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Sentient announces new version of datamining platform DataDetective, including support for Microsoft SQL Server 2005

DataDetective 2006 brings powerful data mining within reach

Amsterdam – November 7th 2005 – Sentient today announced the release of DataDetective 2006, the new version of its data mining software, including special support for Microsoft SQL Server 2005. Since 1992, DataDetective has been used for a wide range of datamining applications, including fraud detection (for tax services in several countries), crime analysis (for the Dutch police), medical diagnosis and marketing.

The new version of DataDetective includes a number of important new features; new data mining algorithms, integral user assistance, integration with Microsoft Office, geographical visualization (via integration with MapInfo and other GIS products), instant data cubes (OLAP) and integrated data preparation. A number of new functions are specifically targeted at crime data mining, such as hot spot analysis, geographical prediction and link analysis.

In addition to these new functions, DataDetective 2006 is able to make use of the strong data warehousing and analysis capabilities of SQL Server 2005. Sentient has always supported a range of databases and continues to do so, but the new SQL Server offers a number of unique capabilities from which DataDetective users can now benefit. Data mining algorithms can now be executed IN the database server, which was why Microsoft chose Sentient as one of the first partners to integrate technology in SQL Server 2005. The result is a massive gain in speed and ease of deployment of previously complex data mining implementations.

“Data mining does not necessarily have to be difficult or expensive”, says Sentient’s CEO Rob van der Veer. “Historically, organizations have been reluctant to adopt data mining or business intelligence because of the supposed high costs of data warehouses, data mining tools and experts. We see it as our mission to change that.”

With DataDetective 2006, Sentient makes data mining more accessible as follows:

- **Ease of use** – DataDetective automatically selects and tunes the complex algorithms. The user is guided extensively in the process and is protected against typical pitfalls. Furthermore, the speed of DataDetective is essential for interactive analysis sessions.
- **Affordable** – DataDetective has been developed in cooperation with universities which allows keeping the required license fees relatively low. SQL Server 2005 also is an enterprise-class solution with an overall low total cost of ownership (TCO).
- **Cost-effective** – DataDetective is designed around the idea of having a single comprehensive data warehouse, so it is no longer required to collect, clean and transform data for every new data mining problem. Furthermore, little data preparation is required because DataDetective can handle textual data, relational models, noisy data and missing values without conversions. The combination of data integration components in SQL Server and DataDetective allow customers to build a data warehouse in an uncomplicated and easy to maintain fashion.

By lowering the barriers to adoption, Sentient aims to remove the mystique around data mining and make it easier for organizations to start implementations quickly, bringing the benefits of advanced data mining technology within the reach of the real information users.

“The Amsterdam Police force is using Sentient’s DataDetective and is excited about the new level of data mining capabilities”, said policeman Willem van Es. “Sentient’s software allows us to analyze crime more efficiently and more intelligently than ever before. More than 30 police employees are currently working with DataDetective.”

About Sentient

The Amsterdam-based independent software vendor Sentient enables organizations of all sizes to make better decisions and improve their understanding through advanced data analysis. Sentient’s DataDetective software has been applied since 1992 in various organizations with data mining needs: banks & insurance companies (marketing intelligence), health organizations (medical advice), job agencies (matching), national tax offices (fraud detection) and Police (crime analysis).

For more information about Sentient and DataDetective: please visit www.sentient.nl, e-mail info@sentient.nl or call +31 20 5300330.

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