



# Get more insight out of your data.

Learn why people are turning to IBM SPSS predictive analytics for smarter decision making.

Learn more now 

# The surest path to success?



## Follow your data

Making smart decisions in today's high-stakes world takes a lot more than simply doing what you've always done or relying on lucky guesses. Fortunately, there's a better way. Because whether you work in business, government, academics or the nonprofit world, it's likely you've got lots of data on hand. And that data—combined with predictive analytics—can help you find new opportunities, reduce risks and increase revenue.

Predictive analytics brings together advanced analytics capabilities spanning ad-hoc statistical analysis, predictive modeling, data mining, text analytics, entity analytics, optimization, real-time scoring and machine learning. So you can discover patterns and trends in structured and unstructured data and anticipate what's likely to happen next. **And that can help you and your team make better decisions by:**



**Adding to your understanding of what's important**



**Saving time and increasing productivity**



**Reducing complexity**



**Optimizing the usefulness of your data**

Your data has a lot to say for itself. ►

# Your data has a lot to say for itself



## Here's the right way to listen

At the heart of IBM® SPSS® predictive analytics solutions, you'll find two important tools designed to help you gain the important insights hidden in your data. The IBM SPSS Statistics family of integrated products addresses the entire analytical process, from planning to analysis, reporting and deployment. What's more, it allows everyone from beginners to expert analysts understand data, identify trends and produce accurate forecasts.

IBM SPSS Modeler can help you build accurate predictive models quickly and deliver predictive intelligence to individuals, groups, systems and entire organizations. With a range of advanced algorithms and analysis techniques—including text analytics, entity analytics and decision management and optimization—it can deliver insights in near real-time.



See what our users are saying about IBM SPSS predictive analytics...



◀ The surest path to success

Gain insights and understanding ▶

# Gain insights and understanding



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**Having these cognitive analysis capabilities at our fingertips gives us unlimited insight into how we can improve our business.**

—Mark Lack, Director of Cognitive Analytics,  
Mueller, Inc.

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**Our goal was to give our sales team a competitive advantage by providing them with actionable insights at the retail level, enabling them to help our retailers create great beer experiences for their beer-lovers.**

—Matt Canon, Business Planning and Analysis Manager,  
Andrews Distributing Company

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With IBM SPSS predictive analytics solutions, you can discover insights and solve problems faster by analyzing both structured and unstructured data. You can also access various types of data—from flat files, databases and big data environments such as Hadoop.

◀ Your data has a lot to say for itself

Determine what's important ▶

# Determine what's important



We now know what our customers want, which customers will buy our products, which customers will churn and why. This allows us design the customer-centric marketing campaigns and focus on the real issues of our customers.

—Andreas Onisiforou, Data Warehouse Manager,  
Cyprus Telecommunications Authority



“The solution takes us from being reactive to proactive. Now, we can determine where crime is likely to happen and prevent it.”

—Matt Barter, Detective, Manchester  
Police Department



Capture key concepts, themes, sentiments and trends by analyzing unstructured text data. IBM SPSS predictive analytics solutions let you uncover sentiments embedded in web activity, blog content, customer feedback, email and social media content.

◀ Gain insights and understanding

Save time ▶

# Save time



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By reducing the manual effort involved in certain aspects of the analytics process, we now spend 80 percent of our time thinking about and developing our analyses and only 20 percent of our time processing it – rather than the other way around.

—Anthony O’Neill, Director of Planning, Insight and Analytics, eircom Group Ltd.

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We can predict with 80 percent certainty, after two weeks, whether a student will be successful or not, enabling us to intervene and increase graduation rates.

—Bill Thirsk, Vice President of IT / CIO for Marist College

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Take advantage of an intuitive interface that’s easy to learn and use — whether you’re a business user or a data scientist. With IBM SPSS predictive analytics, even non-analysts can produce accurate models — and get results — quickly, without specialized skills.

◀ Determine what’s important

Boost productivity ▶

# Boost productivity



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We are already seeing the positive effects on our bottom line, with the effectiveness of our retention campaigns increasing by 50 percent over three months, and sales of certain accessories increasing by 270 percent.

— Justin Croft, Predictive Analytics Practice Leader, Revelwood

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We are so proud of what we have achieved; not just in the past 12 months, but over the last five years. Analytics has played a major part in our success, and we are keen to continue that trend by introducing new and innovative types of analysis.

— Dr. Kirk Kelly, Director, Accountability and Testing, Hamilton County Department of Education

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You can test multiple modeling approaches in a single test run, compare the results and select the model that best meets your specific needs. IBM SPSS predictive analytics solutions let you uncover valuable insights quickly. So you get what you need sooner.

◀ Save time

Simplify the process  
for novices ▶

# Simplify the process for novices



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We selected IBM SPSS because it made highly advanced analytics technology accessible to everyone, even people who don't have formal statistical training.

—Rafael Ghilardi, Head of Business Intelligence Services, COUNT+CARE GmbH & Co. KG

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We have just taken the first step on our journey with IBM Analytics, and we've already achieved promising results.

—Lam Le, Financial Analyst, California Joint Powers Insurance Authority

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Thanks to an intuitive graphical interface, IBM SPSS predictive analytics solutions let you visualize each step of the analytics process as part of a linear stream. So whether you're a seasoned analyst or a novice business user, you can easily collaborate and add expertise and business knowledge to the process.

◀ Boost productivity

Learn more ▶

# Make the most of your data



IBM SPSS software makes predictive analytics capabilities accessible to just about everyone who needs them. Business users, data scientists and developers alike can choose from a portfolio of powerful, scalable solutions they can use along with leading open source and big data technologies for virtually limitless analytical possibilities.

The more data your organization collects, the more opportunities you have to realize its value. IBM SPSS predictive analytics solutions let you make sense of that data, so you can begin to transform—and enhance—the way your organization functions.

## Learn more

To learn more about how IBM predictive analytics solutions can help your organization make the most of your data, please contact your IBM representative or IBM Business Partner, or visit the following website: [ibm.com/us-en/marketplace/spss-modeler](https://ibm.com/us-en/marketplace/spss-modeler)



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IBM Corporation  
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Produced in the United States of America  
March 2017

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ASM12369-USEN-00