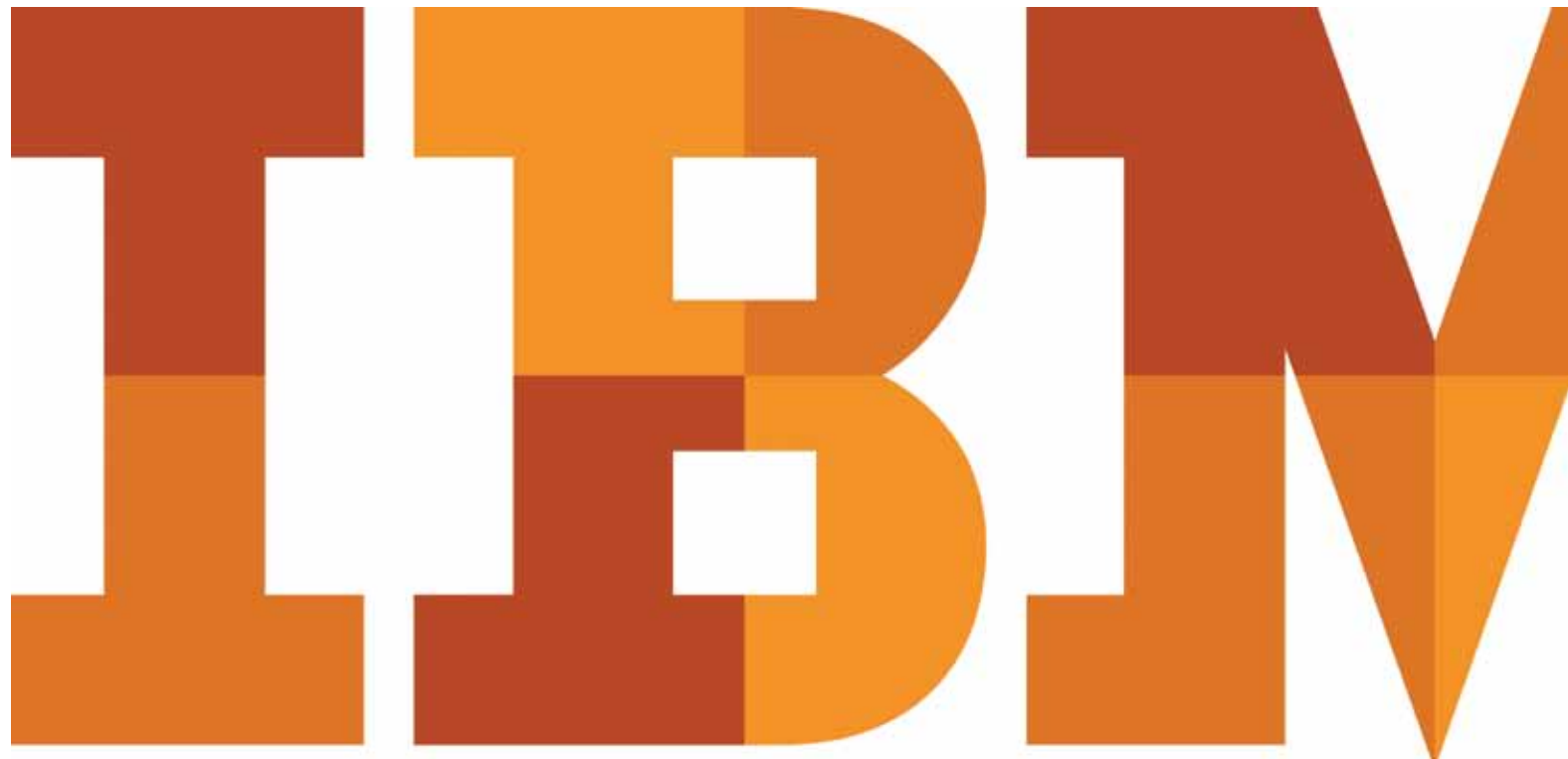# Get to Know the IBM SPSS Product Portfolio

Offering integrated analytical capabilities that help organizations use data to drive improved outcomes

IBM®

1

About the product portfolio

You can use the special capabilities of each product family to address a wide array of business problems, and also use products together to achieve your organiza-tion's goals.

2

Data Collection family

Develop a deeper under-standing of people's attitudes, opinions and preferences, using software specifically designed for market and survey research and enterprise feedback management.

3

Statistics family

Easy to use yet versatile enough to let you take on any analytical task. Collaboration capabilities boost analyst productivity, and server-based options increase scalability and performance.

4

Modeling family

Uncover key insights and use them to solve real business problems. Access, organize and model all types of data from within a single intuitive visual interface. Build reliable models and deploy results quickly to meet business goals.

5

Deployment family

Drive results-oriented decisions. Integrate analytical results into your operations to improve business processes, predict outcomes and deliver results to decision makers across your organization.

About the product portfolio

Predictive analytics software helps organizations use data in their daily decision-making to substantially improve outcomes. Our software does this by enabling organizations in business, government and academia to 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.

Our portfolio consists of four product families which are designed to work together to help you meet your research and business goals.

The four families are:

- The Statistics family – Consisting of IBM® SPSS® Statistics and its modules, the most widely used suite of statistical software in the world
- The Modeling Family – Including IBM® SPSS® Modeler Professional for data mining and IBM® SPSS® Modeler Premium for text analytics, both of which are consistently positioned as leaders in the analytics space
- The Data Collection Family – Comprising the feature-rich suite of survey research software, IBM® SPSS® Data Collection, that helps you obtain a detailed view of customer attitudes and opinions

- The Deployment Family – Including both the platform and the delivery products needed to bridge the gap between analysis and action, this family includes IBM® SPSS® Collaboration and Deployment Services and IBM® SPSS® Decision Management.

This unified portfolio is built on a proven technology foundation that will help your organization continue to use analytics for improved outcomes.

Data Collection family

What if you could capture insight into people's attitudes, preferences and opinions to improve and direct decisions? IBM SPSS Data Collection enables you to create and deliver compelling surveys, integrating feedback results into your decision-making through a centralized and secure framework. For example, Cablecom, Switzerland's largest cable network provider, uses Data Collection to more clearly understand which customers are likely to churn – and why – so it can pro-actively improve customer retention. As a result, it has reduced its customer churn rates from 19 percent to 2 percent.

Planning

IBM® SPSS® SamplePower®
Easily determine the sample size you need, saving your organization both time and money

IBM® SPSS® Complex Samples
Plan and work with complex sample survey data accurately, using specialized tools and procedures

Questionnaire design

IBM® SPSS® Data Collection Author
Create and test surveys for any mode from your desktop or online, or both

IBM® SPSS® Data Collection Web Interviews
Use a web browser to design question-naires for fielding online or with the IBM® SPSS® Data Collection Interviewer Phone option

IBM® SPSS® Data Collection Paper and IBM® SPSS® Data Collection Scan
Create paper questionnaires and set them up for electronic scanning

IBM® SPSS® Translation Utility (a feature of IBM SPSS Data Collection Author and IBM SPSS Data Collection Author Professional)
Manage translations of questionnaires and reports

Data Collection family, continued

Data collection

IBM® SPSS® Data Collection Interviewer Desktop

Enter survey responses from your desktop

IBM® SPSS® Data Collection Interviewer

Conduct and manage in-person interviews

IBM SPSS Data Collection Paper and IBM SPSS Data Collection Scan

Collect survey data on paper and scan to capture responses

IBM SPSS Data Collection Web Interviews

Create and deploy web-based surveys

IBM SPSS Data Collection Phone Interviews

Develop and manage virtual or actual call centers

Data preparation and management

IBM® SPSS® Data Preparation

Streamline data preparation with specialized techniques that ensure more accurate results

IBM® SPSS® Text Analytics for Surveys

Categorize text responses quickly and reliably

Reporting, presentation and distribution

IBM® SPSS® Data Collection Base

Automate the creation of tables and reports

IBM® SPSS® Data Collection Survey Reporter

Deliver effective, interactive results that provide more meaningful insights to business users and decision makers

IBM SPSS Collaboration and Deployment Services

Achieve more benefits with less labor by automating the secure, centralized management of all your analytic assets and processes

Statistics family

What if you could get more sophisticated insights from your data? With the Statistics family of products, you can efficiently analyze information and deliver comprehensive results.

Using this powerful suite of analytical tools, organizations have achieved a competitive advantage; 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; and government agencies at all levels have improved performance and controlled costs.

The Memphis Police Department (MPD) used IBM SPSS Statistics to enhance its crime fighting techniques, reducing serious crime by more than 30 percent, including a 15 percent reduction in violent crimes.

IBM® SPSS® Statistics Modules

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

IBM® SPSS® Advanced Statistics
IBM SPSS Advanced Statistics' powerful multivariate techniques include generalized linear mixed models (GLMM), generalized linear models (GENLIN), generalized estimating equations (GEE), mixed level models, general linear models (GLM), variance component estimation, MANOVA, Kaplan-Meier estimation, Cox regression, hiloglinear, loglinear and survival analysis.

IBM® SPSS® Amos™
Amos provides you with powerful and easy-to-use structural equation modeling (SEM) software. It enables you to build models that more realistically reflect complex relationships with the ability to use observed variables such as survey data or latent variables like "satisfaction" to predict any other numeric variable.

Statistics family, continued

IBM SPSS Statistics Modules, continued

IBM® SPSS® Bootstrapping
IBM SPSS Bootstrapping enables researchers and analysts to use bootstrapping techniques on a number of tests contained in IBM SPSS Statistics Base, IBM SPSS Advanced Statistics and IBM SPSS Regression. This provides an efficient way to ensure that your models are stable and reliable. With IBM SPSS Bootstrapping, you can reliably estimate the standard errors and confidence intervals of a population parameter like a mean, median, proportion, odds ratio, correlation coefficient, regression coefficient and many others.

IBM® SPSS® Categories
Unleash the full potential of your categorical data through perceptual maps with optimal scaling and dimension reduction techniques. This add-on module provides you with everything you need to analyze and interpret multivariate data and their relationships more completely.

IBM® SPSS® Complex Samples
Incorporate complex sample designs into data analysis for more accurate analysis of complex sample data. IBM SPSS Complex Samples, with specialized planning tools and statistics, reduces the risk of reaching incorrect or misleading inferences for stratified, clustered or multistage sampling.

IBM® SPSS® Conjoint
IBM SPSS Conjoint helps market researchers develop successful products. By performing conjoint analysis, you learn what product attributes are important in the consumer's mind and what the most preferred attribute levels are, and can perform pricing studies and brand equity studies.

IBM® SPSS® Custom Tables
Use IBM SPSS Custom Tables to present survey, customer satisfaction, polling and compliance reporting results. Features such as a table builder preview, included inferential statistics and data management capabilities make it easy to clearly communicate your results.

Statistics family, continued

IBM SPSS Statistics Modules, continued

IBM® SPSS® Data Preparation
IBM SPSS Data Preparation allows you to leverage new techniques as you streamline the data preparation stage of the analytical process. Perform individual and cross-variable data checks, quickly find multivariate outliers and preprocess data utilizing various binning methods to prepare for model building.

IBM® SPSS® Decision Trees
Create highly visual classification and decision trees directly within IBM 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.

IBM® SPSS® Direct Marketing
IBM SPSS Direct Marketing helps marketers perform various kinds of analyses easily and confidently, without requiring a detailed understanding of statistics. They can conduct recency, frequency and monetary value (RFM) analysis, cluster analysis and prospect profiling. They can also improve marketing campaigns through postal code analysis.

IBM® SPSS® Exact Tests
IBM SPSS Exact Tests always provides you with 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.

IBM® SPSS® Forecasting
Improve forecasting with complete time-series analyses, including multiple curve-fitting and smoothing models and methods for estimating autoregressive functions. Use the Expert Modeler to automatically determine which ARIMA (autoregressive integrated moving average) process or exponential smoothing model best fits your time-series and independent variables, eliminating selection through trial and error.

IBM® SPSS® Missing Values
If values are missing from your data, this procedure may 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 weren't missing.

1 About   **2 Data Collection family**   **3 Statistics family**   **4 Modeling family**   **5 Deployment family**

Statistics family, continued

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

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

IBM SPSS Statistics Modules continued

IBM® SPSS® Neural Networks

Use IBM SPSS Neural Networks module to 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.

IBM® SPSS® Regression

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

1 About   **2 Data Collection family**   **3 Statistics family**   **4 Modeling family**   **5 Deployment family**

Modeling family

What if, when modeling your business decisions, you could use the "structured" data you hold in data warehouses – and the wealth of the IBM SPSS Modeling family, you can discover hidden relationships in your data and anticipate the outcomes of future interactions.

Powerful model-building, evaluation and automation capabilities help companies acquire customers cost effectively, keep their best customers longer and sell more to them. Sofmap Company, Ltd., one of Japan's top computer and software retailers, used IBM SPSS Modeler to increase sales by nearly 20 percent and triple the profitability of its online store.

IBM® 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. From an intuitive graphical interface, you can incorporate your expertise at every step of the way to create predictive models using powerful association, classification and segmentation techniques.

IBM® SPSS® Modeler Premium
Include information from unstructured data such as web activity, blog content, customer feedback, emails, and articles, along with structured numerical data, to create the most accurate predictive models possible. Advanced natural language processing techniques enable users to extract key concepts, sentiments, and relationships from unstructured data and convert them to a structured format for predictive modeling.

1 About   **2 Data Collection family**   **3 Statistics family**   **4 Modeling family**   **5 Deployment family**

Deployment family

What if you could be sure that every decision about your customers was the right decision? With the IBM SPSS Deployment family you can drive results-oriented decisions by making analytics an integral part of your business. 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 Deployment family products to improve the productivity and accuracy of its claims handling process. The company's scoring system for evaluating, routing and managing claims resulted in 33 percent higher returns for subrogation, and a subrogation recovery increase of $10 million a year.

IBM SPSS Decision Management
Make consistently better customer-facing decisions and improve outcomes by combining the insights gained from predictive analytics with existing business rules and systems.Your organization can empower business users to develop predictive models and combine them with business processes and rules, resulting in decisions that are beneficial both to your organization and your customers.

IBM SPSS Collaboration and Deployment Services
Securely manage diverse analytical assets and foster greater collaboration among those developing and using them. Automate and integrate ongoing analytical processes for more reliable results. And ensure that the right people get the information they need to take timely, appropriate action.

For more information about IBM SPSS software, please contact your sales representative or your local office.

In North America, you may call us at **800.543.2185** or e-mail salesbox@us.ibm.com.

1 About   **2 Data Collection family**   **3 Statistics family**   **4 Modeling family**   **5 Deployment family**

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 areas, such 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 further information please visit ibm.com/business-analytics.

Request a call

To request a call or to ask a question, go to ibm.com/business-analytics/contactus. An IBM representative will respond to your inquiry within two business days.