Put the Power of Predictive Modeling in the Hands of Business Users

Highlights

- Include business knowledge in the modeling process.

- Create accurate models in a few simple steps.

- Get accurate results, faster.

- Improve collaboration, reuse and decision-making.

- Achieve the best possible outcomes for your business.

High-volume operational and tactical decisions drive your business. To ensure the best outcomes, you need to involve the people who have the deepest understanding of how your business works. IBM SPSS Decision Management provides your business experts with a decision process framework for optimizing operational decisions using predictive analytics. This solution includes Modeler Advantage, a simple yet powerful modeling tool that enables non-technical users to incorporate their extensive knowledge of their customers, products and processes into the model creation process, affording them a larger role in operational decision-making.

Modeler Advantage makes it easy for professionals such as direct marketers or fraud experts to create and customize predictive models for their specific needs. Its clear, easy-to-use interface enables them to use and benefit from advanced modeling techniques, even if they don't have advanced analytics skills. For example, a marketing manager can easily identify which products call center reps should cross-sell or up-sell, or an insurance fraud specialist can specify whether claims over a certain dollar amount should be investigated. In either case, these users can apply predictive modeling to ensure that their decisions will lead to the best possible outcome.

Create accurate models quickly and easily

No matter what problem you need to solve, Modeler Advantage delivers accurate results that can be used on their own, or deployed as part of a broader decision management application.

In a few clicks, you can select the data you want to use, targets you need to predict and get results in simple, easy-to-interpret charts and graphs.

Modeler Advantage incorporates the same powerful automated data preparation and modeling features found in IBM SPSS Modeler, the comprehensive data mining workbench. These capabilities make it easy for users to set up their data for quick and efficient modeling and select the best-performing models automatically.

Combine business knowledge and analytic expertise

Modeler Advantage enhances collaboration between business users and analytic professionals. In just a few clicks, business users can design and build models based on their unique business processes. Then expert analysts can enhance and refine those models to improve results. Streams created in Modeler Advantage can be enhanced in IBM SPSS Modeler and saved to your organization's analytic repository, where they can again be accessed and used by business users.

Alternatively, in organizations with centralized analytic departments, expert analysts can set up the data to be used, and business users can build the individual models they need in two or three simple steps. This flexible approach allows your business users to take ownership of the modeling process while ensuring that they have access to usable, clean data to support business decision-making.
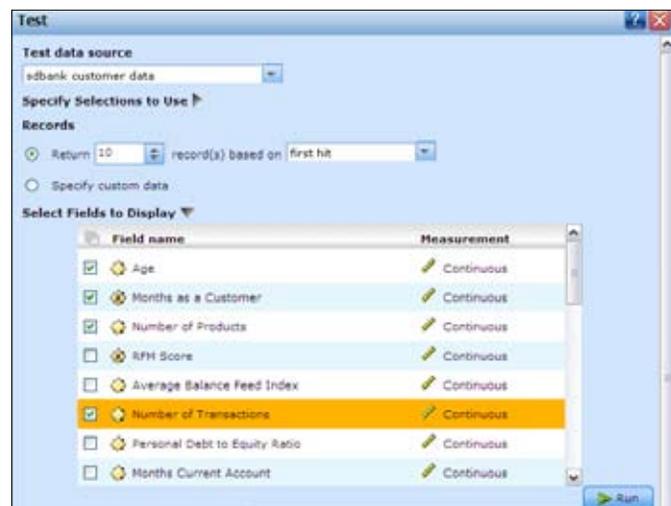

Figure 1: In this example, a financial services company wants to improve the results of a direct mail campaign for a credit card product. Using Modeler Advantage, the company's marketers first select a pre-defined data source, specify a target and choose predictor variables.

Simulate model performance

Before you deploy a model, Modeler Advantage gives you the opportunity to simulate different scenarios by viewing the impact of the changes and selecting the combination that will achieve the best outcome. A catalog retailer may need to decide who should receive information about a new product.

In this case, the marketing manager could start with a historical database of previous customer interactions and key characteristics, such as age, zip code and campaign response. Using Modeler Advantage, the manager can quickly build a model of customer behavior to predict who would be likely to respond, simulate the results and then include those customers in the actual product campaign.

Your operational business software can feed the results of the decision to the appropriate touch point systems, such as call centers, direct mail, Web servers and e-mail systems, so that the right customers receive the right offers. When the campaign is complete, the results can be incorporated into your operational systems so current data is available for future campaigns.
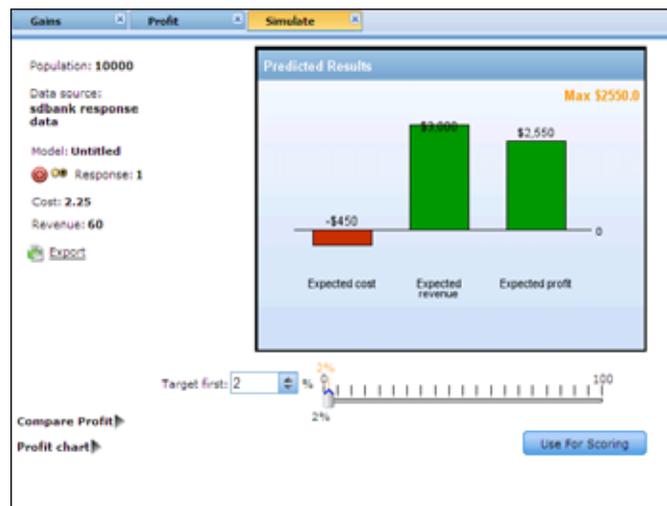

Figure 2: Using Modeler Advantage's simulation capability, a marketer can predict the results of a particular model, and refine and retest the model to find the variables that are likely to yield the best campaign results.

Get better results with less time and effort

With Modeler Advantage, predictive models can be deployed in a fraction of the time it would take to build them manually. Analysts can define reusable processes, enabling them to rapidly assemble new models which business users can customize for specific needs.

Because Modeler Advantage requires minimal time and skills, rich insights from predictive models can reach business users instantly. And if a predictive model needs to be tweaked or replaced, it can happen quickly without the delays that could mean lost revenue or missed business opportunities.

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.

IMD14283-USEN