



Highlights

- Campus Edition allows unlimited, on-campus use of the software for teaching and learning
 - Contract riders extend functions of the product to address home, virtualized and administrative use
 - IBM SPSS Statistics and IBM SPSS Amos product bundles provide flexibility for product functions and rates
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IBM SPSS Statistics Campus Edition

Site-wide license for teaching and learning data science

IBM® SPSS® software is uniquely positioned to lead in the field of data science. IBM SPSS Statistics and IBM SPSS Amos offerings are designed with the needs of academia in mind and include industry-leading data science techniques in an easy-to-use software suite. The products are easy to teach and empower students with the skills they need to practice data-driven decision-making throughout their academic and professional careers.

For 50 years, IBM SPSS technology has supported the data analysis needs of faculty and students at academic institutions worldwide.

IBM SPSS academic customers include:

- 80 percent of US colleges and universities
 - All Ivy League schools
 - All 25 of Forbes America's Top Best Colleges
 - 97 percent of Forbes America's 100 Best Public Colleges
 - 95 percent of Forbes America's 100 Best Private Colleges
 - 9 out of the top 10 online colleges
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IBM SPSS Campus Edition is a cost-effective way to provide unlimited use of SPSS for teaching and learning purposes to appropriate academic institutions. A single license for an entire campus simplifies licensing administration and provides an unlimited number of users with access to IBM SPSS Statistics or IBM SPSS Amos. Campus Edition makes it easy for colleges and universities to meet the data science needs of students, faculty and researchers.



Are your students ready for the next generation?

Employers worldwide are demanding employees have data science skills. Statistical analysis and data mining are the second most in-demand skills globally for the second year in a row, according to LinkedIn.¹ Gaining competency with analytical skills is crucial to students' success later in their careers. Warren Buffett stated that analytical skills are among the most important skills needed if students are to succeed in business.

Easier to learn

IBM SPSS products are designed with students, teachers and researchers in mind. SPSS products deliver results quickly and easily, while still emphasizing the process used to obtain the results. Students use a simple point-and-click interface to access various data sources, analyze data using comprehensive statistical and data mining algorithms, and effectively communicate results through visualizations, reports and integration with Microsoft Office products.

Integration with open source

Open source skills are becoming essential. IBM SPSS Statistics has extensive links to open source technology where students can seamlessly learn and practice using R or Python within the SPSS Statistics product. Students can execute R or Python code alongside SPSS syntax, download over 130 open source extensions, and even build their own customized dialogs to provide a user interface for R or Python scripts.

Recent advancements

Within IBM SPSS Statistics, IBM has introduced some groundbreaking features:

- **Bayesian statistics** is becoming very popular because it circumvents a lot of the misunderstandings brought by standard statistics. Instead of using a p-value to reject or fail a null hypothesis, Bayesian places an uncertainty on parameters and captures all relevant information from observed data. IBM's approach to Bayesian statistics is unique because its Bayesian procedures are as easy to run and learn as IBM's standard statistical tests.
- **Enhanced Chartbuilder** enables students to build modern, attractive and detailed charts in just a few clicks. The new SPSS Statistics Chartbuilder helps create attractive, publication-quality charts with easy drop zones for x-axis, y-axis, cluster variable and statistic. The latest features add data exploration abilities and the ability to edit charts after exporting in Microsoft Office.

“At California State University, Long Beach (CSULB), SPSS has been an invaluable resource for faculty and students. Faculty have used SPSS in both their research and classroom instruction.

Undergraduate students in the Colleges of Liberal Arts, Health and Human Services and Education are introduced to statistical research and evaluation using SPSS. Graduate students use SPSS for their projects and theses. Online survey data has increased in recent years and SPSS seems to always be the destination statistical software program. In short, SPSS maintains its popularity at CSULB.”

— Stafford Cox
Academic Technology Services

What if you could have your all your academic users on the same licensing plan?

The Campus Edition allows a university to provide unlimited access for teaching and learning purposes. Institutions don't need to assign named user licenses, track concurrent usage or worry about which user will be locked out next. This licensing plan provides institutions with greater flexibility and scalability to meet the demands of students and faculty. The Campus Edition is available for IBM SPSS Statistics and IBM SPSS Amos.

What if you could only pay for the options you needed?

Three contract riders provide institutions mix-and-match flexibility regarding their application and distribution of technology based on their unique requirements. The riders are the perfect complement to the campus license.

New contract riders:

Contract riders provide the flexibility to meet the dynamic needs of universities:

- Home use
 - Virtual computer lab use
 - Administrative use
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The following optional riders are currently available:

- **Home Use Rider** allows students and faculty to access IBM SPSS software at home or at off-campus locations. They benefit from the full complement of modules used by the university whether they are in the coffee shop, on the road or simply in the comfort of their dormitory or apartment.
- **Virtual Computer Lab Rider** allows a college or university to host software in a virtualized environment and make it available to students or faculty, on or off campus, in accordance with the institution's current licensing agreement.
- **Administrative Use Rider** extends the Campus Edition to support not only teaching and learning purposes but also back-office and administrative use. This rider simplifies deployment even further by essentially creating a site-wide license.

What if you could have all the software pieces you need in one, packaged offering?

Campus Edition bundles are designed to deliver the most-often-requested products in a simple and cost-effective manner. All bundles are available as a 12-month, campus-wide agreement.

Campus Edition products

IBM SPSS Statistics Base is the core product of the statistics family and provides foundational techniques for many common types of analysis, such as descriptive statistics, graphics, cluster analysis and linear regression.

IBM SPSS Statistics Standard includes IBM SPSS Statistics Base, IBM SPSS Advanced Statistics and IBM SPSS Regression. This product adds such features as non-linear regression, Bayesian statistics and general linear models.

IBM SPSS Statistics Premium includes the products in IBM SPSS Statistics Standard plus IBM SPSS Custom Tables, IBM SPSS Data Preparation, IBM SPSS Missing Values, IBM SPSS Forecasting, IBM SPSS Decision Trees, IBM SPSS Direct Marketing, IBM SPSS Complex Samples, IBM SPSS Conjoint, IBM SPSS Neural Networks, IBM SPSS Bootstrapping, IBM SPSS Categories and IBM SPSS Exact Tests. This bundle unlocks the full capabilities of SPSS Statistics.

IBM SPSS Amos is also available for those users interested in teaching or using structural equation modeling.

“The IBM SPSS Campus Edition Site License allows us to provide our faculty and students with unlimited access to SPSS for teaching and learning. It provides our school with the flexibility and scalability to meet the changing needs of our faculty and students. We can easily add Virtual Computer Lab and Home Use at any time to provide further access to SPSS.”

— Kathy Garramone
Manager, Software Licensing and Accessible
Technology University of Montana
Information Technology

Conclusion

IBM SPSS Statistics Campus Edition is the best way for academic institutions to teach data science while minimizing administrative and overhead costs. Most importantly, universities can choose and pay only for what they need.

About IBM Business Analytics

IBM Business Analytics software delivers complete, consistent and accurate information that decision makers trust to improve business performance. A comprehensive portfolio of business intelligence, predictive analytics, financial performance and strategy management, and analytic applications provides clear, immediate and actionable insights into current performance and the ability to predict future outcomes. Combined with rich industry solutions, proven practices and professional services, organizations of every size can drive the highest productivity, confidently automate decisions and deliver better results.

As part of this portfolio, IBM SPSS data science software helps organizations predict future events and proactively act upon that insight to drive better business outcomes. 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. By incorporating IBM SPSS software into their daily operations, organizations become predictive enterprises — able to direct and automate decisions to meet business goals and achieve measurable competitive advantage.

For more information

To learn more about IBM SPSS products, programs or services, please contact your IBM representative or IBM Business Partner, or visit ibm.com/spss.



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¹"LinkedIn Unveils The Top Skills That Can Get You Hired In 2017," Catherine Fisher, 20 October 2016, <https://blog.linkedin.com/2016/10/20/top-skills-2016-week-of-learning-linkedin>



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