



Highlights:

Predictive analytics allows organizations to be forward-looking and proactive, both in strategic planning and in daily decision-making.

- Predictive analytics provides a foundation for developing insights from data and deploying those insights to support timely, responsive action.
 - IBM SPSS predictive analytics has cross-functional implications which can help businesses acquire and retain customers, market to them more effectively and assess and manage fraud and risk. In the public sector, predictive analytics can detect crime before it happens or help ensure readiness for the next natural disaster. Educators can use predictive analytics to evaluate and improve student performance, as well as increase the effectiveness of their recruiting, guidance and fund-raising activities.
 - IBM SPSS predictive analytics technologies can be seamlessly integrated with an organization's existing systems and business processes, making for a high ROI.
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Introducing SPSS, an IBM Company

Driving optimal outcomes through predictive analytics

For more than 40 years as an independent software company, SPSS empowered organizations in realizing bottom-line performance through the widespread use of data in decision-making. Now, as part of the Business Analytics Group within IBM, SPSS is uniquely poised to accelerate its leadership in helping organizations make smarter decisions and achieve optimal outcomes through predictive analytics.

Predictive analytics is a foundational concept that draws upon advanced technologies that connect data – both structured and unstructured – in ways that facilitates greater insights, better decisions and more timely responses. It enables organizations to efficiently analyze information and deliver the facts that guide decisions at the point of impact.

In complement to business intelligence, which reports on past events, patterns and trends, predictive analytics indicates what likely lies ahead. This allows management to be forward looking and proactive in their planning. The two technologies are highly accretive in their impact on making optimized decisions toward the goal of better business outcomes.

IBM SPSS offerings include industry-leading products for data collection, statistics and data mining, with a unifying platform supporting the secure management and deployment of analytical assets. The complete IBM SPSS portfolio of predictive analytics software helps decision-makers clearly identify patterns and trends in events and in people's attitudes and behavior, enhancing the ability of the individual and the organization to make a timely and measured response.

IBM SPSS offerings are designed to accentuate their use with other technologies and can be seamlessly integrated with an organization's existing systems and business processes. The developers, engineers, consultants and educators from IBM have deep domain expertise in predictive analytics, best practices, and business processes.



“By predicting which students require attention or reinforcement of their education, we can provide each student on an individual basis with relevant information, or discuss how we might be able to help them overcome the obstacles negating their staying enrolled.”

— Planning and Research Officer - California
Community College (14,000 students)

A proven methodology for deploying predictive analytics into departments and enterprise-wide implementations ensures maximum impact, a demonstrable return on investment, quicker time to market and a competitive advantage.

We help you reach your goals

SPSS, an IBM Company, serves organizations of every size in a wide variety of industries and geographies. This includes government bodies of all types – from local community councils to regional law enforcement, from county hospitals to national healthcare groups, from state and provincial revenue agencies and on to national intelligence, defense and counterterrorism operations. And, of course, we provide teachers with tools for instruction in analytics, as well as making it possible for school systems, colleges and universities to monitor outcomes and manage operations.

IBM SPSS predictive analytics can help businesses across a range of processes and goals, including:

- Acquiring and retaining customers
- Market segmentation and customer optimization (market basket analysis, for example)
- Cross-sell and up-sell optimization
- Risk assessment and fraud prevention

It enables public sector entities to:

- Improve interactions with their constituents
- Anticipate threats to public health and safety
- Evaluate program effectiveness
- Assess resource needs and detect gaps
- Minimize the impact of non-compliance with rules or regulations

Predictive analytics helps educators to:

- Evaluate and improve student performance
- Optimize student enrollment
- Retain students and enhance alumni giving
- Enhance an institution’s use of resources

“Customer information and feedback is key to the process (of customer retention) and is enabling us to take a proactive approach to one of our industry’s most pressing problems (reducing churn from 19 to 2 percent).”

— Head of Customer Insight and Retention -
Global Telecommunications Company

Sample applications of predictive analytics software

For commercial organizations:

Customer acquisition, growth and retention – Enable businesses to identify their most profitable customers and attract others like them; understand customers’ preferences and market to them more effectively; and reduce customer defection or “churn”

Customer sentiment – Efficiently design and conduct surveys to understand customer characteristics, preferences and behaviors, so that products and services can be tailored to meet their needs

Risk assessment – Allow businesses to reliably assess when to extend credit and to whom, based on continuously enriched customer knowledge and the real-time delivery of scores

For public sector:

Tax audit selection – Increase remittances by targeting delinquent accounts with the greatest likelihood of owing funds and being able to re-pay them

Fraud detection – Improve the detection of patterns that suggest illegal activities, allowing businesses to focus investigative resources more effectively

Information detection – Discover actionable information, including relationships and affiliations, by being able to efficiently analyze vast amounts of data – even if that data comes in diverse formats and from disparate sources

Border security – Help identify suspicious inbound cargo or other potentially threatening activity, allowing more rapid and focused response

Force deployment – Optimize the deployment of law enforcement or military personnel and equipment

Public health – Support syndromic surveillance to rapidly identify disease outbreaks in time for agencies to take proactive measures

More information about IBM SPSS customers and their use of predictive analytics can be found at www.spss.com/success.

About SPSS, an IBM Company

SPSS, an IBM Company, is a leading global provider of predictive analytics software and solutions. The company's complete portfolio of products - data collection, statistics, modeling and deployment - captures people's attitudes and opinions, predicts outcomes of future customer interactions, and then acts on these insights by embedding analytics into business processes. IBM SPSS solutions address interconnected business objectives across an entire organization by focusing on the convergence of analytics, IT architecture and business process. Commercial, government and academic customers worldwide rely on IBM SPSS technology as a competitive advantage in attracting, retaining and growing customers, while reducing fraud and mitigating risk. SPSS was acquired by IBM in October 2009. For further information, or to reach a representative, visit www.spss.com.



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