



modern analytics®

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modern analytics® REVOLUTIONIZES REAL-TIME DATA INTEGRATION

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Modern Analytics today announced its launch of a new software tool that captures and aggregates data from multiple databases so that businesses can very rapidly share 'one version of the truth' throughout their enterprises and have it updated on demand. The tool is called IDF [Integrated Data Framework].

"This is a major break-through for businesses that wrestle with multiple sources of data," said Graham Roberts, CEO of Modern Analytics, "now they can combine any internal and external databases so easily and so quickly that the intelligence to be gained from them has huge commercial value. Our clients have been telling us for some time that the only reason they have not been able to achieve more sophisticated predictive modeling of their businesses has been because of the laborious work needed to capture and process the latest data. I am pleased to say that with IDF those days are now over."

The key to Modern Analytics breakthrough in building IDF is its 'Master-Key'. This is a feature that is provided for each client and is unique to that client. This 'Key' is built in such a way that it can access data from any database through a series of subordinate keys assigned to each individual database. The result is a seamless and very quick way to retrieve the latest data that is of consistent quality and can be reliably processed for any purpose anywhere in the business, especially for predictive analytics, modeling and reporting.

IDF takes raw data and processes it by applying business rules and variables to prepare it for analytics and/or reporting. During processing, the original data is retained so that historical queries (vital to analytical modeling or performance management) can be easily made.

The IDF tool runs in Windows and UNIX environments and is applicable to all industries as a horizontal application. It feeds all commercially available Business Intelligence solutions and analytical tools.

About Modern Analytics

Modern Analytics is an industry-leading 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. More information is available at www.modernanalytics.com