

Drive Business Results through Integrated Analytics

Support consistent decision-making with IBM SPSS Collaboration and Deployment Services



Business Benefits

- Bring control to analytical processes by centralizing and automating the evaluation and deployment of models.
 - Enhance model accuracy through champion/challenger testing.
 - Deploy scores generated by models in real time to support decision-making.
 - Integrate analytics within key business processes.
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Competitive organizations understand that using analytics to drive business decisions significantly improves results. But integrating analytics within key business processes requires an infrastructure that ensures the reliability and quality of processes and analytics. IBM SPSS Collaboration and Deployment Services* offers such an infrastructure, which helps optimize your organization's processes and ensure the reliable integration and deployment of analytic results.

Bring control and discipline to analytical processes

Like most other things in business today, the whole analytical process is becoming more complex. Your organization wants every step to be carried out in the same way, every time, to ensure reliable results and consistent decision-making across your entire organization.

Collaboration and Deployment Services gives businesses the power to create structured and documented analytical processes. Using its visual interface, analytics professionals can design complex jobs that include multiple steps and tools. Working with IT, they can also create jobs that use specific parameters to pass context from one task to another, and jobs that use conditional logic to handle different scenarios within a certain dataset or between different systems.

Automation also helps build in reliability by operationalizing analytical processes. By initiating specific processes when they are needed and integrating them with other enterprise processes, your organization gains a mechanism for repeatedly generating consistent analytical results. Collaboration and Deployment Services allows you to initiate jobs on demand, on a schedule or in response to events that occur within other processes. It also includes the ability to monitor jobs and inform people or even other processes about job status.

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



Keeping analytical models up to date and ensuring their accuracy is essential when you use them to make critical business decisions. Pre-defined model evaluation processes help make this easier and the results much more reliable. For example, as you learn more about customer behavior from the results of marketing campaigns, your models may need to change. You can set up champion-challenger scenarios, so that your existing models are continually evaluated against new approaches.

Your organization enjoys increased confidence in the results of analytical processes because you can govern the environment in which they occur. Features such as automatic version control and change tracking give management visibility into analytical processes and ensure that processes can be audited efficiently to comply with corporate governance procedures or regulatory requirements.

Deploy real-time scores to support decision-making

IBM SPSS Collaboration and Deployment Services makes it easy to deploy reliable analytical into key business processes so that people have the right information and can make smarter decisions.

Through its real-time scoring service, you can deliver analytical results as customer interactions are occurring. Real-time scoring is optimized “in the moment” and includes the ability to cache data and models and handle multiple sources of input data, including historical information and information gathered during real-time interactions.

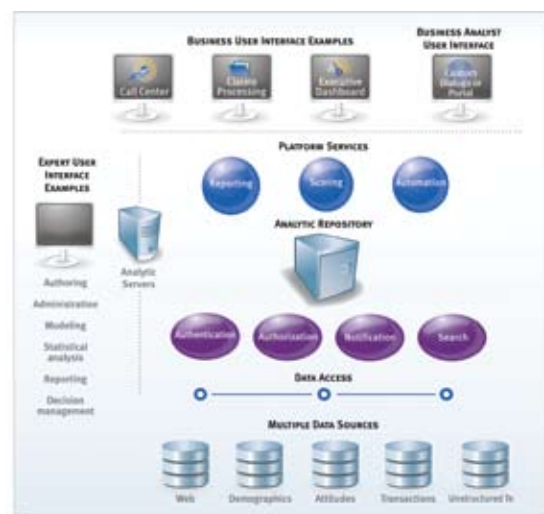


Figure 1: IBM SPSS Collaboration and Deployment Services is a flexible, enterprise-level foundation for managing and deploying analytics.

Scoring may be applied at various points in business processes, and scores can be easily integrated with existing applications using open programming interfaces such as Web Services calls. This enables your organization to take advantage of analytical foresight with minimum impact on existing applications.

Integrating analytics within mission-critical business applications requires a reliable, scalable and secure environment. Collaboration and Deployment Services was built with enterprise readiness in mind. It supports a number of enterprise standards, such as those needed for application server clustering, server virtualization, single sign-on and a variety of application programming and messaging interfaces. It also allows organizations to encrypt data as it is passed between processes in order to meet stricter security requirements. These capabilities ensure that Collaboration and Deployment Services can fully support even the largest enterprise-level deployments.

Collaboration and Deployment Services is a flexible, enterprise-level foundation for managing and deploying analytics. Predictive analytics can be used at multiple points within a variety of critical business processes to improve results. Automating the updating of predictive models ensures that decisions are adjusted based on changing customer needs and environments.

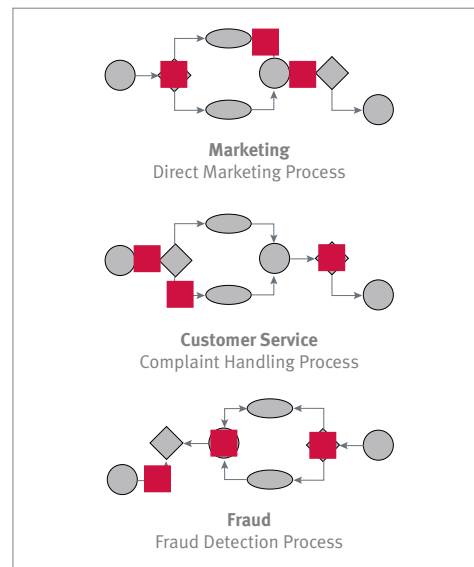


Figure 2: Predictive analytics can be used at multiple points within a variety of critical business processes to improve results as indicated by the red squares in these diagrams. Automating the updating of predictive models ensures that decisions are adjusted based on changing customer needs and environments.

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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