

Portrait Software Named a Leader in Predictive Analytics and Data Mining Solutions Market by Global Independent Research Firm

Portrait Software utilises analytics to provide comprehensive PA/DM solution portfolios

Sydney, NSW - February 5, 2010 - Portrait Software, a leading provider of insight-driven customer interaction software, today announced that Forrester Research, Inc., a leading independent research firm, has named Portrait a Leader in their inaugural Forrester Wave: Predictive Analytics And Data Mining Solutions, Q1 2010 research report. Forrester evaluated the top nine predictive analytics and data mining (PA/DM) solution vendors across 53 criteria, segmenting them into the three categories including current offering, product strategy, and market presence. As a leader offering mature, high-performance, scalable, flexible, and robust PA/DM solutions, Portrait received the 3rd highest score for Product Strategy & the 6th highest score for Current Offering. Among the vendor products the Forrester Wave evaluated were Portrait Customer Analytics, Portrait Uplift Optimizer, and Portrait Self-service Analytics. According to the Forrester Wave, Portrait provides a user-friendly, feature-rich PA/DM solution portfolio in support of real-time scoring, interaction optimization, uplift optimization, and campaign management for customer analytics. Powerful customer analytics have always been the core driver of Portraits innovative marketing solutions, but analytics itself only takes you so far, said Luke McKeever, CEO, Portrait Software. Portraits ability to not only incorporate analytics but to action the insights they deliver enables us to provide our customers with highly intelligent solutions that help them operate as a customer-centric organisation, differentiating them from their competitors while simultaneously improving their marketing ROI. The report concludes, With strong core PA/DM features, a solid group of PA/DM-enabled customer analytics applications, and a highly differentiated uplift modeling capability, Portrait positions its PA/DM tools and applications as mature, feature-rich offerings for enterprises across all verticals.

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