



**IBM® SPSS Predictive Analytics**  
Generate insights with Big Data.

# IBM SPSS Predictive Analytics

Sell smart with right-time, right-message customer connections.



Leverage data to recognise customer patterns.



Create value right at the point of impact.



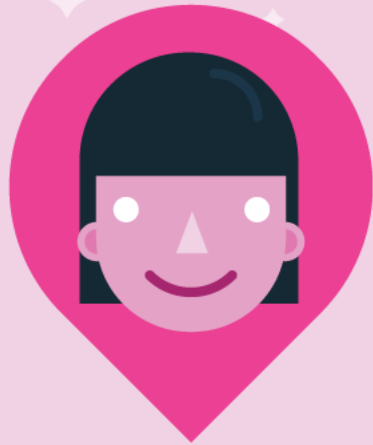
Optimise the outcome of all customer interactions.



Tap into the most transformative technology trend at work within business today.

# IBM SPSS Predictive Analytics

Identify data patterns that match the right people to the right roles.



Increase hiring efficiency and retain top performing employees.



Gain actionable insights to raise the bar and raise company morale.



Streamline operations and sharpen your competitive edge.



*Tap into the most transformative trend at work within human capital management.*

# IBM SPSS Predictive Analytics

Outsmart fraud to protect both revenue and reputation.



Proactively detect anomalies that signal fraudulent activity.



Continuously learn from data to detect new scams as patterns shift.



Adopt a culture of analytics to streamline operations and monitor risks.



*Tap into the transformative power of predictive models to stay ahead of cyber attacks.*

# IBM SPSS Predictive Analytics

Discover patterns in data stores to grow revenue.



Make in-the-moment decisions based on intelligent models.



Sharpen competitive advantage and focus on revenue-enhancing options.



Quickly identify new opportunities for business growth.



*Tap into the transformative power of predictive models to achieve bottom-line results.*



[Watch the video](#)