



# Unlock the Power of Your Research

Analyze, graph, and present your data. Effortlessly.





Used by more than **750,000 scientists** in over **110 countries**.



# Focus on your research, not your software

Research already takes a lot of time. Manipulating generic spreadsheets or diving deeply into complex statistical programs diverts your time and attention from what really matters: your research.

Continual progress and immersion in your scientific investigations requires you to stay focused on your experimental design and data collection.

That's why Prism was purpose-built for scientists, not statisticians.

Used by more than 750,000 scientists in 110 countries, Prism is a powerful statistical analysis tool that simplifies the process. It helps you analyze, graph, and present your findings—quickly and effortlessly—allowing you to keep your focus on your research.



Easy to learn and use



Powerful functionality with assistance



Publication-quality graphs

# Streamline your workflow

Founded by Dr. Harvey Motulsky—a renowned pharmacologist, biostatistician, and author of the best selling *Intuitive Biostatistics: A Nonmathematical Guide to Statistical Thinking*—Prism fills a sizeable gap in the scientific toolset.

Generic spreadsheets don't provide the formatting, descriptive and inferential statistical analyses, or presentation-ready graphs needed for scientific investigations. And programming languages built for statisticians and data miners are highly complex, requiring deep domain expertise and software coding.

Prism offers the best of both worlds, combining the ease-of-use and familiarity of a spreadsheet with the analytical rigor of statistical programming languages. It makes graphing easy, takes the guesswork out of data analyses, explains the results, and helps create high-quality presentations.

With a unique combination of upfront simplicity and backend sophistication, Prism matches your workflow.



Enter your data in tables tailored to your experiment



Create and customize graphs



Visualize data as raw data points, averages with error bars, or data distributions



Select and run statistical tests



Keep a record of experimental details



Assemble graphs for publication-quality layouts

# Get help at every step

In addition to being a graphing and presentation solution, Prism is a statistics tool for non-statisticians.

It offers an extensive library of prebuilt data tables and statistical equations, as well as provides in-depth explanations and help features to ensure you get the most out of your data.

After all, data collection is only the first step toward the ultimate goal of understanding what that data is telling you.



## Tutorial data sets and sample graphs

A portfolio of tutorial data sets and sample graphs help you get comfortable with Prism before you enter your own data. They include sample data, visual examples, and links to additional assistance for multiple data tables, graphs, and analytical models. They also offer simple, easy to follow explanations that help you understand *why* you should perform certain actions instead of simply following directions.



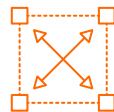
## Statistical help

Within Prism, you can consult comprehensive help published in nearly 2,000 pages of educational content found in the GraphPad Guides—Statistics Guide, Prism User Guide, and Curve Fitting Guide. This guidance will help you understand the underlying principles of statistics as you are making analysis choices. The help is also contextualized and links to the relevant section you need to make that choice. This reduces the frustration of stumbling blindly through a standard statistics textbook hoping to find the correct chapter.



## No statistical jargon

Prism helps you make sensible choices, and make sense of your results. Choices are presented in clear language and avoid statistical jargon, so you can get to your results more quickly and easily.



## Everything is hot linked

Prism links all data to results, graphs, and layouts. When new data is entered or when new analytical models and parameters are selected, the results and graphs are automatically updated and documented. Now with one click you can review midstream choices and changes made along the way.



## Analysis checklists

After completing any analysis, review the accompanying analysis checklist to confirm you made the right choices. These checklists help you review the assumptions, and make sure you have picked a useful test.

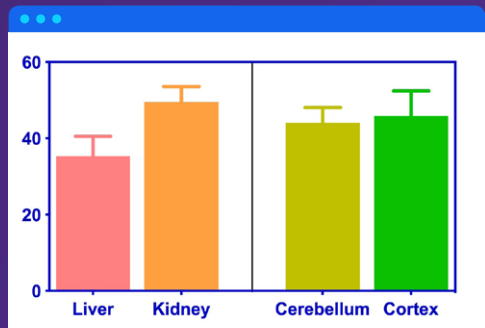
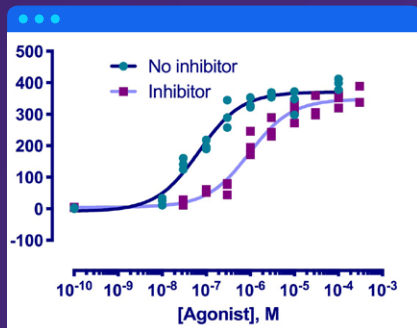
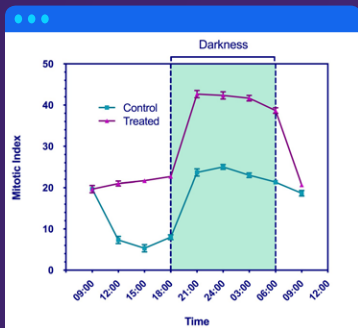
# Create publication-quality graphs and presentations

With Prism, all of your work—including midstream choices and changes—is documented and can be easily shared.

Editing tools allow you to annotate your results, log experimental details, combine data tables and graphs, and create high-quality layouts for printing or publishing. And once you have created a data table, graph, or layout, you can easily replicate them for future experiments.



## SAMPLE CUSTOMIZABLE GRAPHS



# Discover the gold standard for scientific analysis and graphing

From students to Nobel Prize winners, researchers around the world love GraphPad Prism.



**I absolutely love your program.** Ease of handling is unmatched and results are perfectly explained. Just what we non-computer geeks need.

GraphPad Prism is a pleasure to use, very intuitive, and perfectly suited to my boss' needs and my abilities.

**I don't know how I could do my work without it.**

As a non-statistician, I really enjoy working with Prism because **it is so much easier and much more intuitive than other programs.**

Prism has incredible sophistication and complexity that the user never senses because the interface is so superbly designed. **Thank you for a tremendous tool!**

Because Prism is so user-friendly, intuitive, and informative, **I now am much more confident in performing statistical analyses.**

Prism has **simplified my data analysis and taught me statistics** at the same time!

**No more Excel for analyzing scientific data!** I've become a Prism evangelist.

**Prism is a really great program,** and very user-friendly for us non-math geniuses.

Thanks so much for **making my life 1,000,000,000x easier** with your awesome program!

It blows the other statistical programs out of the water for the construction of clear and attractive tables, graphs, and figures for publication. **I would be lost without Prism.**

**This is exactly what we needed.** You have saved us a ton of time in re-doing our calculations in Excel!



# Unlock the power of your research today!

See how easy and helpful GraphPad Prism is by enjoying a free 30-day trial.

No hassle, no commitments.

[www.graphpad.com](http://www.graphpad.com)

FOR MAC AND WINDOWS

