

Get to know the IBM SPSS product portfolio

Advanced analytics that help organizations anticipate change and take action to improve outcomes



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Use the special capabilities of each SPSS product to address a wide array of business problems, combine products to achieve your organization's goals or deploy packaged solutions built specifically to resolve your most pressing business needs.

2 Social, survey and market research

Develop a deeper understanding of people's attitudes, opinions and preferences by using software specifically designed for market and survey research. Capture attitudes, opinions and trends as they happen in social media

3 Predictive and advanced analytics

With ease of use plus versatility, you can take on almost any analytical task. Use SPSS solutions for statistical analysis, data and text mining, and predictive modeling to uncover key insights and solve real business problems.

4 Decision management and deployment

Use SPSS solutions to embed predictive intelligence into everyday decisions. Apply discipline to analytics with security-rich collaboration and automation. Optimize everyday business decisions based on predictive outcomes, business rules, business objectives and operational constraints

5 Predictive solutions

Improve business outcomes with solutions designed specifically to help organizations integrate predictive analytics into their operations.

About the product portfolio

Predictive analytics software helps organizations use data in their daily decision-making to substantially improve outcomes. Organizations in business, government, non-profits and academia can capture information about people's attitudes and opinions, predict the outcomes of interactions before they occur and act on their insights by embedding analytic results into business processes.

IBM® SPSS® solutions are a key component of IBM's broad business analytics portfolio that helps organizations make informed and optimized decisions everywhere to improve outcomes and manage risk. SPSS products enable your organization to apply analytics to decision-making whenever and wherever it is needed. These products can function independently but are designed to work together to address the full spectrum of analytics needs. Organizations can benefit from analytics faster when multiple capabilities are integrated into a single solution.

SPSS software supports:

- Social, survey and market research. Solutions such as IBM Social Media Analytics along with SPSS Data Collection help provide you with a detailed view of customers based on the analysis of social media, survey research and market research data.
- Predictive and advanced analytics. Solutions such as IBM SPSS Statistics and its modules and IBM SPSS Modeler are recognized leaders in providing the advanced analytics, predictive analytics and data and text mining capabilities that turn data into insight.

- Decision management and deployment. Solutions such as IBM SPSS Collaboration and Deployment Services combine a disciplined, security-rich and collaborative approach to analytics with decision management capabilities. As a result, these solutions can infuse predictive intelligence into everyday business decisions.
- Predictive solutions. Solutions such as IBM Predictive Maintenance and Quality and IBM Predictive Customer Intelligence are designed specifically to synthesize multiple capabilities for targeted line of business outcomes.

Social, survey and market research

What if you could obtain insight into people's attitudes, preferences and opinions to improve and direct decisions? IBM Social Media Analytics software helps transform massive volumes of social media data into highly effective business insights and actions. IBM SPSS Data Collection solutions enable you to create and deliver compelling surveys and then use a centralized and security-rich framework to integrate feedback results into your decision-making process.

IBM Social Media Analytics

IBM Social Media Analytics analyzes massive volumes of social media sources to provide customized results in configurable, intuitive charts and dashboards designed for ease of use. You can quickly act on this data to improve customer satisfaction, optimize marketing campaigns, enhance brand reputation, mitigate potential risks and anticipate new opportunities. Key behavioral, sentiment, demographic, geographic, influencer analysis and advanced discovery capabilities help you go beyond social media "listening" or "monitoring" to act on insights and solve real business problems.

IBM Social Media Analytics combines IBM Research assets with years of experience in natural language processing to bring advanced analytics to social media data. Specifically designed for non-IT users, IBM Social Media Analytics can be installed on your premises or you can choose the cloud offering, which simplifies the implementation process and can reduce IT constraints and expenses.

IBM Social Media Analytics retrieves data in the form of fragments or "snippets" of text from publicly available social media channels based on queries that search for specific words or phrases. The data collected in the search result is then loaded into a database and made available for analysis. Pre-defined dashboards are available on an intuitive portal page, which includes filters similar to those in the IBM Social Media Analytics analysis portal. Sharing insights throughout your enterprise is therefore easier because you are using a familiar format.

SPSS Data Collection

Today's leading organizations recognize that the key to their business success relies on using data from a variety of different sources to gain deeper insight. SPSS Data Collection helps provide a more accurate view of people's attitudes, preferences and opinions so this valuable insight can aid in decision-making processes. For example, Castorama, the third largest home improvement distributor in the world, used SPSS Data Collection to conduct surveys and market research. Castorama tripled the number of market research surveys conducted at a national level and quadrupled the number of local marketing initiatives. As a result of the insights obtained, their campaigns are more targeted and effective. With SPSS Data Collection, organizations, departments or individual researchers can implement a survey research process with a fully hosted service (SaaS) or as an on-premises installation

Authoring

Streamline the process of creating surveys with familiar, intuitive interfaces. Incorporate sophisticated logic to increase completion rates and ensure high-quality data.

SPSS Data Collection Author

Design and create surveys that can be deployed online or offline, for in-person interviews, in phone interviews and on mobile devices.

SPSS Translation Utility

Manage translations of questionnaires and reports.

Interviewing

Deploy and manage compelling surveys on the web, by phone, face to face, or through mobile devices. Keep up with trends such as HTML5 and mobile surveys.

SPSS Data Collection Web Interviews

Deploy and manage compelling online surveys.

SPSS Data Collection Interviewer

Conduct and manage in-person interviews.

SPSS Data Collection Interviewer Desktop

Enter survey responses from your desktop.

SPSS Data Collection Paper and SPSS Data Collection Scan

Create paper questionnaires and set them up for electronic scanning.

SPSS Data Collection Data Entry

Record quality data quickly, accurately and efficiently, start analysis sooner and find insights faster.

SPSS Data Collection Phone Interviews

Develop and manage virtual or actual call centers.

Reporting

Develop professional, interactive reports in online or desktop environments and deliver the right information to the right people at the right time.

SPSS Data Collection Survey Reporter

Develop interactive reports.

Survey text analysis

SPSS software includes solutions that can transform unstructured survey text into quantitative data and gain insight using sentiment analysis. Natural language processing technology helps reduce the ambiguities of human language so you can more easily uncover patterns in the attitudes, beliefs and opinions of others.

SPSS Text Analytics for Surveys

Read and analyze thousands of lines of text generated by your surveys with a solution that can code human languages to elicit useful information. The result is the speed and cost-effectiveness of statistics-based systems with a higher degree of accuracy and a lower degree of human intervention.

Predictive and advanced analytics

What if you could get more sophisticated insights from your data and predict what will happen next? With IBM SPSS predictive and advanced analytics, you can use statistical analysis, data and text mining, and predictive modeling to proactively find opportunities, improve efficiency and minimize risk. The SPSS Statistics suite of products enables you to efficiently analyze information and deliver comprehensive results. The SPSS Modeler can help you discover hidden relationships in your data and anticipate the outcomes of future interactions.

IBM SPSS Statistics

With the powerful IBM SPSS Statistics suite, financial institutions have saved millions by detecting fraud faster. Academic organizations have supported the work of researchers and improved their ability to attract and retain the right mix of students. Government agencies have improved performance and controlled costs. For example, the Memphis Police Department used SPSS Statistics solutions to enhance its crime-fighting techniques, which reduced serious crime by more than 30 percent, including a 15 percent reduction in violent crimes.

The SPSS Statistics suite is an integrated set of products that addresses the entire analytical process, from planning to data collection to analysis, reporting and deployment. With a number of fully integrated modules to choose from, you can find the specialized capabilities you need to increase revenue, outperform competitors, conduct research and make better decisions.

SPSS Statistics editions

SPSS Statistics is available in three editions so you can choose the ones that best meet the needs of your organization.

SPSS Statistics Standard

Core statistical procedures enable business managers and analysts to address fundamental business and research questions. Users can quickly view data, formulate hypotheses for additional testing, clarify relationships between variables, create clusters, identify trends and make predictions.

SPSS Statistics Professional

The core statistical capabilities offered in the Standard edition are extended in the Professional edition to address issues of data quality, data complexity, automation and forecasting. It is designed for users who are responsible for many types of in-depth and nonstandard analysis and who need to save time by automating data preparation tasks.

SPSS Statistics Premium

Data analysts, planners, forecasters, survey researchers, program evaluators and database marketers — among others — can effectively accomplish tasks at every phase of the analytical process. Building on the capabilities of the other editions, the Premium edition includes a broad array of fully integrated statistics capabilities and related products for specialized analytical tasks.

SPSS Statistics modules

Specialized models are available for you to add to your SPSS Statistics editions.

SPSS Statistics Base

Take the analytical process from start to finish. In addition to the data preparation, data management, output management and charting features now available in all SPSS Statistics modules, this module offers the procedures that are used most frequently as the foundation for data analysis.

SPSS Advanced Statistics

Powerful multivariate techniques include generalized linear mixed models, generalized linear models, generalized estimating, mixed level models, general linear models, variance component estimation, MANOVA, Kaplan-Meier estimation, Cox regression, hiloglinear, loglinear and survival analysis.

SPSS Amos

Powerful and intuitive structural equation modeling software enables you to build models that more realistically reflect complex relationships. You can use observed variables, such as survey data, or latent variables, such as “satisfaction,” to predict any other numeric variable.

SPSS Bootstrapping

Researchers and analysts can use bootstrapping techniques to help ensure that your models are stable and reliable. Reliably estimate the standard errors and confidence intervals of a population parameter such as mean, median, proportion, odds ratio, correlation coefficient, regression coefficient and many others.

SPSS Categories

Unleash the full potential of your categorical data with perceptual maps that include optimal scaling and dimension reduction techniques. Analyze and interpret multivariate data and its relationships more completely with this module.

SPSS Complex Samples

Incorporate complex sample designs into data analysis for more accurate analysis of complex sample data. Combine these samples with specialized planning tools and statistics to help reduce the risk of reaching incorrect or misleading inferences for stratified, clustered or multistage sampling.

SPSS Conjoint

Market researchers can use this module to learn what product attributes are important to consumers and what the most preferred attribute levels are while studying pricing and brand equity. This knowledge can then be used to develop more successful products.

SPSS Custom Tables

Features such as a table builder preview, inferential statistics and data management capabilities help you more clearly communicate your survey, customer satisfaction, polling and compliance reporting results.

SPSS Data Preparation

Use new techniques as you streamline the data preparation stage of the analytical process. Complete individual and cross-variable data checks, quickly find multivariate outliers and preprocess data with various binning methods to prepare for model building.

SPSS Decision Trees

Create highly visual classification and decision trees directly in SPSS Statistics for segmentation, stratification, prediction, data reduction and variable screening, interaction identification, category merging and discretizing continuous variables. Highly visual trees enable you to present results in an intuitive manner.

SPSS Direct Marketing

Marketers can confidently conduct recency, frequency and monetary value (RFM) analysis, cluster analysis and prospect profiling, all without detailed understanding of statistics. They can also improve marketing campaigns with postal code analysis.

SPSS Exact Tests

You can obtain correct p values, regardless of your data structure. Even if you have a small number of cases, have subset your data into fine breakdowns or have variables where 80 percent or more of the responses are in one category, you are still covered by this module.

SPSS Forecasting

Improve forecasting with full time-series analysis, including multiple curve-fitting and smoothing models and methods for estimating autoregressive functions. The Expert Modeler can automatically determine which ARIMA (autoregressive integrated moving average) process or exponential smoothing model best fits your time-series and independent variables, thereby eliminating selection by trial and error.

“IBM SPSS Statistics enables us to get full mileage out of our data. The result is that we saved over \$1 million annually, increased revenue and improved member satisfaction.”

— Calvin Bierley, Market Research Analyst, Boeing Employees' Credit Union

SPSS Missing Values

If values are missing from your data, this procedure can find some relationships between the missing values and other variables. In addition, the missing values procedure can estimate what the value would be if data were not missing.

SPSS Neural Networks

Model complex relationships between inputs and outputs or to discover patterns in your data. Choose from algorithms that can be used for classification (categorical outcomes) and prediction (numerical outcomes). The two available algorithms are Multilayer Perceptron and Radial Basis Function.

SPSS Regression

Predict behavior or events when your data goes beyond the assumptions of linear regression techniques. Conduct multinomial or binary logistic regression and nonlinear regression, weighted least squares, two-stage least squares and probit analysis.

Predictive modeling

The powerful model-building, evaluation and automation capabilities of SPSS predictive modeling and analysis solutions help companies acquire customers cost effectively, keep their best customers longer and sell more to them. With SPSS Modeler, XO Communications, a US communications service provider, achieved an estimated 142 percent reduction in revenue erosion for customers at most risk of churning. The company also saved \$10 million per year from increased customer retention and reduced customer service costs.

SPSS predictive modeling solutions include three SPSS Modeler editions, SPSS Analytic Catalyst and SPSS Analytic Server.

SPSS Modeler Professional

Quickly discover patterns and trends in structured numerical data to model outcomes and make predictions that inform business decisions with predictive intelligence. A range of advanced algorithms, data manipulation and automated modeling and data preparation techniques in a highly intuitive interface support business users and experts alike.

SPSS Modeler Premium

Text analytics, entity analytics and social network analysis and more are added to the core capabilities of the Professional edition. Natural language processing techniques extract key concepts, sentiments and relationships from unstructured data and convert them to a structured format for predictive modeling. Entity analytics helps disambiguate identities of people, places and things to remove duplicates, find potential fraud and help improve modeling accuracy.

SPSS Modeler Gold

Make consistently better customer-facing decisions and improve outcomes by combining the insights gained from predictive analytics with existing business rules and systems. The capabilities of IBM Modeler Premium are extended with the ability to build and deploy predictive models directly into the business process to help people or systems make the right decisions each time.

SPSS Analytic Catalyst

Obtain predictive and statistical insights as interactive visuals paired with plain language explanations with this automated tool. Simply upload a dataset and select the variable you are interested in predicting. SPSS Analytic Catalyst then provides the results in a format that enables almost anyone to understand them and take action. Users who find current products too complex can now dive into predictive analytics. In addition, business analysts can blend predictive insights with subject matter expertise to drive and improve tactical decision-making.

SPSS Analytic Server

With this solution, the IBM predictive analytics platform can use data from Hadoop distributions to improve decisions and outcomes. An open, integrated data-centric architecture uses big data systems and is scalable to problems of almost any size. It supports popular Hadoop distributions and features a defined interface that incorporates new statistical algorithms designed to go to the data. In addition, the familiar IBM SPSS user interface hides the details of big data environments so that analysts can focus on analyzing the data.

SPSS Modeler and SPSS Analytic Server

Combine SPSS Modeler and SPSS Analytic Server for an integrated, accessible predictive analytics platform that helps improve decision outcomes. Users of all levels can discover insights in data that is stored in Hadoop distributions and use all accessible information through federation with traditional relational database management systems.

Decision management and deployment

What if you could be sure that every decision about your customers was the right decision? With SPSS decision management and deployment solutions you can integrate analytical results into your operations to improve business processes, predict outcomes and deliver results to decision-makers across your organization. For example, Infinity Property and Casualty Corporation uses SPSS deployment products to improve the productivity and accuracy of its claims handling process. The result is 33 percent higher returns for subrogation, and a subrogation recovery increase of \$10 million a year.

SPSS Modeler Gold

Build and deploy predictive models directly into your business processes and operational systems to help people or systems make the right decisions each time. SPSS Modeler Gold includes IBM Analytical Decision Management, thereby combining predictive analytics with rules, scoring and optimization to deliver recommended actions at the point of impact.

SPSS Collaboration and Deployment Services

Securely manage diverse analytical assets and foster greater collaboration between those who are developing and using them. Automate and integrate ongoing analytical processes for more reliable results. This solution enables you to provide the right people with the information they need to take timely, appropriate action.

SPSS Collaboration and Deployment Real-Time Scoring

Better integrate predictive outcomes as they are calculated into your operational systems to inform decisions in real time. Deploy real-time scoring into operational systems through standard interfaces and deliver on-demand scores and decisions to people and business applications.

SPSS Predictive Analytics Enterprise

Deploy advanced and predictive analytical capabilities to operational systems with a full analysis and deployment technology option for predictive analytics from IBM. Descriptive and predictive analytics, data preparation, predictive modeling automation, and cutting-edge intelligent analytics capabilities are unified into one solution to help you make smarter decisions. Decisions are optimized and automated at the point of impact to consistently provide better business outcomes.

Predictive solutions

What if your organization could make informed and optimized decisions to improve outcomes with insights from all perspectives? IBM predictive solutions enable you to align your data, anticipate outcomes and act on insights gained. Solutions include integrated products that provide historic reporting, real-time analysis and predictive modeling, all packaged for specific uses. As a result, you can realize a return on your data and analytics faster by strategically applying analytics to key business areas.

Customer analytics

IBM solutions for customer analytics enable you to acquire, grow and retain customers by uncovering hidden insights in your data. With those insights, you can create personalized experiences while reducing costs and increasing customer loyalty. SPSS solutions help grow your business, whatever your definition of “customer” might be. Healthcare organizations can improve patient satisfaction. Retailers can increase market basket size. Educational institutions can retain students at risk of dropping out in education.

IBM Predictive Customer Intelligence

Take the most appropriate action at the right time to provide personalized, relevant customer experiences to all customer touch points. IBM Customer Predictive Intelligence analyzes social, text and transactional data and uses this information to predict customer behavior, sentiment and needs. It can then deliver individualized recommendations at the point of impact.

Operational analytics

IBM solutions for operational analytics can help maximize productivity and profitability for almost every organizational department by gaining better insight into your processes and

assets. Like many leading organizations, you can use these solutions to streamline operational processes, predict asset failure, optimize supply chains, improve program effectiveness and efficiently allocate capital and human resources.

IBM Predictive Maintenance and Quality

Reduce unscheduled asset downtime and maximize operational performance. IBM Predictive Maintenance and Quality can analyze usage, wear, condition and other related characteristics from disconnected sources and detect failure patterns. Insights and optimized recommended decisions are sent directly to decision-makers so you can reduce operational costs, improve asset productivity and increase process efficiency.

Threat and fraud analytics

IBM SPSS solutions for threat and fraud analytics can help you predict when, where and how threats will affect your organization. From data breaches, fraud and internal theft to public safety issues such as crime and homeland security, you can analyze all kinds of data sources to determine acceptable risk levels. This information can be used to create policies that reduce exposure and minimize loss.

IBM Counter Fraud Management

Gain better visibility and be more proactive in countering fraud. Aggregate data from a variety of internal and external sources and apply sophisticated analytics that continuously monitor for fraudulent indicators. IBM Counter Fraud Management enables you to understand non-obvious relationships and co-occurrences between entities. You can then better identify and connect fraudulent patterns closer to the point of operation and even prevent future occurrence based on previous attacks and behavior.

About IBM Business Analytics

IBM Business Analytics software delivers data-driven insights that help organizations work smarter and outperform their peers. This comprehensive portfolio includes solutions for business intelligence, predictive analytics and decision management, performance management and risk management. Business Analytics solutions enable companies to identify and visualize trends and patterns in such areas as customer analytics that can have a profound effect on business performance. They can compare scenarios; anticipate potential threats and opportunities; better plan, budget and forecast resources; balance risks against expected returns and work to meet regulatory requirements. By making analytics widely available, organizations can align tactical and strategic decision making to achieve business goals. For more information, see ibm.com/business-analytics.

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Software Group
Route 100
Somers, NY 10589

Produced in the United States of America
May 2014

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