seePOWER™
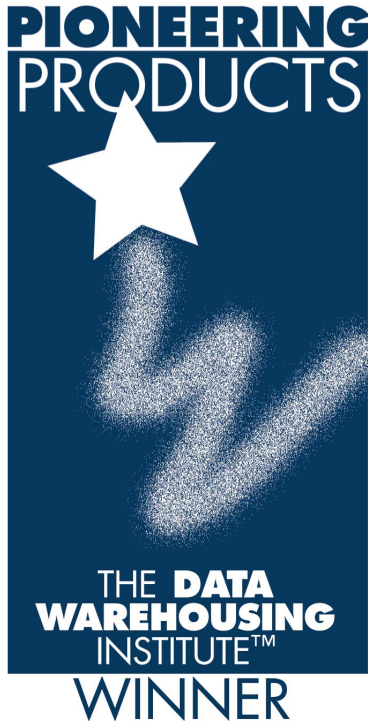
An Award Winning Solution
From Compudigm International Ltd.

The Compudigm *see*POWER™ solution, developed for Gaming, Telecommunications, Financial Services and Retail, recently won the Data Visualization category of The Data Warehousing Institute's Pioneering Products Shootout 2001. Eight finalists competed in the head-to-head Shootout. Judges selected the one product they believed holds the most potential to revolutionize the practice of data warehousing - Compudigm's *see*POWER solution was selected as the clear winner.

The Data Warehousing Institute Membership includes more than 4,000 Members who are data warehousing and information technology professionals from Fortune 1000 corporations, consulting organizations and governments in 45 countries. See www.dw-institute.com for more details.

Compudigm has also received a laureate from the 2001 Smithsonian ComputerWorld Honors, for the spectacular success of the Telstra Sydney Olympics project. The ComputerWorld Honors is a prestigious award that acknowledges technical evolution and advancement. This 'search for new heroes' looks for solutions that have made an impact on society. See www.cwheroes.org for further information.

Geoffrey Moore is a Managing Director with The Chasm Group, a consulting practice based in California that provides market development and business strategy services to many leading high-technology companies. Geoffrey's best selling books include *Crossing the Chasm, Inside the Tornado, The Gorilla Game,* and *Living on the Fault Line.* See www.chasmgroup.com/moore.htm.

Geoffrey Moore talks about Compudigm in his video *Business Intelligence for eBusiness World Leaders*:
- Companies like Compudigm have discontinuous innovation – introducing a new paradigm that changes the rules of competition.
- "Compudigm have a business visualization tool that is way cool".
- "That visualization tool is an example of product leadership".
- Operational excellence was facilitated using *see*POWER at the Olympic Games – "having huge success" for Telstra.
- Previously you would see the pattern but would be too late to act. The ability to get into the data is the key to Business Intelligence.
- In the e-Business world, if you don't use technology to know your customers then you won't know them at all. Crown Casino can watch what people are doing - creating a relationship for going forward.
- The quality of relationships and timeliness of responses along the value chain is the source of competitive advantage within the new economy. *see*POWER is in such a chain with the Sybase IQ Multiplex platform and the end customers.

Geoffrey Moore

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