

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

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Boston, MA, 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 Portrait’s innovative marketing solutions, but analytics itself only takes you so far,” said Luke McKeever, CEO, Portrait Software. “Portrait’s 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 organization, 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.”

About Portrait Software

Portrait Software enables organizations to engage with each of their customers as individuals, resulting in improved customer profitability, increased retention, reduced risk, and outstanding customer experiences. This is achieved through a suite of innovative, insight-driven applications which empower organizations to create enduring one-to-one relationships with their customers. The Portrait suite seamlessly integrates the world's most advanced customer analytics, powerful inbound and outbound campaign management, and best-in-class business process integration to drive real-time customer interactions that communicate precisely the right message through the right channel, at the right time.

Our 300 + customers include industry-leading organizations in customer-intensive sectors. They include Merrill Lynch, Lloyds Banking Group, US Bank, Dell, Nationwide Building Society, T-Mobile, Telenor, Fingerhut, Bank of Ireland, Bank of Tokyo and Fiserv Bank Solutions.

For more information on Portrait Software, please visit: www.portraitsoftware.com

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