

# Improve Productivity and Effectiveness through Collaboration

*Leverage shared knowledge with IBM SPSS Collaboration and Deployment Services*



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## Business Benefits

- Share analytical assets easily and securely for greater productivity.
  - Protect valuable intellectual property – your analytical models and processes.
  - Publish results efficiently and cost-effectively, to bring the benefits of analytics to business users throughout your organization.
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Today, organizations increasingly value analytics. They also know that, to gain the greatest value from their investment in analytical technologies, they need to encourage collaboration between those who develop models, reports, surveys or other analytical assets and those who run business processes and rely on analytics to help guide decision-making.

Such collaboration is fully supported by IBM SPSS Collaboration and Deployment Services\*. This analytic platform enables organizations of any size to share analytical assets, protect them and publish results in ways that bring analytics to the front lines.

Organizations using Collaboration and Deployment Services find that they can manage analytical processes more efficiently, adhere to internal or external data security and privacy policies more easily, save money and improve the productivity of analysts and the effectiveness of business users.

## Share assets and enhance productivity

As more people in an organization rely on analytics, opportunities for overlapping or redundant efforts increase.

To avoid this and leverage your investment in analytics, Collaboration and Deployment Services provides a secure way for your organization to share, integrate and re-use analytical assets. It is an analytically aware, central, searchable repository specifically designed to work with the IBM SPSS product portfolio. Models, statistical analyses, syntax or process steps, survey questions and results, documented best practices and other assets can be stored in the repository, which experts can access from within the tools they already use. They can then re-use relevant assets on other projects or in other parts of your organization.

\* IBM SPSS Collaboration and Deployment Services was formerly called PASW® Collaboration and Deployment Services.



### **Build strong protection for intellectual property**

While facilitating the secure sharing of analytical assets, Collaboration and Deployment Services also protects the integrity of those assets.

It provides safeguards against loss of, or damage to analytical assets. Administrators can schedule appropriate backups of the central repository, control access and create a complete audit trail, showing who has modified specific assets, when and how. This makes the governance of analytical assets more systematic and reliable.

As a result, analytic professionals and business users can confidently share knowledge throughout the development, evaluation and implementation cycle, which improves all your analytical assets.

Automatic version control capabilities ensure that only the current, approved versions of analytics are used in production. In this way, your organization enjoys increased productivity and also greater consistency in your results.

### **Publish easily, broadly and cost effectively**

Business is changing too fast for analysts to be the only people who understand the impact that analytics can have on the business.

Collaboration and Deployment Services ensures that the right people have visibility into analytical results by making it easy for analysts to publish results. It also makes it easy for business users to access results formerly reserved only for analysts.

With Collaboration and Deployment Services, your organization can efficiently deliver decision-making guidance to people and systems everywhere. There is no longer a need to e-mail reports to groups of users or for someone to initiate a process manually when an analysis is completed. Instead, processes can be configured to let business users know that there are reports available for viewing.

It's also possible for analytic professionals to develop interfaces that enable business to run specific business-oriented analytics when they need to and then publish these results without performing any special coding. Through a standard Web browser, business users can access and interact with these interfaces and display exactly the information they need, when they need it. Sales managers, for example, can customize how they view their data in a variety of ways. Marketing managers can use their reports to develop customized, cost-effective campaigns and achieve repeatable results. All of this without having an analyst dedicated to ad hoc reporting.

This flexibility in exploring analytical information increases the effectiveness of decision-makers at every level, in every area, and lets you turn analytic output into business results.

Collaboration and Deployment Services allows analysts to work together and share critical business information more easily with others. It protects the business by storing analytical assets in one place, and automatically tracking changes made to them. Analysts can easily publish information, allowing users easy access to it whenever they need it.

### **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](http://www.spss.com).



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