



IBM SPSS Mining in Academia Program (MAP) Application

To apply for consideration in the Mining in Academia Program (MAP) please complete all five pages and return the document to:

IBM Corporation
c/o: MAP Administrator
EMAIL: spssadm@us.ibm.com

The Mining in Academia Program (MAP) requires that your educational institution offers, or plans to offer, a course (or courses) that facilitates the teaching of data mining as part of the standard curriculum. Acceptance to the MAP offers your institution complimentary access to IBM® SPSS® Modeler Premium Campus Edition, which includes the IBM SPSS Modeler workbench, as well as IBM® SPSS® Text Analytics software.

Institutional Information

Institution name: _____
Location (City, State, Zip): _____
Department requesting MAP: _____

First Application? YES NO Renewing Application: IBM Account Number _____

MAP Primary Educator Contact Information

The person interested in utilizing the software in the classroom or research lab. This is typically an instructor or department head.

Full name: _____
Title: _____
Address: _____
E-mail: _____
Primary phone: _____ Alternate phone: _____

Will the Primary Educator be the point of contact for program administration? YES NO
If no, please complete:

MAP Program Administrator Contact Information

The person responsible for software installation, access and access codes.

Program administrator contact: _____
Title: _____
Address: _____
E-mail: _____
Primary phone: _____ Alternate phone: _____



Current Course Information

Courses **currently taught** using IBM SPSS Modeler and Text Analytics:

- Course name: _____
Course #: _____ College within institution: _____
Level (undergraduate or graduate): _____
- Course name: _____
Course #: _____ College within institution: _____
Level (undergraduate or graduate): _____
- Course name: _____
Course #: _____ College within institution: _____
Level (undergraduate or graduate): _____

(Please attach additional course information on a separate sheet if necessary)

Future Course Information

Please share as much information as possible about courses **in planning** that will utilize IBM SPSS Modeler and IBM SPSS Text Analytics:

- Course name: _____
Course #: _____ College within institution: _____
Level (undergraduate or graduate): _____
Context of technology use (e.g. special projects, computer lab use, home assignments, etc.) _____
- Course name: _____
Course #: _____ College within institution: _____
Level (undergraduate or graduate): _____
Context of technology use (e.g. special projects, computer lab use, home assignments, etc.) _____
- Course name: _____
Course #: _____ College within institution: _____
Level (undergraduate or graduate): _____
Context of technology use (e.g. special projects, computer lab use, home assignments, etc.) _____

(Please attach additional course information on a separate sheet if necessary)



Additional information

Are you going to use our software for any type of research in your current or future courses? If so, what is the thesis of the research?

Do you offer a **current** degree in data mining, text mining, or predictive analytics?

If so, please provide:

Degree name(s): _____

School of study: _____

Do you plan to offer a **future** degree in data mining, text mining, or predictive analytics?

If so, please provide:

Degree name(s): _____

School of study: _____

Concepts that will be taught using IBM SPSS Modeler:

Please list all software products used for statistics or predictive classes taught at your location:

Thank you for considering the IBM SPSS Mining in Academia Program!



Customer Reference Agreement

Customer Address: _____

Company: _____

Street: _____

City/Phone: _____

The customer agrees to participate in the IBM customer reference program.

The customer reference contains the following project(s):

Customer Contact: _____ Phone/e-mail: _____

IBM Contact: _____ Phone/e-mail: _____

IBM has the right to use information about above mentioned project as follows: (please check appropriate)

- IBM Proposal:** The customer can be referenced for the solution documented in this reference, in IBM proposals for new business.
- Customer Phone Call:** Information requests from other customers will be accepted by telephone.
- Customer Visit:** Visits from other customers can be accommodated.
- Customer Line-of-Business executive contact:** A non-IT customer executive, CEO, CFO or Line of Business Executive is willing to be available as a reference contact by arrangement.
- Article:** Customer may be willing to write an article for publication in professional journals or have such an article written by IBM.
- Customer Success Story/Case Study:** The project may be profiled in a sales/marketing deliverable to be published in hard copy or on IBM web sites.
- Reference in IBM Speech or Presentation:** The project may be referenced in an IBM speech or presentation.
- Speaker:** The customer may be willing to speak at IBM or industry events.
- Talk to Broadcast Media (TV/Radio):** The customer may be willing to be contacted by broadcast media representatives.
- Talk to Consultant/Analyst:** The customer may be willing to be contacted by industry consultants or analysts.
- Talk to Press:** The customer may be willing to be contacted by print or broadcast media representatives



Customer Reference Agreement Continued

- Video:** The customer may be willing to appear in an IBM video
- Be considered for IBM advertising campaigns:** The customer is willing to be considered as a candidate for inclusion in an IBM corporate advertising campaign at a global or local level.
- Customer Logo:** The customer agrees to use of the company logo (original version) in the situations agreed above.

Any material will be sent to the customer for comments and approval prior to publication. IBM may use all information concerning this customer reference internationally and in other languages, as well as inside IBM and inside IBM affiliates. This agreement is valid until cancelled.

(City, Date)

(Signature/Stamp Customer)

(City, Date)

(Signature/Stamp IBM)