



# Easy Analytics, Ready for Decision Making

Exeura Rialto™ is the easier and elegant way for today's enterprises to effectively utilize their best in-house resource: Data.

## Created For People, Not For Experts

Many products currently in the marketplace require formal programming skills for data acquisition and manipulation, model development and application deployment. The expertise level, that is required to build and maintain these solutions, compounds the challenges organizations face when using traditional data mining and analytics products:

1. Difficulty in using the products required in performing the analysis
2. High Total Cost Ownership associated with the variety of products and sophisticated know-how required to perform the analysis
3. Fragility of the developed analytical models that are difficult to deploy and maintain
4. Poor performance and scalability of deployed decision support systems that fail to meet the needs of business-critical operations
5. Inability to handle the vast amounts of unstructured data that represents 80% of an organization's information and data assets



## Analytics for the Rest of Us

Exeura Rialto™ combines the functionality of multiple applications into a single, easy-to-use tool, thereby eliminating the need to purchase and use separate solutions.

By providing comprehensive support for the entire data mining and analytics lifecycle at an affordable price, Exeura Rialto™ puts analytics within the reach of everyone in every organization.

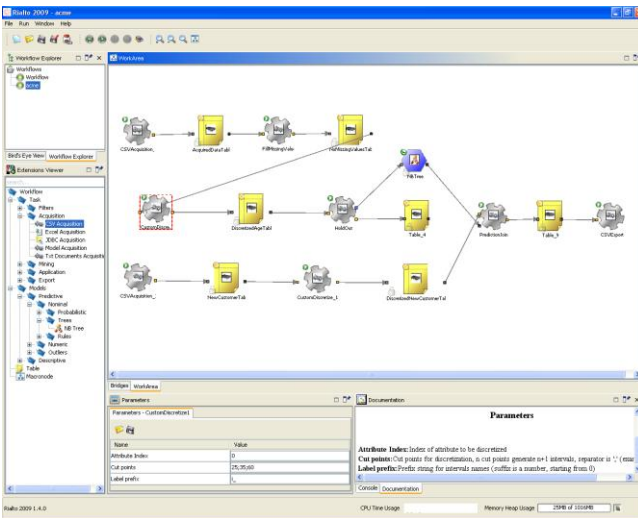
## Applied Analytics

Exeura works with organizations to help identify business needs, develop the appropriate model, and use our analytics solution to find and deliver insight in these pressing areas:

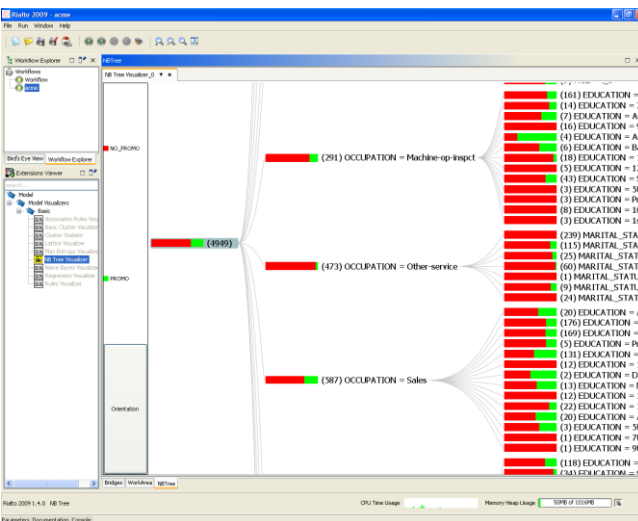
- Insight-Driven Marketing Communication
- Cost Recovery, Reduction, And Optimization
- Supply Chain Forecasting
- Portfolio Risk and Valuation
- Dynamic Market Segmentation

## The right software for large and small organizations that are turning to data mining and analytics solutions for sustaining and sharpening their competitive edge.

**Analytical precision, scalability, and extensibility** helps solve key critical problems in the business by acquiring, interpreting, discovering and analyzing the data all within one tool.



**Graphical visualizations using statistics and charts** facilitate comprehension of the analytics outcomes of the data acquired, making it easier to solve business problems.



### Comprehensive Analytics Lifecycle Support

- Wizards to Support Data Acquisition Tasks
- Data and Model Analysis (Statistical, Graphical)
- Data Transformation, Filtering and Normalization
- Data Mining
- Single-click Model Deployment and Rule Generation

### Increase Productivity

- Cost-effective Solution for Companies of All Sizes
- Quicker Time to Market

### Intuitive and Easy to Use

- Drag-and-Drop Interface
- Great Interactivity in Graphical Data Exploration
- No Programming Required
- Consistent, Unified Approach For Data and Model Interaction
- Context-Aware, Multi-Modal Development Environment

### Power and Flexibility In Any IT Environment

- Efficient Manipulation of Sparse and Highly-Dimensional Data
- Extensive Support for Both Structured and Unstructured Data: XLS, CSV, TXT, HTML, PDF, DOC, XML
- Hassle-free installation (Requires Java\* 1.6): Linux\*, Mac OS X\*, Windows XP\*/Vista\*
- Multiple Data-Persistence Options (RDBMS, OODB, Flat File)
- Stateful, Persistent Model Execution
- Support for Custom SQL and Java Extensions
- Flexible Plug-in Architecture

### Accurate, Sophisticated Predictive and Descriptive Algorithms

- Association Rule Mining
- Bi-Variant Analysis
- Classification
- Linear Regression
- Outlier Detection
- Sequence Analysis

\* Java, Java 1.6, Linux, Mac OS X, Windows XP, and Vista are trademarks owned and/or registered in the U.S.A. and other countries by third parties other than Exeura s.r.l. All uses of the aforesaid trademarks herein are strictly for purposes of identifying products or their owners. Exeura s.r.l. makes no claim to any trademark rights in or to any such trademarks and nothing herein impacts the ownership thereof by the rightful third parties to such trademarks.

**If you have additional questions or would like to see a demo of Rialto™, please contact us at:**

**EU Office**  
Via Pedro Alvares Cabrai-C.da Lecco  
87036 Rende (CS), Italy  
Tel: +39.0984.1862840 | Fax: +39.0984.1862830

Via G. Galilei, 47  
20090 Cinisello Balsamo Milan, Italy  
Tel: +39.335.1099489 | Fax: +39.02.93662658