

Apollo Data Technologies Announces Industry's First Predictive Analytic Solution

**Provides Alternative to Traditional Statistical Software Packages That Fall
Short on Delivering the Analytics Marketers Need**

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Apollo Data Technologies (www.apollodatatech.com) today announced the first true Predictive Analytic solution that goes well beyond difficult-to-use, off-the-shelf statistical software packages -- which have fallen short on delivering the analysis marketers need -- and delivers highly effective target marketing, sales and inventory forecasting, retention modeling and more.

When done properly, Predictive Analytics has emerged as a newly efficient way to uncover consumer patterns, segments and behavior hidden within the mass amounts of transactional, behavioral, call center and geo-demographic data captured every day by businesses in industries such as retail and consumer goods and media. According to a recent study by IDC, Predictive Analytic projects yielded a high median ROI of 145%.

For example, Apollo Data Technologies, through an alliance with Microsoft SQL Server 2005, created for The Seattle Times Company a predictive model to enable 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.

"We used the SQL Server 2005 data mining platform to model for The Seattle Times Company distinct news and information consumers within the regional area based on behavior, attitudes about news, demographics and online patterns and characteristics," said Jeff Kaplan, principal of Apollo Data Technologies. "The predictive model we deployed to their marketing database enables the delivery of targeted marketing to different news and information segments within the regional subscriber-base area, something that no off-the-shelf statistical software package on the market today could possibly do by itself."

Previous internal methods for marrying market segmentation to marketing databases had become outdated. An innovative solution employing the latest predictive modeling method was sought that moved beyond what off-the-shelf software packages might do.

"It takes more than software to solve business problems. We turned to Apollo's Predictive Analytic solution which combines tools, processes and data mining



expertise enabling us to quickly prepare, analyze and use the critical data we needed. I think more important, and what one would be hard-pressed to find elsewhere, is how Apollo immediately understood what our challenges were and partnered with us to solve them," said Janet K. Farness, Strategic Research Manager, Corporate Marketing, The Seattle Times Company.

In addition to Mr. Kaplan, Apollo is led by co-founder Paul Bradley Ph.D., who previously consulted on data mining algorithm integration with Microsoft Research and SQL Server, and led data mining implementations for a number of Microsoft divisions.

"Apollo has intimate knowledge of the workings of SQL Server 2005 Data Mining, giving them an advantage in implementing solutions based on our platform," said Jamie MacLennan, development lead, SQL Server Data Mining for Microsoft Corp. "Microsoft and Apollo share the perspective on what it takes to overcome the barriers to implementing predictive analytic solutions. This includes not only barriers like technical ability, but also barriers around total cost and user education, resulting in a low cost solution that can be put into production much faster and with easier maintenance than Predictive Analytic solutions built on other platforms."

SQL Server 2005 Analysis Services (www.sqlserverdatamining.com) establishes new depth by offering the latest, scalable algorithms from the research community. Additionally, the ability to plug in 3rd party algorithms provides the flexibility to address vertical-specific data mining tasks.

The additional breadth provided by the SQL Server 2005 platform allow end-users to seamlessly perform tasks ranking from data preparation, exploration, transformations, data mining modeling/prediction, then publishing the analysis into insightful reports.

Apollo's fees are based on a one time, per-engagement model(s) depending on the complexity of the business requirements, while delivering an integrated solution that combines:

- Data Warehousing Expertise -- Cleaning and joining multiple data sources including unstructured/structured
- Data Mining Expertise -- Implementing a combination of algorithms, processes and techniques to accurately apply advanced statistics to build predictive models
- Business Expertise -- Utilizing real-world business experience, coupled with six sigma business practices to map both the data and algorithms to the defined business objectives

Traditional statistical package licensing costs hundreds of thousands to millions of dollars, with additional fees for internal resources, outside consultants to build



and deliver the analysis, as well as annual recurring software maintenance fees.

About Apollo Data Technologies

Founded in 2003, Apollo Data Technologies (www.apollodatatech.com) is the first company delivering true predictive analytic solutions for key vertical markets. Apollo discovers hidden patterns and trends in data to help business operate more effectively and efficiently. It has a team of world-renowned and award-winning Ph.D.'s who bring decades of distinguished work in analytical CRM, deep expertise in building and designing data mining applications, and the practical business know-how and experience in applying the results. Apollo provides solutions for all stages of data analysis, including setting data collection strategies, text mining, behavioral targeting, inventory forecasting, predictive analytics and more for customers including Barnes & Noble, Microsoft Corporation, and The Seattle Times Company.

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