

Business Intelligence

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Panopticon Reveals Revolutionary New Vision for Business Intelligence

Panopticon Software today unveiled Panopticon Explorer, a new visualization tool that could do for business intelligence what search engines did for the Internet. Already an established name in the world of banking and finance, Panopticon will bring the sophisticated technology used by financial institutions to the desktops of businesses and individuals everywhere.

Panopticon Explorer uses advanced treemapping technology to bring business data to life. By creating clear, concise and customizable visual representations, Panopticon Explorer transforms the analysis of complex data sets. A significant advance in business intelligence software, Panopticon's treemaps are a proven tool for analysts and enable anybody quickly and easily to make sense of large amounts of complex data.

"Three years of intensive development has produced a truly unique application that can be installed in a minute and make sense of a mass of data in 30 seconds," Panopticon CEO and co-founder Willem De Geer said. "As well as bringing a powerful new set of tools to a broad business community, Panopticon Explorer does away with the laborious installation and high maintenance costs that have previously categorized this space."

Simple to install, Panopticon Explorer is very easy to use, yet has the ability to produce powerful results. The advanced technology at the core of Panopticon Explorer is already used by Panopticon's clients in the financial sector, including JPMorgan Chase, Citigroup and Reuters.

"The release of Panopticon Explorer brings the powerful and proven technology used by top-tier financial institutions to the wider business community," said Sam Giertz, Panopticon co-founder and vice president of sales. "This technology has been road-tested in the most demanding of conditions, providing valued analysis of complex data in fast-moving financial markets, but the list of potential applications is practically endless. Panopticon Explorer can be used to look at all kinds of data from sales figures and customer relationship management information to racing car telemetry."

A stand-alone desktop application that can use a multitude of data sources -- including

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Excel, Access, Sybase and SQL Server -- Panopticon Explorer combines a number of unique features that take business intelligence to the next level. Simply drag and drop data to instantly produce a treemap. Real-time and historical data can also be combined using the premium version of Panopticon Explorer. Collaboration is also supported: users can effortlessly share findings and analysis with colleagues by distributing live, annotated maps, easily and quickly sharing important conclusions. Any map can be saved to file using the current data and instantly sent to colleagues and clients. Importantly, this new audience will not require detailed knowledge or training on the complex analytic functions available in Panopticon Explorer.

Commenting on the significance of Panopticon Explorer, De Geer said, "Progress in IT tends to come in incremental steps. This is one of those rare leaps that fundamentally changes how a task is performed and radically raises the bar in terms of performance."