



Visual Mining Honored as Finalist in Prestigious 25th Annual SIIA CODiE Awards
Software Category Finalist for Best Business Intelligence or Knowledge Management Solution with NetCharts Performance Dashboards

ROCKVILLE, MD – March 10, 2010 – Visual Mining, a leader in business intelligence (BI) dashboard and data visualization solutions, today announced that the Software & Information Industry Association (SIIA) recognized Visual Mining’s NetCharts Performance Dashboards (NCPD) as a finalist in the 25th Annual CODiE Awards within the Software Category for Best Business Intelligence or Knowledge Management Solution.

Visual Mining’s NetCharts Performance Dashboards was selected as a finalist from more than 458 nominations submitted by 250 companies. Nominated products underwent an intensive review by subject matter experts, analysts, journalists, and others with deep experience in the field. [Learn more about NetCharts Performance Dashboards, and view a short video overview.](#)

“We’re proud to have NetCharts Performance Dashboards selected as a finalist for the Best Business Intelligence or Knowledge Management Solution of 2010. We designed NCPD from the ground up with the goal of empowering users to explore, understand and consume data in ways they haven’t been able to before, on their own, and without the constant need for IT involvement. Our selection as a finalist, along with the broad customer adoption within such a short period of time, confirms that we achieved that goal,” said Tristan Ziegler, President and CEO of Visual Mining. “We’re so confident that NetCharts Performance Dashboards provides immediate customer value, [we offer an industry-first, unique Success Guarantee with each purchase.](#)”

All products that qualified as finalists will be reviewed by SIIA members, who will vote to select the winner for this category, as well as 55 other categories. The winners will be announced in May. Originally called the “Excellence in Software Awards,” the CODiEs were established in 1986 so pioneers of the software industry could evaluate and honor each other’s work. Since then, the CODiE Awards program has carried out the same purpose - to showcase the software and information industry’s finest products and services and to honor excellence in corporate achievement and philanthropic efforts. Prior years’ CODiE winners include: Adobe Systems, Salesforce.com, Lexis Nexis Group, Dow Jones, and Rosetta Stone.

“This is the twenty-fifth year we have recognized excellence in the software, education and information industries through the CODiE Awards program,” noted Ken Wasch, President of SIIA. “In this economic climate, companies are doing even more to innovate. Visual Mining has demonstrated a commitment to innovation and quality that is

reflected in their selection as a finalist for the CODiE Awards. I am pleased and proud to have them listed among the candidates, and I wish them the best in the final round of voting.”

About SIIA

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to 500 leading software and information companies. For further information, visit www.siaa.net.

About Visual Mining

Visual Mining provides business intelligence dashboard and data visualization solutions that instantly transform data into actionable business information. Visual Mining’s NetCharts products deliver comprehensive solutions for both developers and end users that are intuitive and effective. Download a free evaluation copy of NetCharts software by visiting www.visualmining.com. Visit us at Microsoft Dynamics 2010, April 24-27, Atlanta GA. For more information, please visit <http://www.visualmining.com/company/events.php>.

Visual Mining: Visualize. Analyze. Capitalize.

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