

THE INFORMATION EXPLOSION

Data growth continues at an incredible pace, doubling every 18 months! That alone is an immense challenge for both IT departments charged with managing data and business users who employ the data. However, enterprises face the additional challenge of “data evolution”: critical business data comes in two forms, **structured data** (i.e. SQL) and **unstructured data** (i.e. emails, documents, images etc). The volume of unstructured data is over 5 times larger than structured data.

Storing, categorizing and doing complex analysis of these two very different data types at the same time, using the same application, has been previously impossible. Now DataFusion provides a unified view of all data and the ability to cross-analyze structured and unstructured data. This unified approach to data analysis will allow businesses to drive efficiencies, such as business intelligence, legal compliance, customer relationship management, litigation preparedness, fraud prevention and other business applications.

THE DATAFUSION ADVANTAGE: STRUCTURED AND UNSTRUCTURED DATA

The DataFusion is a powerful, cost-effective solution that captures, searches and analyzes all enterprise data. In short, DataFusion creates a real-time, useable copy of all electronic data in a highly scalable Universal Data Warehouse (“UDW”), where SQL transactions and unstructured files can be economically stored, searched and analyzed without burdening any of the primary information systems.



The DataFusion GUI offers integrated searching and cross-analysis across both structured and unstructured data

DataFusion is unique because it is the only product on the market designed to offer real-time capture and storage of structured and unstructured data (and associated

metadata) into a single repository that uses low-cost disk storage. As a result, DataFusion provides real-time access, search and analysis of all data through a simple GUI to provide a complete, comprehensive view of the business, irrespective of data type and source.

Because DataFusion uses an engine optimized for data warehousing (instead of an operational database), we are the only solution able to store over a Petabyte of data. DataFusion can conduct the complex search and analysis that is required for high value business applications in seconds.

SOLUTIONS

In addition to the technical benefits described in greater detail below, DataFusion can be used for a number of high value applications, including:

1. eDiscovery. Regulatory and private litigation is a fact of life, and it is quite common for such litigation to require the search of millions of electronic documents and records. “Litigation Preparedness” is the ability to assess legal claims, and to respond to legal production requirements. With the use of DataFusion, the time and cost for responses are significantly reduced.

Legal Compliance is the related market for complying with statutory and regulatory requirements for preserving, storing and protecting sensitive information, such as health-related information, financial information or internal public company communications. By using DataFusion your company can avoid the costly fines related to non-compliance.

2. Customer Relationship Management. Most customer information is typically stored in a structured data form (e.g. who ordered what, when and for how much). Unfortunately, critical customer interactions such as support calls, emails and sales communications are unreachable from traditional Customer Relationship Management (CRM) systems. With DataFusion, businesses can have a complete view of a customer relationship by accessing and analyzing all customer-related data within a single interface and thus providing opportunities to enhance customer service and increase revenue.

3. Fraud Detection & Prevention. In the insurance and financial services industries, the ability to perform analysis of real-time transactions, emails, documents and call center data using DataFusion enables previously impossible fraud detection and prevention

4. **Business Intelligence (BI).** DataFusion provides for analyzing business information to discovering trends that may have a business impact, such as product and geographic demand trends, cross-selling or up-selling opportunities. With the introduction of data from Emails and documents into the Business Intelligence equations, businesses will be able to obtain much richer information about their customers, vendors, partners and employees.

With DataFusion's access to transaction data as well as unstructured data, such as emails, documents, faxes, audio, surveillance video, voicemail and more are all possible.

TECHNICAL BENEFITS

1. **Data Retrieval Speeds:** DataFusion is able to capture emails and attachments in real-time and have them available in for searching in 3 seconds. Basic searches product results in less than a second while complex cross correlation queries results are provided in 5 seconds

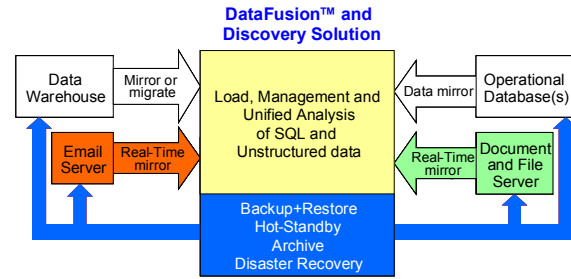
2. **Scalability.** DataFusion can capture many terabytes of data a day and can scale to over a Petabyte in total data input. This scalability provides for data management even in the largest of organizations.

3. **Storage Efficiency:** In recent certified testing, the DataFusion solution demonstrated a 91% reduction in storage size, cost and power when compared to conventional solutions. DataFusion implements so-called single-instance storage (SIS) e.g. an email attachment sent to multiple email recipients via same or multiple emails will be saved only once. DataFusion uses low-cost ATA-based storage with cost equal to, or lower than, tape-based systems, while offering better reliability and automatic verification of correct backup.

4. **Data Security.** Unlike traditional file systems used by most content management or archive applications, DataFusion is built on a relational database backend that is inherently secure from outside hackers and malicious code attacks. The DataFusion repository "shreds" data in a manner that is undecipherable to an intruder. Thus, rest assured that your sensitive data, files and emails are secure.

5. **Eliminate Email and File Backups.** With DataFusion, emails are captured before they even get to the email server. This means that DataFusion not only offers backup, but it also offers continuous backup and eliminates the problem of potential loss of emails between backups. Restores of the main email server are fast, intelligent, selective (i.e. Customer Support first) and can be customized.

6. **Reactivate Data from Tape Archives.** DataFusion can cost-effectively reload archived data stored on tapes, and in doing so reactivate records that would otherwise be inaccessible for analysis.



BMM DataFusion's robust architecture provides compelling ROI by copying and organizing all data into a searchable database that serves multiple IT and business application needs.

DEPLOYMENT MODELS

DataFusion can be deployed in one of two models— as an off-site hosted service (SaaS) solution, or as a traditional software license which is licensed and maintained by the customer. With our off-site hosted model, we are very proud of our datacenter, which provides industry leading servers from its secure hosting facilities in the southwest of the United States. With our hardware partnerships, we have pre-installed solutions providing customers with an out-of-the-box solution so that business can be up and running on DataFusion in a matter of hours. Regardless of the deployment model, implementation of DataFusion is straightforward – and typically can be accomplished in days, not weeks or months.

EASE-OF-USE

DataFusion is a web-based product with an intuitive interface that was specifically designed for non-technical users. Like any Browser-based product, DataFusion can be accessed from anywhere and will not conflict with any other systems or applications that you may be running.

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The BMMsoft team is located in San Francisco, Ca. For more information, please visit our website at www.BMMsoft.com. To reach our sales team, please send an email to sales@BMMsoft.com or call our office at 415 420-4275.