



To Mine Your Own Business Complete And Return This Card Today

Yes! I would like to receive the materials checked below:

Business Plan
(\$199.00)
Executive Summary
(\$199.00)
Market Research
(\$199.00)

New Tools
(\$199.00)
Software
(\$199.00)
Training
(\$199.00)

Case Studies
(\$199.00)
Case Studies
(\$199.00)
Case Studies
(\$199.00)

Data MIND
(\$199.00)

Please indicate who in your company will be involved in data mining:

My company has a total of _____ employees in the following functional areas:
 Sales
 Marketing
 Customer Service
 Product Development
 Manufacturing
 Distribution
 Finance
 Other _____

My company's strengths:
 Solid Product Line
 Good Customer Relations
 Good Reputation
 Good Location
 Good Quality
 Good Price
 Good Inventory
 Good Financials
 Good Management
 Good Workforce
 Good Suppliers
 Good Equipment
 Good Technology
 Good Infrastructure
 Good Location
 Good Quality
 Good Price
 Good Inventory
 Good Financials
 Good Management
 Good Workforce
 Good Suppliers
 Good Equipment
 Good Technology
 Good Infrastructure

My company's challenges:
 Poor Product Line
 Poor Customer Relations
 Poor Reputation
 Poor Location
 Poor Quality
 Poor Price
 Poor Inventory
 Poor Financials
 Poor Management
 Poor Workforce
 Poor Suppliers
 Poor Equipment
 Poor Technology
 Poor Infrastructure

My company's opportunities:
 Good Product Line
 Good Customer Relations
 Good Reputation
 Good Location
 Good Quality
 Good Price
 Good Inventory
 Good Financials
 Good Management
 Good Workforce
 Good Suppliers
 Good Equipment
 Good Technology
 Good Infrastructure
 Good Product Line
 Good Customer Relations
 Good Reputation
 Good Location
 Good Quality
 Good Price
 Good Inventory
 Good Financials
 Good Management
 Good Workforce
 Good Suppliers
 Good Equipment
 Good Technology
 Good Infrastructure

My company's threats:
 Poor Product Line
 Poor Customer Relations
 Poor Reputation
 Poor Location
 Poor Quality
 Poor Price
 Poor Inventory
 Poor Financials
 Poor Management
 Poor Workforce
 Poor Suppliers
 Poor Equipment
 Poor Technology
 Poor Infrastructure
 Poor Product Line
 Poor Customer Relations
 Poor Reputation
 Poor Location
 Poor Quality
 Poor Price
 Poor Inventory
 Poor Financials
 Poor Management
 Poor Workforce
 Poor Suppliers
 Poor Equipment
 Poor Technology
 Poor Infrastructure

Data MIND

COME LEARN HOW SOLVE THESE BUSINESS PROBLEMS

And Get a Free DataMIND CD Just for Showin'

What's In It For You?


What's In It For Me?


What Do We Do From Here?


DATA MINING AND LEARN HOW TO SOLVE THESE BUSINESS PROBLEMS

A world of business opportunities are available. And you don't have to be a genius to figure out where the next big ones are.

DATA MINING AND LEARN HOW TO SOLVE THESE BUSINESS PROBLEMS

Data mining is a new technique for extracting valuable information from large amounts of data. This includes identifying hidden patterns and trends that can be used to predict future events or improve decision-making processes.

DATA MINING AND LEARN HOW TO SOLVE THESE BUSINESS PROBLEMS

With Data Mining, you can quickly and easily find answers to questions like:

- What's In It For You? (How can I use data mining to improve my business performance?)
- What's In It For Me? (How can I use data mining to increase my personal productivity?)
- What Do We Do From Here? (How can I use data mining to make better decisions for our company?)

DATA MINING AND LEARN HOW TO SOLVE THESE BUSINESS PROBLEMS

Data mining allows companies to analyze and analyze complex data, create discoveries, and project results—easily and automatically.

SEE FOR YOURSELF - FREE

Learn more about data mining and about how you can "Mine For Free" with DataMIND™ when you attend a FREE seminar presented by DataMIND®.

See data mining in action; learn what it can do for you and your business; and, best of all, take home a free CD-ROM disc of DataMIND's state-of-the-art data mining software.

CALL TODAY TO RESERVE YOUR SEAT

Seating is limited, so please complete and return the enclosed RSP card today. This card need not be signed; it is the indicator of your choice of this informative seminar.

1. Complete and mail the enclosed postpaid reply card.
2. For your convenience, call 800-464-6711.
3. Call toll-free 800-464-6711.
4. Register via DataMIND's website at <http://www.datamindgroup.com>.

BEST MIND CAMPUS

- New York - June 18, 1998
- New York Metro Area Times

OPEN COVER BEFORE GUESSING

ELIMINATE THE OBVIOUS



If the world is obvious to you, obviously you will be plain or flat in your imagination. You know... it's always preferable to imagine or "predict" instead of "imagine."

DATA MINING DIGS DEEP INTO YOUR DATABASE TO REVEAL PATTERNS AND OPPORTUNITIES THAT MIGHT BE HIDDEN BENEATH THE SURFACE.

IDENTIFY CONSUMING TRENDS



You can see traditional data mining as just your imagination. But the reality you get will not be quite as flat as you might think. And, instead, you'll find:

• Breakthrough data analysis techniques
that will **REVIVE** your **DATA MIND**.

DATA MINING AUTOMATICALLY DISCOVERS RELATIONSHIPS THAT BREAK THE BARRIER OF PRE-EXISTED ASSUMPTIONS.

STRIKE A MATCH



Your business may be good—but think how much more powerful your predictions would be if they were based on breakthrough data analysis techniques that could **PREDICT MARKET RESPONSE**.

DATA MINING ALLOWS BUSINESSES TO EXAMINE AND ANALYZE COMPLEX DATA, CREATE DISCOVERIES, AND PROJECT RESULTS—EASILY AND AUTOMATICALLY.

STRIKE A MATCH



If they were based on breakthrough data analysis techniques that could **PREDICT MARKET RESPONSE**.

BEST MIND CAMPUS

HOW DO YOU FIND A NEEDLE IN A HAYSTACK?

OPEN COVER BEFORE GUESSING

