

> Create, Evaluate and Deploy Predictive Models With Ease

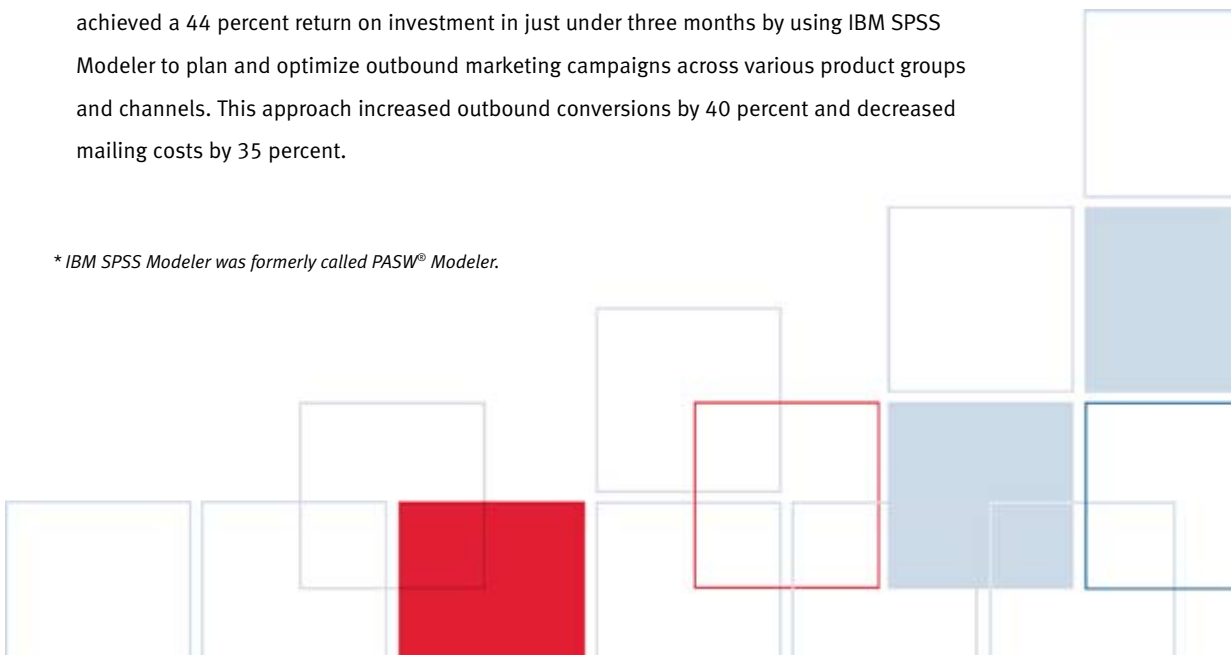
IBM SPSS Modeler* is an industry-leading data mining workbench that helps organizations gain unprecedented insight from their data to solve challenging business problems – such as reducing the costs associated with attracting and retaining customers, increasing customer value, improving the return on marketing campaigns and minimizing fraud and risk.

IBM SPSS Modeler’s intuitive visual interface, automated data preparation and proven predictive modeling capabilities enable you to easily discover hidden patterns in your data and develop the insight to address business problems faster.

Organizations ranging from FORTUNE 500 corporations to government agencies and academic institutions rely on IBM SPSS Modeler to unlock the value within their enterprise data, improve business processes and make more informed decisions. For example, IBM SPSS Modeler enables these organizations to:

- **Strengthen customer relationships:** Cablecom GmbH, Switzerland’s largest cable network provider, relies on predictive analytics to reduce customer churn. IBM SPSS Modeler helped the company predict which customers were unhappy with its services. This knowledge helped the company focus its problem resolution and cross-sell and up-sell activities on the right customers and ultimately reduce customer churn by 17 percent.
- **Control risk and combat fraud:** A U.S. state tax agency used IBM SPSS Modeler to help focus its investigative resources on the organizations most likely to have underpaid their taxes, enabling the agency to increase revenues without incurring additional staff costs.
- **Optimize marketing campaigns; reduce costs:** Dutch insurance firm FBTO Verzekeringen achieved a 44 percent return on investment in just under three months by using IBM SPSS Modeler to plan and optimize outbound marketing campaigns across various product groups and channels. This approach increased outbound conversions by 40 percent and decreased mailing costs by 35 percent.

* IBM SPSS Modeler was formerly called PASW® Modeler.



IBM SPSS Modeler supports a proven, industry-standard methodology that enables you to develop predictive insights consistently and repeatedly across your organization. IBM SPSS Modeler also has capabilities that improve productivity and maximize all of your professional and IT resources.

Easy-to-use visual interface

IBM SPSS Modeler's powerful, intuitive visual interface enables analysts and business users alike to quickly interact with data, apply their business expertise and discover solutions faster. Users can see every step of the process, and quickly explore ideas or hunches without the need to write code. This minimizes the time between accessing data and deploying results to address key business issues. It also reduces the learning curve for beginners and improves the productivity of experienced analysts and programmers.

Through this graphical interface, data miners have access to a complete range of advanced analytical functions, including state-of-the-art algorithms and rich, interactive visualization capabilities.

Collaboration and management

IBM SPSS Modeler provides an environment that makes it easy for your analysts to collaborate and share best practices. This environment also enables you to manage and protect all of your analytical assets, processes and results – ensuring that you gain the maximum value from them and deliver accurate, consistent results throughout your organization.

Built-in automation for quick results

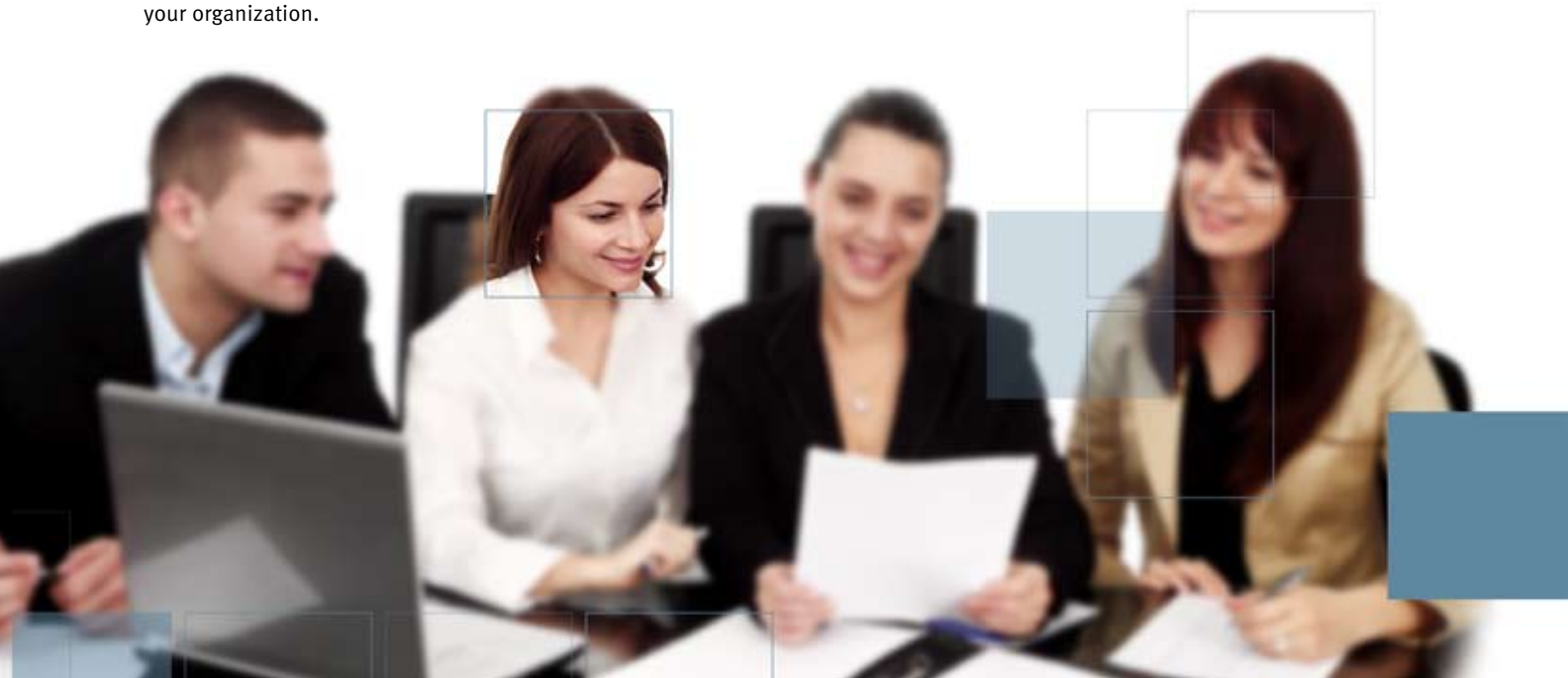
IBM SPSS Modeler provides quick results through features that automatically prepare data, allowing you to fix quality issues, identify missing data and organize all of your data in a single step. You can also use these automated modeling features to identify the best analytic models and combine multiple predictions for the most accurate results.

And with IBM SPSS Modeler, you can discover more subtle patterns or trends because you can explore a broader range of data. IBM SPSS Modeler allows you to directly and easily access text, Web and survey data, and incorporate these types of data into your predictive models for a more complete and accurate view of your customers or constituents.

Integration with your existing IT environment

IBM SPSS Modeler's open and scalable architecture makes the best use of your existing IT infrastructure, so you can perform data mining within existing databases and score millions of records in a very short time without additional hardware requirements.

Through techniques such as in-database modeling, multithreading, clustering and embedded algorithms, IBM SPSS Modeler ensures that you maximize the use of your technology investments, enabling you to conserve resources, deliver results faster and reduce costs.



IBM SPSS Modeler key features

For a complete listing of features, requirements and descriptions, please visit www.spss.com/modeling/modeler.

Easily Prepare Data

IBM SPSS Modeler incorporates powerful data preparation features, enabling users to easily understand all the data collected and set it up for quick and efficient modeling.

- Unique Automated Data Preparation function replaces a tedious manual process with one efficient step
- Data audit node provides a clear first look at your data
- Graphboard function creates a wide range of basic and advanced graphs with automated assistance
- Visual link analysis reveals meaningful associations in your data
- Incorporates all types of data including:
 - Structured (tabular)
 - Unstructured (textual)
 - Web site
 - Survey
- Several data-cleaning options
- Effective data manipulation
 - Record selection, sampling and concatenation
 - Data restructuring, including transposition
 - Visualization of standard transformations
 - Combined RFM scoring

Quickly Run Models

IBM SPSS Modeler offers a broad range of proven algorithms and complimentary features to quickly uncover key insights from your data.

IBM SPSS Modeler (Base):

- IBM SPSS Statistics* modules (requires IBM SPSS Statistics*)
- Automated Data Preparation
- Attach “comments” during model creation
- C&RT, CHAID and QUEST
- Decision List
- K-means
- GRI
- Factor/PCA
- Linear Regression

IBM SPSS Modeler Classification* (add-on module):

- Nearest Neighbor
- Binary classifier and numeric predictor
- Self-learning response model
- Time-series forecast models
- C5.0 decision tree
- Neural Networks
- Support Vector Machines
- Bayesian Networks
- Cox Regression
- Binomial and multinomial logistic regression
- Discriminate analysis
- General linear models (GLM)

IBM SPSS Modeler Segmentation* (add-on module):

- Auto Cluster
- Kohonen Network
- Two-Step Clustering
- Anomaly Detection

IBM SPSS Modeler Association* (add-on module):

- Apriori
- CARMA
- Sequential association algorithm

Leverage Key Insights

IBM SPSS Modeler makes it easy to put key insights to work, enabling you to reach, and in many cases exceed, your business goals.

- Using a one-step process, easily evaluate models using lift, gains, profit and response graphs
- Propensity scores offer consistent deployment and easy comparison

Deployment options:

- Export models in SQL or PMML for use in business processes
- Easily package model streams and seamlessly integrate them with business applications

IBM SPSS Modeler Server* (Optional)

A powerful enterprise-level offering that provides all the features of the client version plus increased performance and additional capabilities. Key features include:

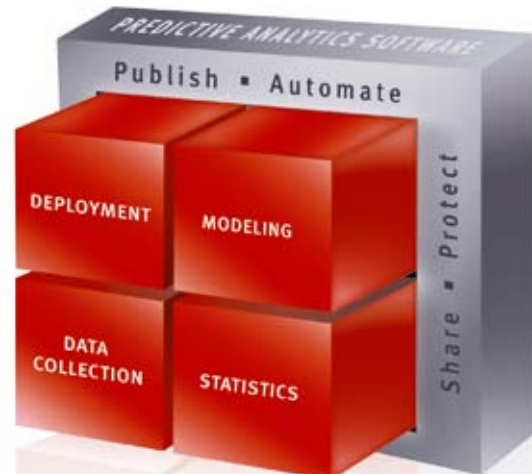
- High-speed CHAID
- In-database mining
- SSL encrypted client/server communications

* IBM SPSS Statistics, IBM SPSS Modeler Classification, IBM SPSS Modeler Segmentation, IBM SPSS Modeler Association and IBM SPSS Modeler Server were formerly called PASW® Statistics, PASW® Modeler Classification, PASW® Modeler Segmentation, PASW® Modeler Association and PASW® Modeler Server.

The Predictive Analytics software portfolio

Predictive Analytics software from SPSS helps organizations drive data into the heart of their decision making by capturing information about people's attitudes and opinions, predicting the outcomes of interactions before they occur, and acting on their insights by embedding analytic results into business processes.

Our Predictive Analytics software portfolio consists of four product families which are designed to work together to help you meet your research and business goals.



The four families include:

- **The Statistics family** – Consisting of IBM SPSS Statistics and its modules, the most widely used suite of statistical software in the world
- **The Modeling family** – Including IBM SPSS Modeler and IBM SPSS Text Analytics*, consistently positioned as leaders in the analytics space
- **The Data Collection family** – Comprising the feature-rich suite of survey research software that helps you obtain a detailed view of customer attitudes and opinions
- **The Deployment family** – Including both the platform and the delivery products needed to bridge the gap between analysis and action

This unified portfolio is built on a proven technology foundation that will help your organization continue to drive the widespread use of data in decision making.

** IBM SPSS Text Analytics was formerly called PASW® Text Analytics.*



To learn more, please visit www.spss.com.
For office locations and telephone numbers,
go to www.spss.com/worldwide.

SPSS is a registered trademark and the other SPSS products named are trademarks of SPSS Inc., an IBM Company. © 2009 SPSS Inc., an IBM Company. All rights reserved. MD135PC-1009