

KNIME News

Welcome to KNIME News! As you all know, KNIME's success is also due to the success of other open source projects that are integrated into KNIME. Some of those are well known giants in the field: R, Weka, and JFreeChart to name just three. However, many other specialized tools add sophisticated, application specific functionality to KNIME, too. This issue of KNIME News highlights the newest addition to the KNIME Community: the uplift modeling nodes contributed by our partner, Dymatrix. Page 2 continues our loose series of "who's who", introducing Aaron@KNIME. Initially brought on board to support people using nodes, the atmosphere in the office must be contagious: he has just finished developing his first set of KNIME nodes...

Please also welcome Martina, our newest member of the KNIME team. Watch out for her behind the scenes of our next UGM. KNIME News concludes with a report on the 2013 edition of our UGM but we are already preparing for the next one, on February 19-20 in Zurich - see you there!

The Power of the Community: Uplift modeling optimizes direct marketing spending!

What happens when a visionary company surfaces the latest in modern predictive analytics for the community in KNIME? You get nodes for all! DYMATRIX, a leader in the Customer Intelligence space and longtime KNIME trusted partner has de-

veloped Uplift Modeling techniques for the KNIME community. "Uplift modeling is one of the hottest topics in predictive modeling", says Phil Winters, KNIME Senior Advisor and Customer Intelligence Guru. "Making these powerful methodologies available to the community in KNIME open source is a true game changing strategy: the techniques allow you to predict the direct marketing influence of each decision on customer response behavior. Marketing campaigns are easily optimized, contact costs and the return per unit spend are significantly improved."

The uplift of a marketing campaign is usually defined as the difference in response rate between a treated group and a randomized control group. This allows a marketing team to isolate the effect of a marketing action and measure its effectiveness. Professional and profitable marketing teams will only take credit for the uplift effect of their marketing campaigns.

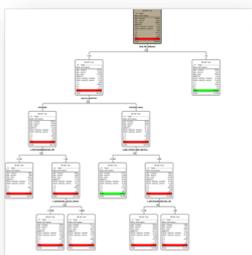
Uplift modeling maximizes the returns from direct marketing by predicting, for each planned marketing contact, the change in behavior likely to result from a particular marketing intervention. Uplift modeling enables companies to target customers whose behavior can be changed, rather than targeting those whose behavior would have remained the same even without the direct marketing intervention. The DYMATRIX Uplift Modeling solution nodes come with Learner, Predictor and Evaluator nodes. "We developed the Uplift Modeling nodes prior to a strategic project for a large successful German electric utilities company to optimize marketing spending both for upselling and churn prevention direct marketing campaigns. We are now happy to provide these powerful methodologies to the KNIME and Predictive Analytics community in order to enable also companies with smaller marketing budgets to apply these innovative analytical methodologies", says Stefan Weingärtner, co-founder and executive board member of DYMATRIX CONSULTING GROUP. "The integration within the KNIME platform is unique compared to other commercial uplift solutions. All open source, the uplift nodes can easily be connected to any other KNIME standard node within a KNIME workflow for data preprocessing, uplift modeling, model evaluation and model deployment".

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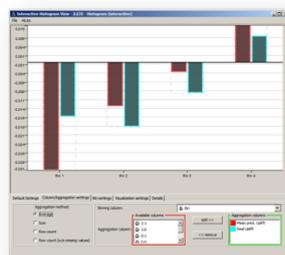
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The nodes are contained in the DYMATRIX Customer Intelligence Extensions provided by DYMATRIX CONSULTING GROUP GmbH, Germany via the KNIME Community extensions. More commercial DYMATRIX Customer Intelligence Extensions for KNIME are available like the DYMATRIX Interactive Scorecard Builder, PMML2SQL Converter and Interactive Binning Nodes.

For more information please refer to <http://www.dymatrix.de/en/products/knime-customer-intelligence-solutions> or email: info@dymatrix.de



Uplift Tree Viewer



Uplift Evaluator



KNIME User Day Boston

October 22, 2013



KNIME is coming to the US again! A KNIME User Day is going to be held in Boston's NERD Center. The workshop will feature presentations about real-life KNIME applications that reveal hidden information!

<http://www.knime.org/user-day-boston-2013>

More Upcoming Events

KNIME Meetup Italy
Oct. 10, 2013, 17:00-20:00
Polo Tecnologico di Pavia,
Pavia (Milano), Italy

For more information visit:
www.knime.org/meetup-pavia-2013

KNIME Meetup Berlin
Nov. 05, 2013, 18:00-20:00
Berlin, Germany

For more information visit:
www.knime.org/about/events/knime-meetup-berlin

KNIME User Training
Sep. 30-Oct. 2, 2013
Technopark,
Zurich, Switzerland

For more information visit:
www.knime.com/training

KNIME Developer Training
Oct. 7-8, 2013
Technopark,
Zurich, Switzerland

For more information visit:
www.knime.com/training



Meeting the KNIME Team: Aaron Hart



Aaron Hart, Support Engineer and on the team since June 2012.

Aaron hails from Ashland, Oregon. With a Biochemistry degree from Southern Oregon University in his pocket, he began his career at the bench but quickly moved into software. His work as an application specialist led him to Paris where he lived for a year before moving to Switzerland and joining KNIME.

What drew you to KNIME?

KNIME captured my interest because it provides a way for scientists to form solutions to complicated problems quickly and integrate the best available tools via our 3rd party extensions and external tool integrations such as the R nodes. Also, the desktop application being free and open source makes it a great tool for collaboration.

What do you enjoy most about working with KNIME?

I like that KNIME is modular and open. If you want to do something specific there are a lot of great tools available. Even if you can't find what you need it is pretty easy to implement a node on your own! Also, the community is fantastic and you can see this on our forums, the people here are very active.

What is your goal at KNIME?

My main goal here at KNIME is to serve as a conduit between KNIME users and the development team. This link goes both ways so not only do I try to help users understand how the software works but also help keep the engineering team pointed in the right direction by organizing user feedback.

What do you do when you are not KNIMEing?

I'm making the most of my time in Switzerland, which means getting out

as much as possible. Depending on the weather I'm either on my bike or trying to improve my telemark technique (which needs work) and if neither of those is possible I'll find a board game.

KNIME Text Mining Webinar Online Training, Oct 30, 2013

This free webinar illustrates the most commonly used Text Mining features by going step by step through two example applications: topic detection and sentiment analysis.

It provides you with an overview of the Text Mining nodes in KNIME for text integration, parsing, pre-processing, enrichment, transformation, topic detection, sentiment analysis, and visualization.

For more information and to register, please visit:

www.knime.org/about/events/knime-text-mining-webinar-online-training-october-2013

KNIME User Group Meeting & Workshops

This year's KNIME User Group Meeting and Workshops was the biggest yet, with over **150 enthusiastic attendees** from many industries and from around the world, including delegates from Japan and Australia as well as from around the Americas, Africa and across Europe. See the map below showing the geographical distribution of KNIME UGM attendees.

The first day started off with presentations of new features of the KNIME Desktop and Server, talks about current new developments in the KNIME labs and a whole series of user case studies were presented, for example on how to bridge knowledge gaps with KNIME, how KNIME extensions are supporting food safety as well as survey analysis and personalized reporting with KNIME.

to good use mopping programmers' brows!

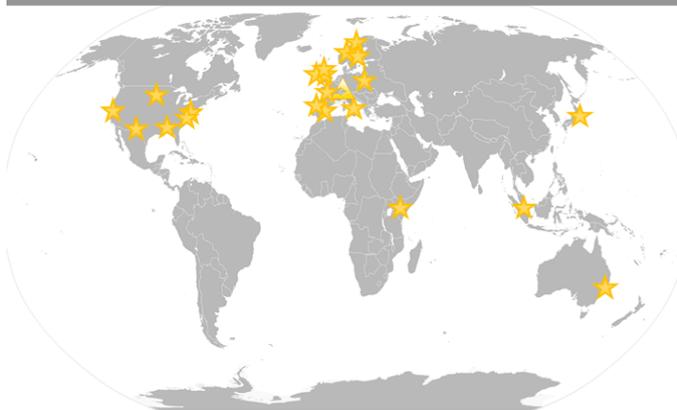
"Great to see how KNIME has grown over the years and is now simply the best professional data platform out there."

In response to the success of last year's workshops, we organized a greater selection of workshop topics this year, which were held on the Friday morning. The KNIME Server workshop proved so popular it was held twice! We would like to also thank the contributors from Palladian, Schrodinger, ChemAxon and Tripos for their valuable input.

"I was most impressed by KNIME's commitment to the community, which contributes to the collective knowledge, skills and energy of the KNIME eco-sphere."

A big thank you to everyone who came and helped make this event such a success. We all look forward to our KNIME UGM 2014, which is going to be on February 19-20, 2014. Mark your calendars!

Where are you coming from?



The wide range of KNIME user presentations reflected how usage of KNIME has spread from the already strong Life Science base to Banking, Telco, High Tex and Government.

OpenMS and SeqAN community projects. The KNIME community speakers were awarded KNIME towels as a thank you. We hope they are being put