

## **ADVIZOR Combines Data Visualization, Predictive Analytics and In-Memory Data Management**

*Claudia Imhoff recently spoke with ADVIZOR's Doug Cogswell in an exclusive interview.*

**Denver, CO (PRWEB) October 9, 2006** – Doug Cogswell, President and CEO for ADVIZOR, in an exclusive interview with Claudia Imhoff and the Business Intelligence Network ([www.BeyeNETWORK.com](http://www.BeyeNETWORK.com)), recently explained ADVIZOR's visual discovery approach that enables businesspeople to make faster decisions from their business data, thereby improving performance, quickening response and lowering cost.

“People are not getting what they need from reports, flashy charts and complicated analytics,” says Cogswell. “ADVIZOR is changing the game with a unique point-and-click combination of data visualization, predictive analytics and in-memory data management. We present a very simple and effective interface that everyday business people can use to make decisions.”

“Data visualization and predictive analytics are key technologies that have the potential to deliver business intelligence to the entire enterprise,” says Claudia Imhoff, President of Intelligent Solutions. “ADVIZOR has packaged these technologies into an easy-to-use product suite that can help all of a company's employees make better decisions faster.”

“The Business Intelligence Network Solution Spotlights are intuitive dialogues with innovative solution providers, and these spotlights provide a cutting-edge introduction to the new products and services we know are of interest to the business intelligence community,” says Ron Powell, Cofounder and Editorial Director of the Business Intelligence Network. “The network publishes five newsletters serving more than 115,000 readers across a wide variety of industries, making us the largest newsletter-based information source for business intelligence, performance management, data warehousing and data quality.”

### **About ADVIZOR Solutions**

[ADVIZOR](#) Visual Discovery software enables people to make better and faster fact-based decisions from their business data. Built on patented visualization software from Bell Labs and best-of-breed predictive analytics from KXEN, ADVIZOR empowers business people to understand and analyze information without relying on others to prepare or interpret the results. ADVIZOR enables this through simple and clear visual display; easy ad hoc interaction and analysis with a mouse; flexible thick and thin client deployments; and tight integration with common databases and office tools. ADVIZOR is world-class in empowering people to display, analyze and share their business information.

### **About Business Intelligence Network**

The network's flagship site [BeyeNETWORK.com](http://BeyeNETWORK.com) leads the industry with up-to-the-minute news, newsletters, articles, executive spotlights, podcasts, expert-hosted channels

and blogs. Experts include Claudia Imhoff, Bill Inmon, Craig Schiff, Colin White, David Loshin and others. [BeyeBLOGS.com](http://BeyeBLOGS.com) is a business intelligence-specific community blogging site which provides an open forum about industry issues and challenges. [BeyeSEARCH.com](http://BeyeSEARCH.com) offers the first and only editor-driven directory and search engine specially built to serve this industry. [BeyeRESEARCH.com](http://BeyeRESEARCH.com) provides research and case studies from leading authors and experts in business intelligence.

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