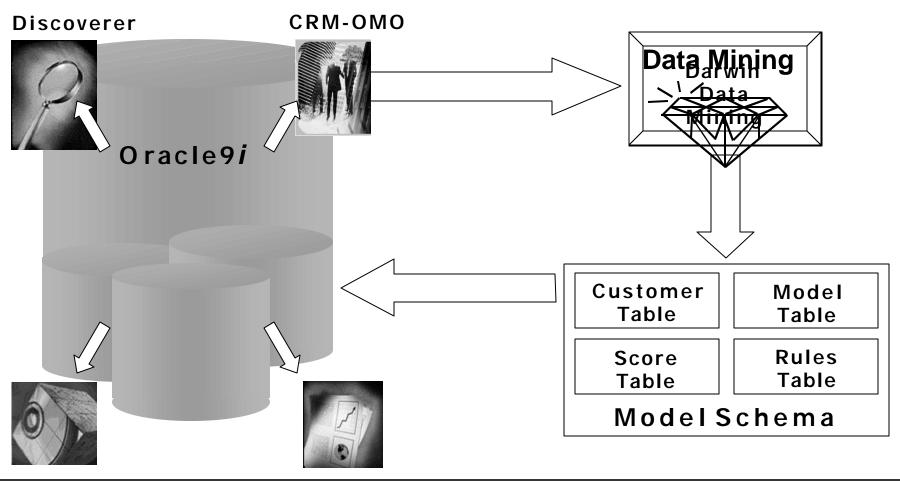
Data Mining Flow



Phases of the Data Mining Process

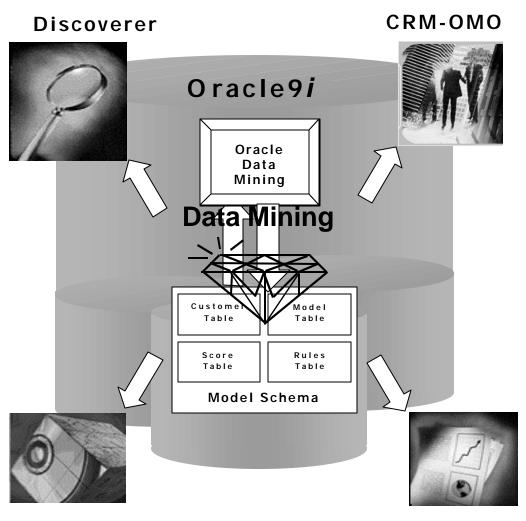


Darwin Environment



Express Reports ORACLE

ODM Environment



Express Reports

ODM Benefits

- Completely Integrated into Oracle 9i Database:
 - Only commercially available Data Mining tool available that is integrated completely inside the database
 - Unsurpassed in efficiency, scalability and security
- Leading Edge Data Mining Techniques :
 - Most advanced Data Mining techniques available today
- Easy to use to gain the full value of Data Mining:
 - Data Mining Intelligence completely written back to Database
 - ODM becomes the value add to existing applications
 - True production environment available

SOFTWARE POWERS THE INTERNETSM