



LUMIO IS A JEWEL IN THE FUNDING CROWN

Its Re:search product won the European Information Society Technologies Grand Prize in 2001

Spectacular media attention has followed, reinforcing the company's belief in collaborative projects as a way of raising the profile of its work amongst key market decision makers

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As the internet started to impact on everyday life in the early 1990s, researchers around the world began thinking about the implications of transferring everyday activities to the online world.

One of these was Maurice Mulvenna at the University of Ulster. His team had been investigating new ways of extracting useful marketing information about customer behaviour and preferences from patterns hidden within the streams of data being collected by organisations such as banks and supermarkets. With 500 million consumers expected to be browsing on the internet by the end of the millennium, Mulvenna wanted to find out how these advanced data-mining techniques could be transferred to online applications.

External funding was necessary to enable this work to happen and MIMIC was the first electronic commerce project funded by the European Commission to begin in Northern Ireland. It allowed the University to collaborate with commercial web-site providers in Ireland and France and with ISL, a UK-based software house that had developed a data-mining product called Clementine used by marketers worldwide. The project proved the viability of data-mining in online retail applications and the University's algorithms were added to Clementine.

Heartened by these positive results, the team, now known as the European Web Mining Centre of Excellence, became active in international standards work to define the formats that should be supported for customer

information and initiated further projects. One of these was PERSONET, a facility that allows European PhD students to work alongside the Centre's experts in data-mining for personalisation of the internet, bringing additional skills and insight into the Centre.

As a result of this demonstrable success, staff at the Centre received backing from the University to set up a spin-off company called MINEit Software. In 2001, MINEit was selected as the Software Industry Federation's New Company of the Year, while its web analytics product Re:search won both the European Information Society Technologies Grand Prize and the Information Management Award for Product of the Year.



LUMIO
*The Software Industry Federation's
New Company of the Year, 2001*

In January 2002, the company changed its name to Lumio, the E-Business Effectiveness Company and has been successful in raising over £1.5m of external venture funding. Lumio uses some of that capital to support its continued involvement in EC projects, to generate and validate new areas of intellectual property.

DAMALI (Data Mining Algorithm Incubator) is a 2 year collaboration with the Newly Independent States of the former Soviet Republic, designed to provide commercial take up opportunities for their creative research in data mining. IKnowUMine (Intelligent Knowledge and Usage Mining) is a project to develop ways of measuring the performance of analyses of web channels.

Mulvenna is a firm believer in these collaborative projects. He acknowledges the pivotal role of MIMIC in raising the profile of his team's work, especially since the enhanced Clementine was acquired by market-leader SPSS, Inc. This is now being used by more than 500 organisations world-wide, including BT, Unilever, Provident Financial and e-Dialog.



the E-Business Effectiveness Company

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