



# IBM SPSS Predictive Analytics Enterprise 4.0 includes the new IBM SPSS Modeler V18.0, IBM SPSS Collaboration and Deployment Services V8.0, and IBM SPSS Analytics Server V3.0

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## At a glance

IBM<sup>®</sup> SPSS<sup>®</sup> delivers a comprehensive predictive analytics platform, SPSS Predictive Analytics Enterprise 4.0, for a holistic approach to predictive analytics. This holistic platform brings predictive intelligence to decisions made by individuals, groups, systems, and the enterprise. It includes SPSS Modeler V18.0 for enterprise-scale predictive analytics, SPSS Collaboration and Deployment Services V8.0 for model management, and SPSS Analytic Server V3.0 for access to big data environments.

SPSS Modeler V18 offers the following benefits:

- Flexibility to use multiple environments for predictive analytics including cloud, on-premises, and hybrid.
- Easy-to-use visual interface that gives users of all levels access to a wide array of algorithms to discover patterns and trends in structured, unstructured, and even geospatial data.
- Access to a wide assortment of data sources, such as flat files, databases, data warehouses, and even big data sources that use Hadoop.
- An extensive range of analytics to address a variety of business problems; uses analytics ranging from descriptive analytics to advanced algorithms, including automated modeling, text analytics, entity analytics, social network analysis, decision management, and optimization.
- The ability to combine and optimize predictive scores and business rules to affect those decisions that can directly increase revenues and customer loyalty; prevents threats, mitigates risk of fraud, or reduces cost.
- Deployment to operational systems to maximize the impact of predictive analytics across an organization.

SPSS Modeler V18 can scale from desktop deployments to integration within operational systems. This enables organizations to improve their business process and help people or systems consistently make the right decisions to deliver recommended actions at the point of impact. The result is a rapid return on investment and the ability to proactively and repeatedly reduce costs and increase productivity.

SPSS Modeler V18 is supported by complementary products, such as SPSS Collaboration and Deployment Services V8.0, and SPSS Analytic Server V3.0 that extend its depth and breadth of functions.

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## Overview

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SPSS Modeler is a comprehensive predictive analytics platform for professional analysts and data scientists with flexible deployment options, including cloud and hybrid. The platform scales from supporting line of business predictive analysis (SPSS Modeler Personal) to enterprise-scale implementation (SPSS Modeler Gold). It brings predictive intelligence to everyday business problems that enable front-line employees or systems to make more effective decisions and improve outcomes.

This release of SPSS Modeler can help organizations do the following:

- **Empower every user:**
  - Users can take advantage of algorithms, including open source, designed to get insight from deep and wide data commonly captured in Hadoop without additional IBM components, bringing big data capabilities to traditional data sources.
  - Additional support for extensibility amplifies the value of predictive analytics and data science for the business.
- **Unlock more data:**
  - You can build models more efficiently on high-performing systems with the IBM DB2<sup>®</sup> Analytics Accelerator.
  - Performance enhancements across components makes it easier and faster to include more data in analysis.
  - Added support for General Parallel File System (GPFS<sup>™</sup>) within Big Insights enables data scientists to face their data management challenges.
- **Enable ground to cloud flexibility:**
  - A better digital experience helps you in trying, buying, and using predictive analytics across an organization.
  - Native support for Mac broadens usage possibilities.

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## Key prerequisites

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For details, refer to the [Software requirements](#) section.

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## Planned availability date

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March 15, 2016

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## Description

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### Easy access to big data

The capabilities of SPSS Modeler are expanded in V18 to deliver out-of-the-box support for big data algorithms that analysts can use no matter the environment. This enables analysts to take advantage of all big data algorithms that were previously only available for use in combination with Analytic Server or Hadoop. Analysts can now use these big data algorithms in virtually any environment, which further expands the open architecture of the platform.

- All algorithms offered in SPSS Modeler 17.1, and earlier, for use with Analytic Server are available for use in SPSS Modeler without Analytic Server or Hadoop (GLE, Linear-AS, LSVM, Random Trees, Tree-AS, Association Rules)
- New Time Series algorithm replaces existing ones (ARIMA, Exponential Smoothing, and Expert Modeling):

- Enables split modeling
- Can run in Analytic Server or Hadoop

### Extensibility for all

Organizations are relying more and more on open source capabilities that are developed to complement their unique business requirements. These open source languages in combination with the wide array of out-of-the-box capabilities native to SPSS Modeler V18 make for an extremely potent combination. With this release analysts and data scientists can readily incorporate R and Python programs into Modeler Streams. This enables custom programs to be developed and shared with others in your organization with ease.

- R or Python programs can now be readily incorporated in a Modeler stream (with or without Analytic Server) in a way that allows non-programmers access in Modeler.
- From within Modeler, end users can readily search or access a custom extension shared by the community and add them into their data mining process.
- Data scientist programmers can create custom Python nodes without Analytic Server.

### Technical foundation improvements

With this release, Modeler makes it easier to implement predictive analytics throughout an organization by supporting access to Modeler from both Mac and Microsoft™ Windows™ operating systems.

Additional improvements enhance the platform usability, quality, and architecture for Analytic Decision Management, Collaboration and Deployment Services, and Analytic Server.

- Modeler:
  - Running Modeler on a Macintosh operating system.
  - Support for Microsoft Windows 10.
  - New nodes to build models within DB2 Analytics Accelerator for z/OS<sup>(R)</sup>. This means the models can be built without having data leave the database with additional speed
- Analytic Decision Management:
  - Preview data before creating a formula or a rule.
  - Export a graph created in a scenario into an image format for later incorporation into external presentations or documents.
  - Reduce memory usage for the optimization portion of the campaign optimization template
- Collaboration and Development Services: Improvements to Analytic Data View.

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## Program number

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Program number	VRM	Program name
5725-A64	18.0	IBM SPSS Modeler Desktop
5725-A65	18.0	IBM SPSS Modeler Server
5725-L19	3.0	IBM SPSS Analytic Server
5725-M48	4.0	IBM SPSS Predictive Analytics Enterprise Client
5725-M49	4.0	IBM SPSS Predictive Analytics Enterprise Server

Program number	VRM	Program name
5725-A72	8.0	IBM SPSS Collaboration and Deployment Services

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## Education support

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IBM training provides education to support many IBM offerings. Descriptions of courses for IT professionals and managers can be found on [IBM authorized training website](#).

Call IBM training at 800- IBM -TEACH (426-8322) for catalogs, schedules, and enrollments.

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## Offering Information

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Product information is available on the [IBM Offering Information website](#).

More information is also available on the [Passport Advantage<sup>\(R\)</sup> and Passport Advantage Express<sup>\(R\)</sup> website](#).

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## Publications

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No publications are shipped with this program.

For information on publications go to the [IBM Publications Center website](#).

The Publications Center is a worldwide central repository for IBM product publications and marketing material with a catalog of 70,000 items. Extensive search facilities are provided. A large number of publications are available online in various file formats, and they can all be downloaded by all countries.

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## Services

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### Software Services

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IBM Software Services has the breadth, depth, and reach to manage your services needs. You can leverage the deep technical skills of our lab-based, software services team and the business consulting, project management, and infrastructure expertise of our IBM Global Services team. Together, we provide the global reach, intellectual capital, industry insight, and technology leadership to support a wide range of critical business needs.

To learn more about IBM Software Services or to contact a Software Services sales specialist, go to the [IBM Software Services website](#).

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## Technical information

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### Specified operating environment

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#### Software requirements

The most current information regarding SPSS Modeler V18.0, SPSS Collaboration and Deployment V8.0 and SPSS Analytic Server V3.0 hardware requirements can be found at the [Related software for a specific product website](#).

The program's specifications and specified operating environment information may be found in documentation accompanying the program, if available, such as a readme file, or other information published by IBM, such as an announcement letter.

Documentation and other program content may be supplied only in the English language.

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## **Planning information**

### ***Packaging***

This offering is delivered through the Internet. There is no physical media.

This program, when downloaded from a website, contains the applicable IBM license agreement and License Information, if appropriate, and will be presented for acceptance at the time of installation of the program. For future reference, the license and License Information will be stored in a directory such as LICENSE.TXT.

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## **Ordering information**

For ordering information, consult your IBM representative or authorized IBM Business Partner, or go to the <http://www.ibm.com/software/support/pa.html> website.

### **Passport Advantage**

Yes

### **Charge metric**

Not applicable

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The information provided in this announcement letter is for reference and convenience purposes only. The terms and conditions that govern any transaction with IBM are contained in the applicable contract documents such as the IBM International Program License Agreement, IBM International Passport Advantage Agreement, and the IBM Agreement for Acquisition of Software Maintenance.

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### **License Information number**

<b>Program name</b>	<b>Program number</b>	<b>Form number</b>
IBM SPSS Modeler Desktop	5725-A64	L-KGRM-A4JPJ8
IBM SPSS Modeler Server	5725-A65	L-KGRM-A4JQF3
IBM SPSS Analytic Server	5725-L19	L-KGRM-A4SSBN
IBM SPSS Predictive Analytics Enterprise Client	5725-M48	L-KGRM-A4SM4S
IBM SPSS Predictive Analytics Enterprise Server	5725-M49	L-KGRM-A4SM4S
IBM SPSS Collaboration and Deployment Services	5725-A72	L-KGRM-A4SLPT

See the [License Information documents](#) page on the IBM Software License Agreement website for more information.

### **Limited warranty applies**

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Yes

### **Limited warranty**

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IBM warrants that when the program is used in the specified operating environment, it will conform to its specifications. The warranty applies only to the unmodified portion of the program. IBM does not warrant uninterrupted or error-free operation of the program or that IBM will correct all program defects. You are responsible for the results obtained from the use of the program.

IBM provides you with access to IBM databases containing information on known program defects, defect corrections, restrictions, and bypasses at no additional charge. For further information, see the [IBM Software Support Handbook](#).

IBM will maintain this information for at least one year after the original licensee acquires the program (warranty period).

### **Money-back guarantee**

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If for any reason you are dissatisfied with the program and you are the original licensee, you may obtain a refund of the amount you paid for it, if within 30 days of your invoice date you return the program and its PoE to the party from whom you obtained it. If you downloaded the program, you may contact the party from whom you acquired it for instructions on how to obtain the refund.

For clarification, note that (1) for programs acquired under the IBM International Passport Advantage offering, this term applies only to your first acquisition of the program and (2) for programs acquired under any of IBM 's On/Off Capacity on Demand (On/Off CoD) software offerings, this term does not apply since these offerings apply to programs already acquired and in use by you.

### **Volume orders (IVO)**

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No

### **Passport Advantage applies**

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Yes, information is available on the [Passport Advantage and Passport Advantage Express](#) website.

### **Software Subscription and Support applies**

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Yes. Software Subscription and Support (also referred to as Software Maintenance) is included with licenses purchased through Passport Advantage and Passport Advantage Express. Product upgrades and Technical Support are provided by

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### **Program technical support**

Technical support of a program product version or release will be available for a minimum of five years from the general availability date, as long as your Software Maintenance is in effect. This technical support allows you to obtain assistance (via telephone or electronic means) from IBM for product-specific, task-oriented questions regarding the installation and operation of the program product. Software Maintenance also provides you with access to updates (modifications or fixes), releases, and versions of the program. You will be notified, via announcement letter, of discontinuance of support with 12 months' notice. If you require additional technical support from IBM, including and extension of support beyond the discontinuance date, contact your IBM representative or IBM Business Partner. This extension may be available for a fee.

### **System i Software Maintenance applies**

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No

### **Variable charges apply**

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No

### **Educational allowance available**

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Not applicable

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## **Statement of good security practices**

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IT system security involves protecting systems and information through prevention, detection, and response to improper access from within and outside your enterprise. Improper access can result in information being altered, destroyed, or misappropriated or can result in misuse of your systems to attack others. Without a comprehensive approach to security, no IT system or product should be considered completely secure and no single product or security measure can be completely effective in preventing improper access. IBM systems and products are designed to be part of a lawful, comprehensive security approach, which will necessarily involve

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**Important:** IBM does not warrant that any systems, products, or services are immune from, or will make your enterprise immune from, the malicious or illegal conduct of any party.

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## Prices

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## Corrections

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### **(Corrected on May 31, 2016)**

Changed title to better reflect subject of the announcement letter.

### **(Corrected on March 23, 2016)**

In the Terms and conditions section added text after Software Subscription and Support applies under the heading Program technical support.