

Welcome to the April 2005 issue of 'The Data Miner' - the official newsletter of SQL Server Data Mining. This periodic newsletter keeps you up-to-date with the latest happenings in the SQL Server Data Mining world and gives you useful tips to help you get the most from SQL Server Data Mining.

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SQL Server Data Mining Wins New Converts in Denmark

Data Mining engine development lead and evangelist-at-large Jamie MacLennan recently returned from a trip to Copenhagen at the invitation of the Microsoft Denmark office. What was initially supposed to be a half-day training session for a few customers interested in learning about SQL Server 2005 Data Mining turned into a full-fledged two-day bootcamp at a dedicated training center with about 20 people from 11 different companies.

In addition to the obvious advantages of cost, ease of use and the platform approach, many of the attendees were impressed with the idea of **Total Model Lifetime Management** - the SQL Server Data Mining philosophy that data mining does not end when an analyst completes and verifies a mining model: it continues on to the operationalization of the model and with the sustained management and maintenance of the model. This is an idea that's so familiar in the database arena and yet, completely alien to the data mining world (prior to SQL Server Data Mining).

Several of the Danish "bootcampers" intend to move to SQL Server 2005 Data Mining immediately, replacing expensive licenses that they currently have for other data mining technologies. Here's a translated version of an upcoming article on SQL Server 2005 Data Mining in Microsoft Denmark's magazine "Momentum" that includes insightful comments from some of these early adopters.

SQL 2005 Data Mining Programming Article on MSDN

You know how we keep harping on the fact that SQL Server 2005 Data Mining is a platform? You'll understand why when you check out "SQL Server Data Mining Programmability", an in-depth article by SQL Data Mining engine developer Bogdan Crivat that covers the myriad ways you can access SQL Server 2005 Data Mining programmatically. Bogdan not only walks you through all the server and client APIs, including XMLA, DMX, ADOMD.NET, AMO and OLE DB, he also delves into various data mining application scenarios. Folks, this is essential reading if you want to write any type of DM application on SQL Server 2005!

Apollo Data Tech Launches Predictive Analytics Solution Based on SQL Server 2005 DM

In a press release earlier this month, Apollo Data Technologies (www.apollodatatech.com) announced their *"Predictive Analytics solution that goes well beyond difficult-to-use, off-the-shelf statistical software packages"*. One of the deployments highlighted in the release was a predictive model built for The Seattle Times Company using SQL Server 2005 Data Mining. The model enables behavioral targeting and customer segmentation for direct marketing to new and existing customers -- customers were segmented by news and information consumption, as well as other data demographics.

New Visualization Tools for Clustering and Decision Tree Models

ReportPortal 2.0 lets you visualize Microsoft Clustering and Decision Tree mining models for SQL Server 2000. These are zero-footprint DHTML viewers that should work with SQL Server 2005 as well. Check out the demo at <http://www.reportportal.com/Flash/mining.html>. Very cool.

Microsoft Hometown IT Mag Highlights SQL 2005 Data Mining

"Microsoft [has] strength in its ability to integrate with developer tools to make it fast and easy to port data models into real applications", says this article titled Microsoft Looks to Yukon for Data Mining Gold in Redmond Magazine.

Data Mining Webcasts: New and Upcoming

Watch this brand new on-demand MSDN webcast that features the SQL data mining lead presenting a new breed of applications that SQL Server 2005 Data Mining enables: Putting the "Smart" in Smart Client: Using Data Mining for Data Validation in Your Smart Client Applications.

And here are links to more SQL Server Data Mining live webcasts you can tune into in the next few months:

TechNet Webcast: Overview of SQL Server 2005 Data Mining (Level 200) **Wednesday, May 25, 2005** [9:30 A.M.–11:00 A.M. Pacific Time] MSDN Webcast: Intelligent Applications: Embedding Data Mining in

Your Application (Level 300) **Thursday, June 30, 2005** [9:00 A.M.–10:00 A.M. Pacific Time] MSDN Webcast: Leverage Data Mining in Integration, Analysis and Reporting Stack of BI (Level 300) **Thursday, July 7, 2005** [1:00 P.M.–2:00 P.M. Pacific Time]

SQL Server Data Mining Resources

- SQL Server Data Mining Community Site
- SQL Server 2005 Newsgroups
- Microsoft SQL Server 2005 Web Site
- SQL Server Developer's Center

Talk to us

We appreciate your feedback on the product. Please post your questions and comments to our newsgroups:

- SQL Server 2005 Beta:
microsoft.private.sqlserver2005.analysiservices.datamining
- SQL Server 2000: microsoft.public.sqlserver.datamining

Back Issues

You can find previous issues (as well the current edition) of this newsletter here.

Thank you

The SQL Server Data Mining Team