



modern analytics®

modern analytics® Partners With DataFlux

San Diego, May 26, 2009

Modern Analytics, a leader in automated predictive modeling, data mining and data processing, and DataFlux, a leading provider of data quality and data integration solutions, have partnered to offer industry-leading technology to the marketplace. The partnership combines award-winning, data quality-based technology and solutions with the expertise to provide long-term client solutions.

Modern Analytics provides companies comprehensive business intelligence that leads to informed decisions about operations. The company is an industry expert in data processing automation, advanced statistical analysis and predictive modeling. It creates automated data marts that provide the foundation for business analytics as well as the predictive models that reveal true business intelligence and identify new marketing and sales opportunities.

"Our partnership with DataFlux is very exciting due to the fact that we are now in a position to provide the most innovative end-to-end data quality solutions to companies in different industries," said Modern Analytics Director Matthias Gruber. "We are able to provide tools to our clients that offer more insight into the inner workings of their company by helping them organize their data, performing advanced analysis of it and monitor quality. This sophisticated methodology allows for better business decisions, thus resulting in more efficient operation and higher profitability. "

DataFlux offers an integrated approach to data that combines people, processes and technology. This allows organizations to rapidly assess and improve problematic data, building the foundation for enterprise address business needs including data governance, MDM and spend management by ensuring all data improvement efforts are fueled by high-quality data.

"Modern Analytics has a very qualified and technologically-savvy team that understands the importance of data, from both an IT and business perspective," said Steve Varsolona, director of business development at DataFlux. "Clients will now be able to more easily solve business problems and quickly transform their data into a strategic asset."

About Modern Analytics

The Modern Analytics team has been streamlining data mining for high-level companies for more than 40 years. In that time, they've worked with numerous companies gaining expertise in applied statistical techniques, data management, concept validation, and database marketing solutions with a variety of different industries. Based in San Diego, Modern Analytics services the United States, Europe and Asia. For more information, visit www.modernanalytics.com.

About DataFlux

DataFlux enables organizations to analyze, improve and control their data through an integrated technology platform. With DataFlux enterprise data quality and data integration products, organizations can more effectively and efficiently build a solid information foundation that delivers a unified view of customers, products, suppliers or any other corporate data assets. A wholly owned subsidiary of SAS (www.sas.com), DataFlux helps customers rapidly assess and improve problematic data, building the foundation for enterprise data governance, compliance and MDM initiatives.

To learn more about DataFlux, visit www.dataflux.com.

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