



> SPSS® WebApp Framework™

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Analysis for Decision Makers

In the past, sophisticated data analysis tools were only usable by analysts. Decision makers had to send requests for reports to analysts and wait for results often resulting in frustrating analytical bottlenecks. These delays greatly damaged an organization's bottom line as valuable data went unanalyzed and decision makers lacked the information needed to make the best decisions about the future.

Deploy SPSS-powered Web applications

SPSS WebApp Framework is a platform for quickly deploying custom Web applications that are powered by SPSS analytics. These analytical applications help solve business problems by putting interactive business insight in the hands of decision makers. SPSS WebApp applications are true thin-client all that users need is a Web browser and a connection to the Internet or their intranet. Many other Web-based analytical tools require the installation of desktop software or browser plug-ins.

SPSS WebApp applications make it easy for business users to securely access and analyze data using SPSS analytics the best and broadest range of analytics available, proven over more than 35 years. Build applications powered by any technique available in the SPSS product line to ensure that decision makers have the exact capabilities they need—from clustering and crosstabs to regression and charting. Leading organizations use SPSS analytics to turn data into results:

- **Miami Herald maximized marketing ROI.** The Miami Herald used SPSS analytics to focus its marketing programs to generate the highest possible response and return on investment. To increase profitability, the Herald used data mining techniques, such as segmentation and customer profiling, to focus marketing efforts on the households most likely to be stable, profitable customers.
- **American Airlines increased customer loyalty.** AMR, parent company of American Airlines, gets to know its customers better by learning from survey data with SPSS analytics. Since adding SPSS analytics to its systems, AMR's consumer research department has increased productivity by 300 percent. And that increased productivity helps AMR improve loyalty.
- **Direct Wines boosted customer value.** The world's largest mail order wine company, Direct Wines, used SPSS analytics to increase customer value with targeted cross-selling, marketing and loyalty programs. This has helped Direct Wines grow significantly. As Jon White, customer database analyst, explained, "We could not have

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grown as a company without SPSS.”

- **San Francisco Heart Institute saved \$500,000 per year. With SPSS, the institute has analyzed hundreds of data elements, tracking the physician performance and patient outcome of more than 20,000 patients and their physicians since 1985. As a result, the institute helps the hospital save money, improve the quality of care and operate more efficiently.**
- **Yuba College improved student retention and pass rate by five percent. Yuba Community College used SPSS analytics to match student capabilities with curriculum improving student retention and graduation rates by five percent. SPSS analytics also help the college receive hundreds of thousands dollars in grant funding with clear graphs and tables that illustrated the predicted outcome of each potential funding scenario.**
- **First Community Housing improved quality of life for residents. With SPSS analytics, First Community Housing (FCH) was able to improve the quality of life in its developments by increasing resident employment in high-demand industries, reducing gang participation and increasing social interaction between residents.**



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Meet User Needs With Customized Applications

Business users need analytical applications that deliver insight on demand, in a way that is efficient and meaningful to them. SPSS WebApp makes it possible for anyone in your organization to analyze data, whenever and wherever they want, through the familiar interface of a Web browser. And SPSS WebApp applications can be customized to meet the needs of users with any level of analytical expertise, minimizing their learning curve, reducing the cost to your business, and ensuring that the critical information needed to solve business problems is in the hands of your decision makers.

Customize SPSS WebApp applications to help users solve a wide range of issues, including those related to:

- Customer acquisition
- Cross-selling and up-selling
- Customer retention
- Market research
- E-government
- Healthcare reporting
- Institutional research
- Expense and revenue forecasting

Easily tailor the functionality within applications to meet the needs of individual users—from one-click applications for executives who need to generate reports to applications for managers who require more analytical options. Provide advanced users with additional choices, such as the ability to choose the type of analysis, the variables to be included, and the way in which they would like to view results. SPSS WebApp's interactive tables enable advanced users to pivot rows, columns, or layers, and drill down to see results in more meaningful ways. Optional, subscription-based e-mail notification even allows users to automatically alert other team members when new reports are generated.

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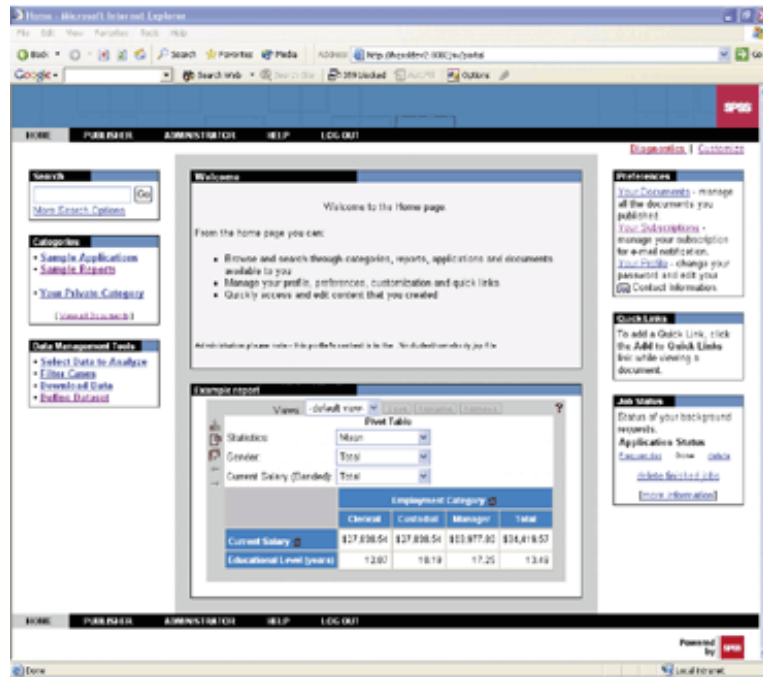
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SPSS WebApp applications are easy to customize—allowing for a wide range of applications to be built that meet the needs of end users. Here a user is presented with prepublished results of analysis in an interactive table on his/her home page. Such customization takes less than 15 minutes.

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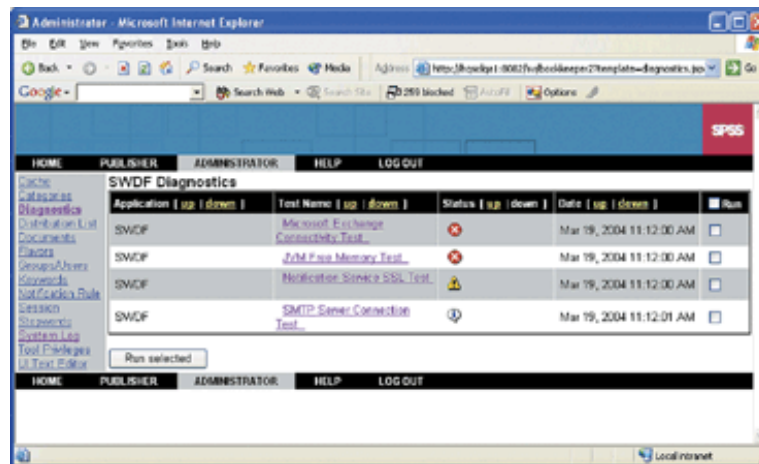


Generate High IT Returns With Low Costs

SPSS WebApp Framework is designed for a high return on existing information technology investments with a low total cost of ownership. SPSS WebApp makes it easy and cost-efficient to build custom applications for your organization. Because SPSS WebApp uses a standard framework, custom applications can be built without the time-consuming development and high implementation costs of other solutions.

Minimize IT headaches

SPSS WebApp minimizes the demands on IT departments and maximizes return on investment with easy installation, minimal training requirements, and low ongoing maintenance. SPSS WebApp's true thin-client architecture means that there is no need for your IT staff to install any software on the user's desktop. The centralized system and data makes administration easy and ensure that all users have the latest and greatest information at their disposal.



SPSS WebApp online administration tools allow administrators to remotely control and change properties including categories, documents, and access. All online administration is available through a browser-based, thin-client interface.

Reduce implementation cost per desktop

Customized SPSS WebApp applications are accessed via the Web using a Web browser—so you don't waste time installing software on individual workstations. This lowers your cost per desktop and helps maximize return on investment.

Lower training costs

Thanks to SPSS WebApp's standard framework, applications are easily built to cater exactly to each end-user's skill level and analytical needs. By tailoring information to the user, you minimize training needs and their associated costs.

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Tailor the look and feel of applications

Make interacting with SPSS analytical technology as intuitive as possible by tailoring SPSS WebApp applications to match the look and feel of existing Web sites—or any look that's familiar to the end user. Application developers have complete control over colors, logos, layout, and interaction. Standard "looks" are included to get you up and running quickly.

Keep data in context with XML

SPSS WebApp applications use XML for metadata to keep data in the right context throughout the analytical process from accessing data for analysis to formatting the results. This makes SPSS WebApp applications compatible with other applications that use XML in the same way.

Control data access

SPSS WebApp's centralized system and security administration gives IT complete control over which end users have access to data as well as which databases they can use. SPSS WebApp applications access relational databases via JDBC and ODBC drivers and read native SPSS (SAV) files.

Secure your applications

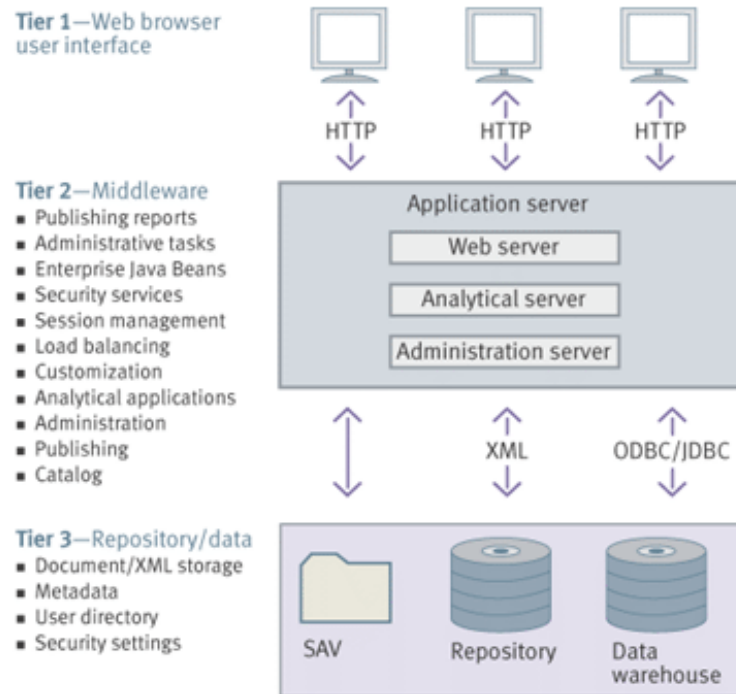
To protect your organization's analysis, the SPSS WebApp security suite includes three forms of security:

- **Authentication: through user IDs and passwords, SPSS WebApp enables organizations to control access to WebApp applications and data. Facilitate authentication by using native SPSS security tools, an existing Windows Active Directory Service, LDAP—or a combination of any of these authentication systems.**
- **Authorization: SPSS WebApp provides document and category-level authentication assigned at the end-user level. You select who can list and access applications and view published reports.**
- **Secure Sockets Layer (SSL) protocol: the SSL protocol is the de facto standard for encryption of traffic between Web servers and browsers. The SPSS WebApp server is SSL ready allowing you to apply another level of security to sensitive data and analysis traveling between distributed users over the Web.**

Develop customized applications quickly and easily

Building SPSS WebApp applications is an easy task with a short learning curve for anyone familiar with Web scripting languages. An application developer need only know HTML, JavaScript and JSP fundamentals and SPSS syntax. The developer builds SPSS WebApp applications using one or a combination of the analytical techniques available within the SPSS product line. Java developers can also extend SPSS WebApp applications by adding whatever functionality users need, such as integration with another Web-based application.

■ **SPSS WebApp Framework architecture**



SPSS WebApp Framework is specifically designed to distribute analytical applications and interactive, Web-enabled content. The system is based on Sun Microsystems' Java 2 Enterprise Edition standard. J2EE is an industry-supported standard used for defining and creating multi-tiered applications in which all processing takes place on a server.

"The SPSS WebApp Framework provides an extensible development platform that should appeal to both ISVs and IT departments. Now developers can create customizable, Web-based analytical applications that can leverage the complete SPSS product line's predictive, reporting, and OLAP functionality."

Andrew Braunberg
 Senior Analyst, Data Warehousing
 Current Analysis Inc.

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SPSS WebApp Framework

SPSS WebApp Framework requires at least one server that meets the following minimum requirements. Additional processors, faster processors, and more RAM will improve performance.

- 2GB RAM
- Minimum 700MB drive space (for SPSS Web Framework only)
- Microsoft Windows® 2000 Server, or Windows Server 2003; Sun™ Solaris™ 2.8 or higher
- 2 CPUs with 1GHz or faster processors
- A network adapter running TCP/IP

Repository

A database is required as part of the SPSS WebApp Framework installation. SPSS WebApp uses a database as a repository to store settings and other information. The following databases are supported:

- Microsoft SQL Server™ 2000 (included with SPSS WebApp Framework for Windows 2000 Server and Windows Server 2003)
- Oracle 9i™ (not included)

See the database documentation for system requirements.

Web client

SPSS WebApp Framework delivers standard HTML pages to end users. The following browsers are supported:

- Microsoft Internet Explorer 5.5 for Windows
- Safari 1.2 for Macintosh® OS X

Note: SPSS WebApp should also work with newer versions of the browsers above. Testing was conducted, however, using the versions specified above.

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SPSS Inc's analytical technology enables organizations to learn from the past, understand what is happening today and anticipate the future in order to manage it effectively.

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Maximize Enterprise Data Mining Returns

Data mining is quickly evolving into a must-have business process that puts predictive insight in the hands of the masses. This evolution is driven by the tangible **ROI** that organizations in nearly every industry are realizing from data mining. One Clementine customer on the high end of the ROI spectrum estimates a **600:1** first-year return of \$1.8 billion in annual revenue.

Predictive analytics for existing systems

Clementine is an enterprise data mining workbench that enables you to quickly develop predictive models using business expertise and deploy them into business operations to improve decision making. Designed to support **CRISP-DM**, the de facto standard for implementing data mining as a business process, Clementine's open architecture utilizes existing IT investments to enable rapid predictive modeling and high-ROI deployment. Other data mining workbenches fail to support data mining business processes, focusing instead on modeling performance within closed systems that require extensive additional investments to deliver business value.

Address three key enterprise **data mining** success factors:

- **Rapid predictive modeling.** Clementine's interactive visual workflow interface enables you to deploy valuable models into your organization's operations in less time. Support and scaling for every data mining process phase makes Clementine the most productive workbench available.
- **High-ROI model deployment.** Achieving a high ROI using data mining requires the flexibility to deploy models within current operational systems and processes. Clementine provides deployment options for nearly every operating environment—from deployment into real-time packaged applications such as **PredictiveCallCenter** to customizable high-speed batch scoring engines.
- **Open architecture.** Clementine's open design makes it possible to add a complete in-database mining platform to leading databases. Integrated capabilities for the entire data mining process—including database access, **text** and **Web** data preparation, and **model management** enable you to maximize value from your existing database assets. Other data mining vendor's closed systems offer you additional, 3rd tier database technology and convoluted annual "rental" pricing.

Clementine is available in English, Japanese, French, German,

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Anticipate customer needs at exactly the right time.

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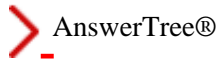
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Target The Right People More Effectively With AnswerTree

How do you determine which customer, or citizen group, best matches your offerings or programs? What if you had a way to avoid spending a lot of money and time trying to reach people and instead could more efficiently reach them—and increase your return on investment?

Segmentation eliminates the guesswork

The segmentation capabilities in AnswerTree enable you to more accurately target people and eliminate the guesswork that many direct mail software solutions impose. Results from AnswerTree can complement your direct mail software and eliminate your need to send offers to arbitrary groups of people—or everyone—on your mailing list.

Four powerful decision trees—including CHAID—to fit your data AnswerTree enables you to more efficiently target the right groups of people. Use scalable decision trees to reveal segments and predict how groups will respond to your promotions and programs. AnswerTree gives you the widest choice of decision trees available through four powerful algorithms, including CHAID, so you can choose the best fit for your data.

AnswerTree visually displays decision tree models—so you can easily see the groups that matter. At-a-glance evaluation graphs enable you to act on results quickly. Answer Tree's unrivaled analytical power, scalability, and presentation features give you a smarter, more effective way to discover significant groups and create profiles.

AnswerTree 3.1 is available in English, Japanese, French, German, Italian, and Spanish. Contact your [local office](#) to find out more.

If you are an OEM and would like to add the predictive analytics capabilities of AnswerTree to your application, click [here](#) to learn more.



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Collect Accurate Survey Data

Your data entry staff may be split into separate locations. Or it may operate as a single unit, but from a remote location. SPSS Data Entry Station enables fast, accurate data entry-no matter where you are.

With SPSS Data Entry Station, you can:

- Learn quickly and work fast, without extensive training
- Move accurately through forms, using intuitive navigation and intelligent rules
- Collect high-quality data, with powerful validation rules and programmable alerts
- Maximize your data entry resources with efficient entry methods

Efficient data collection

SPSS Data Entry Station accepts almost any size open-ended response, up to 4,000 characters, so you capture detailed, valuable information. There's no limit on the number of cases, questions, or responses per file, so you get as much information as you need.

SPSS Data Entry Station takes you beyond non-intuitive spreadsheets to efficient, effective data entry.



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From Data Collection to Analysis in SPSS

SPSS Data Entry products work together to enable a fluid survey research process. From creating effective surveys and forms, to collecting accurate data for analysis, the SPSS Data Entry system covers all of your survey research needs. All SPSS Data Entry products offer complete integration with SPSS® for Windows®, so you can move from data collection to analysis in a single step.

- Create effective surveys and forms with SPSS Data Entry Builder
- Enter data accurately with SPSS Data Entry Station

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Create Effective Surveys and Forms

The quality of the data you collect, and the quality of your analysis results, has everything to do with the design of your surveys. If you guide respondents appropriately, and ask the right types of questions, you'll get the accurate information you need to make decisions.

With SPSS Data Entry Builder, you can:

- Design surveys and forms quickly using the drag-and-drop interface and library of sample questions
- Collect accurate data with help from the Rule Wizard, skip-and-fill rules, and validation procedures
- Check for spelling errors before you publish your surveys and forms
- Automatically create SPSS data files and dictionaries as you build forms
- Maximize your data entry resources with efficient entry methods
- Enter data quickly using the familiar Microsoft® Windows® interface and the optional, spreadsheet-style table entry format
- Enable open-ended responses of almost any size up to 4,000 characters

Complete integration with SPSS

SPSS Data Entry Builder automatically creates SPSS (.SAV) files and data dictionaries as you build your forms, so your data is always ready for analysis. You can import SPSS files and drag variables directly onto the form builder to automatically create a form.

Do you have data entry staff in remote or separate locations? Add [SPSS Data Entry Station](#) for even faster and more efficient data collection.



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System requirements

- Does not require SPSS Base module
- Windows 95 or NT 4.0
- 10MB drive space
- 486 or higher processor
- 12MB RAM for Windows 95; 16MB RAM for Windows NT
- Plug-in version requires Netscape 3.0 or Internet Explorer 3.0 or later

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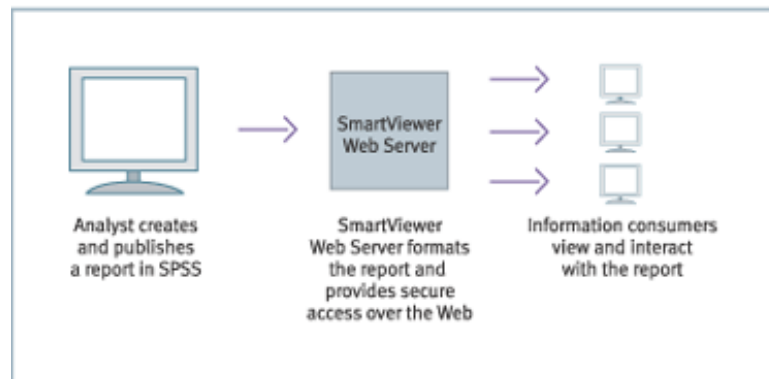
Deploy SPSS Results Enterprise-Wide

SmartViewer Web Server, the content portal for SPSS products, enables you to make better decisions by sharing analytical information. Using SmartViewer Web Server, analysts publish reports from SPSS into a secure database. Then information consumers view the reports using a standard Web browser—no special downloads, plug-ins, or installations are required. And SmartViewer Web Server centrally stores all of your organization's analyses, including pivot tables, graphs, charts, OLAP reports, HTML content, and output from third party products, such as Microsoft® Excel™.

Easily share information

SmartViewer Web Server enables you to quickly and securely share important reports with anyone you choose. Keep business relationships running smoothly by sending critical information to partners, suppliers, and other colleagues via the Web. Make appropriate information available to customers, the public, and other groups in real time. SmartViewer Web Server handles internationalized output, so you can share documents across countries without losing important information. You can maintain consistency by developing report formats to match your organization's online "look" or branding. SmartViewer Web Server makes it easy for your Web team to create custom templates that enable you to deploy reports with different formats for different audiences.

■ The SmartViewer Web Server process



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Administrators—Easily Manage Analytical Reports

Manage security with a centralized system
SmartViewer Web Server makes it easy for you to maintain a secure report environment with Web-based administrative controls. Everything you need to manage the entire system is in one place. You can organize individual reports, categories, users, and user groups, and set access rights for individual users and user groups. Easily set viewing and publishing rights, monitor system activity, and much more. With SmartViewer Web Server, you can focus on analysis, not on administration.

You can implement authentication security in several ways. Use the default native SmartViewer Web Server authentication system to create and organize users and groups. Other options are available by connecting to an Active Directory or LDAP server. You can also use mixed-mode authentication methods. Avoid recreating login and password information by linking to your organization's LDAP server. Then add accounts for customers, partners, and prospects to the native authentication system, so you don't have to include them on the LDAP server. Mixed-mode security allows any two—or all three—authentication systems to be active.

Easily customize reports

SmartViewer Web Server gives you a high degree of control over the look and feel of reports. You determine the degree to which end users can customize results. You have the flexibility to create a different look and feel for each user group. This capability is particularly valuable when two or more groups use a single installation of SmartViewer Web Server and want to view reports in different formats. These customization features enable you to extend your organization's online brand, while presenting information in a format that is familiar to different groups

Empower decision makers

With SmartViewer Web Server's interactive features, analysts don't have to create a new report each time someone wants a new view of the information, because recipients can pivot and drill down into reports to find answers. And analysts don't have to create separate reports for different organizational areas—users can easily rearrange the analysis to find the information that is most pertinent to them. SmartViewer Web Server enables decision makers to independently find meaning and value in analytical reports.

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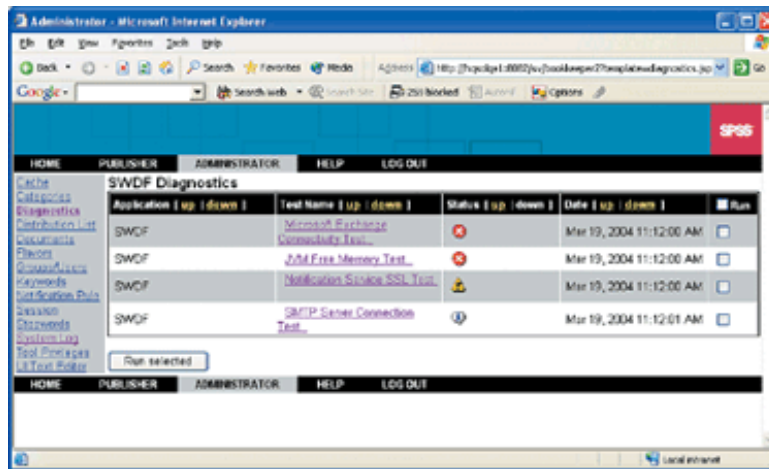
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SmartViewer Web Server puts everything you need for report administration on one convenient page. Only you, the administrator, have access to this crucial command center. Control everything from user groups to report categories to online monitoring from this centralized location. SmartViewer Web Server makes administration easy, so you can focus on other tasks.

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Designed With IT in Mind

SmartViewer Web Server minimizes the demands on IT departments and system administrators through its ease of administration, centralization, and minimal training and maintenance requirements.

Turn your Web page into a database
SmartViewer Web Server uses the extensible markup language (XML) for everything from data definition to document formatting. Supported by the World Wide Web Consortium (W3C), XML turns Web pages into databases by categorizing, or "tagging," different types of data, so that they can be referenced and used in other documents.

Take advantage of the full security suite
To protect your organization's analyses, the SmartViewer Web Server security suite includes:

- **Authentication** create user accounts and groups using SmartViewer Web Server's native security, LDAP, an existing Windows Active Directory Service, or any combination of these authentication systems
- **Content authorization** assign role- and category-based authorization at the group and user level with SmartViewer Web Server. Select who can view and publish documents and where those documents can be published.
- **Encryption** SmartViewer Web Server supports the Secure Sockets Layer (SSL) protocol for greater document security (SSL certificate not included)

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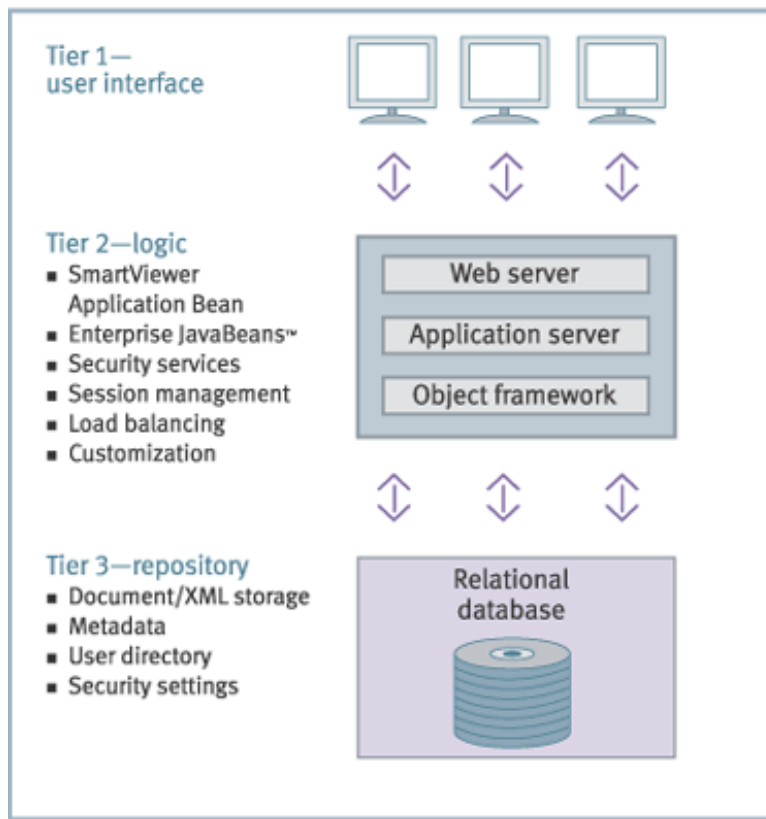
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SmartViewer Web Server architecture



SmartViewer Web Server's multitiered architecture is designed to distribute interactive, Web-enabled analytical content.

SmartViewer Web Server's architecture is based on Sun Microsystems' Java™ 2 Enterprise Edition (J2EE™). J2EE is an industry-standard technology used to define and create multitiered applications in which a server handles all of the processing.

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System requirements

- 1GB RAM
- Dual processors
- 700MB drive space for software; additional space is required for content and varies according to the number of reports published
- Operating systems: Microsoft Windows® 2000 Server, or Windows Server 2003; Sun™ Solaris™ 2.8 or higher
- Repositories: Microsoft SQL Server™ 2000 (included with SmartViewer Web Server 4.0 for Windows Server versions); Oracle9i™ (**not included with SmartViewer Web Server for Solaris**)
- Web browsers: Microsoft® Internet Explorer 5.5 or higher (Windows); Safari 1.2 or higher (Mac OS X)

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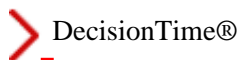
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Make better, more confident decisions about tomorrow—today

If you want your organization to succeed, you need to do more than create forecasts. You've got to use the results of the forecasts to improve your future. Are you confident that you have the accurate forecasts you need to make crucial decisions?

Rely on the unparalleled combination of forecasting and collaboration

DecisionTime is the best way to quickly create powerful forecasts using SPSS' proven, heavy-duty analytics—the kind spreadsheets don't offer. You don't need to hire statisticians—the interactive wizard does all the work. Don't worry about large data sets, because DecisionTime's distributed architecture scales to the size of the problem to deliver reliable results. Once a forecast is created, WhatIf? lets the analyst share it with everyone in the decision-making process to spread knowledge, build consensus and gain buy-in.

Find answers to tough questions

- If I increase my advertising budget, how will it affect sales by product or region?
- How will increasing assembly line capacity affect production?
- Will a change in fees affect the number of new customers we obtain?
- How will increasing the number of law enforcement personnel affect crime?
- How will tuition increases affect enrollment?

DecisionTime and WhatIf? are available in [English](#) and [Japanese](#). Please contact [your local office](#) for details.

If you are an OEM and would like to add the predictive analytics capabilities of DecisionTime and WhatIf? to your application, click [here](#) to learn more.



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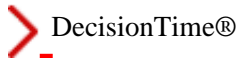
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DecisionTime & WhatIf? system requirements

- Windows 95/98/2000 or NT 4.0
- 486DX or higher processor
- 32MB RAM
- 34MB drive space
- SVGA monitor
- Microsoft Internet Explorer 4.0 or higher (for SmartHelp feature only)
- CD-ROM drive

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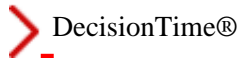
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Build accurate forecasts that help you make the best decisions for your organization

DecisionTime and WhatIf?'s breadth and depth of analytics deliver forecasts that give you a clear picture of the future—so you can make the best, most profitable decisions. These complementary products are easy to use, but provide all the capabilities you need to develop forecasts that will help your organization succeed.

In today's highly competitive marketplace, you've got to make effective decisions, fast. Now you can. DecisionTime and WhatIf? give everyone the power to create sophisticated forecasts and easily explore scenarios. Bad forecasts lead to lost opportunities and wasted dollars. If you forecast too high, you're faced with missed sales objectives and overstocked warehouses. Forecast too low and your customers go to the competition seeking the products and services you should be supplying. As the decision-maker, you're the one held accountable.

You don't have time to ask your staff to spend hours creating models and fine tuning forecasts—especially if they're using inadequate tools such as spreadsheets. Hired specialists help, but lack an insiders' vital perspective. And, when a forecast is finally made, you need to make sure everyone has that information. This way, you and your colleagues can quickly act and react, to that information. Then you can determine the impact of your decisions on profitability down the line.

Build accurate forecasts quickly with DecisionTime's wizard To begin the forecast creation, DecisionTime quickly loads data from your databases or spreadsheets. Then DecisionTime's interactive wizard asks the forecast creator three simple questions. Your answers tell DecisionTime how to set up your analysis. This patent-pending technology chooses the best model for your data from seven exponential smoothing models and a wealth of ARIMA techniques. Because DecisionTime automatically selects the best model, you get reliable results every time. This saves your organization the cost of inaccurate forecasts along with the frustration of building models by hand.

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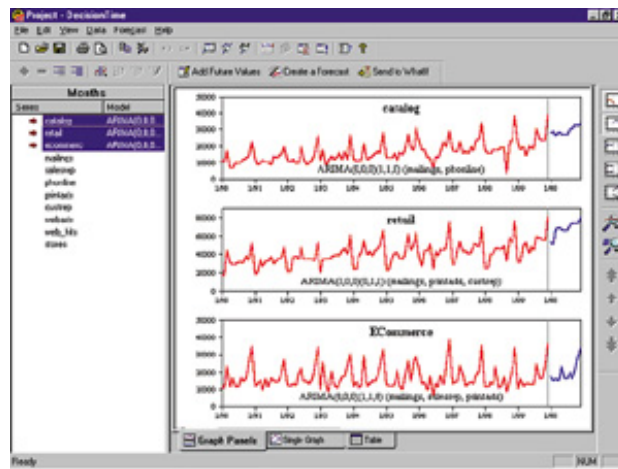
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The most advanced forecasting techniques work automatically behind the scenes to create your forecast in seconds.

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To ensure the model is accurate, DecisionTime allows your staff to identify influences affecting the forecast, including:

- Seasonality and trending
- Predictor variables, such as advertising or sales staffing
- Exceptions and one-time interventions such as sales promotions or price increases
- Automatically handling missing data

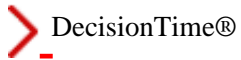
DecisionTime tells the forecaster which influences are important and which are irrelevant, building the most complete picture of the future. It also provides easy-to-understand measures that test the fitness of the model, so you are confident of on-target results.

Powerful enough to solve your toughest challenges
DecisionTime's distributed architecture is designed to let your forecasters make the most of your organization's infrastructure. Unlike most forecasting tools, DecisionTime enables multiple people to quickly and easily access huge, centralized databases. And since the calculations can be performed on more powerful server machines, you and your staff are not limited to the hardware restrictions of your personal computers.



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Improve your forecasting and predictive capabilities with DecisionTime and WhatIf?

The collaborative forecasting and planning power of DecisionTime and WhatIf? is used to improve decision making in a number of industries.

Retail

What if you could know future sales? DecisionTime and WhatIf? help e-commerce and consumer goods companies make more informed decisions about pricing, promotions, distribution, staffing and inventory. Our customers use DecisionTime to forecast revenues and sales by product line, sales region, customer segment and distribution channel. Then they use WhatIf? to e-mail forecasts to decision makers throughout the organization. Decision makers can then manipulate variables such as advertising, promotional expenditures, product price and competitive activities to evaluate the effect on sales and revenue.

Telecommunications

What if you could know future churn rates? DecisionTime and WhatIf? help telecommunications providers improve their marketing programs by making more informed decisions on how to increase revenue per customer, improve customer acquisition and reduce churn rates. They use DecisionTime to forecast revenues, minutes of use, acquisition and defection by geographic region, customer segment, distribution channel and price plan. Then, they use WhatIf? to create marketing programs to attract the most desired customers in the most desired regions and lead them to the most cost-effective distribution channel. You can e-mail WhatIf? Files to other WhatIf? users, so a manager across the globe can develop customized marketing programs for each region based on the same accurate forecasts and WhatIf? analyses.

Manufacturing

What if you could know future production costs and volumes? DecisionTime and WhatIf? help manufacturing companies make more informed decisions about machinery, personnel and other resources. Our customers use DecisionTime to forecast inventory levels, production levels and efficiency by organization, person and production unit. Then, using WhatIf?, decision makers can manipulate variables, such as the number of staff, hours worked, turnaround time and machinery to evaluate the effect on production cost and volume and make better decisions that lead to their desired levels.

Finance

Imagine having the power to create business plans that can see the future and the effects your marketing decisions will have. What if you could know future acquisition rates and revenues?

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DecisionTime and WhatIf? help financial organizations improve marketing programs by making more informed decisions on how to attract and retain the most profitable customers. Customers use DecisionTime to forecast revenues, acquisition rates and defections by geographic region, customer segment and product line. Then, they use WhatIf? to create marketing programs that attract the most profitable customers and promote the most lucrative products and services. You can e-mail WhatIf? files, so managers in varied geographical areas can develop customized marketing programs for each region. Financial organizations also use DecisionTime and WhatIf? to track competitive promotional activities in order to understand the most effective response.

Government

What if you could know future expenses by program and agency? DecisionTime and WhatIf? prepare government agencies for the future by enabling them to make more efficient use of their capital, financial and personnel resources. Government agencies use DecisionTime to budget and forecast revenues and expenses by program and agency level. These customers also use economic variables and internal funding as predictors to understand how they affect governmental expenses and revenues. Using WhatIf?, government agencies can collaborate in their budgeting and forecasting process and adjust the items within their control to obtain desired results.

Education

What if you could know future levels of enrollment, endowments and funding? DecisionTime and WhatIf? prepare academic institutions for the future, allowing them to make more informed decisions about advertising, tuition, housing and alumni fund-raising campaigns. Universities and colleges use DecisionTime to forecast revenues and enrollment by department, program and school level. Then, they use high school graduation data, population growth rates, census data, interest rates and other economic variables to understand how they affect student enrollment and revenue. Using WhatIf?, university and college decision makers can manipulate variables such as tuition levels, advertising budgets and promotional expenditures to evaluate their affect on enrollment and revenue at each level.

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Create reports to help speed business decision making.

With today's increased demand for rapid, accurate reporting on corporate data, the ability to generate reports quickly and easily at the end-user level has never been more important.

ShowCase Report Writer, part of the ShowCase Suite from SPSS Inc, the leading business intelligence solution for organizations using the IBM® eServer iSeries™ (AS/400®) computing platform, helps your organization's business users create professional-looking reports both quickly and easily. Powerful calculation and formatting capabilities let advanced users design highly specialized reports even reports that include cross-tabs. And everyone gains a greater understanding of key business metrics.




Faster, Easier Reporting

Report Writer helps you save time and resources. Business users can create their own reports and even automate the formatting of reports they routinely update. This frees your IT staff to focus on mission-critical technology issues, instead of fulfilling reporting requests.

With Report Writer, end-users can:

- Efficiently create their own printable reports, including specialized reports such as cross-tabs
- Use formatting tools to change fonts, colors, styles, column and row sizes and alignment, and to introduce graphic elements, such as logos and images
- Use preset formatting in style sheets to eliminate the need to reformat each new report
- Customize reports using a Visual Basic-like macro language
- Access multiple reports simultaneously
- Integrate existing applications with object linking and embedding (OLE) support
- Access additional databases, using ODBC and JDBC capabilities

Here is information about [system requirements](#) for Report Writer.

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ShowCase® Suite 6.5 System Requirements

Server Requirements

Hardware

IBM® eServer iSeries" AS/400

Operating System

- IBM® OS/400® Version 5, Release 1 (V5R1) or Release 2 (VR52)
- Java" Developer Kit (JDK) 1.4
- Toolbox for Java
- OS/400 Host Servers

Disk Space

- 280MB

Client Requirements

Hardware

IBM-compatible PC

- Microprocessor speed: 133MHz or the minimum required by your operating system
- 64MB RAM, or the minimum required by your operating system
- Up to 200 MB disk space for client applications

Operating System

- Microsoft® Windows NT® 4.0, Service Pack 5 or later; Windows ®2000, Service Pack 2; or Windows XP Professional

Additional requirements for [ShowCase Analyzer"](#)

Additional requirements for [ShowCase Essbase®](#)

For a complete list of requirements see the STRATEGY 6.5 Installation Guide and the Strategy 6.5 Enterprise Reporting Administrator's Guide, available from SPSS Customer Support at <http://support.spss.com/scsupthome.html>

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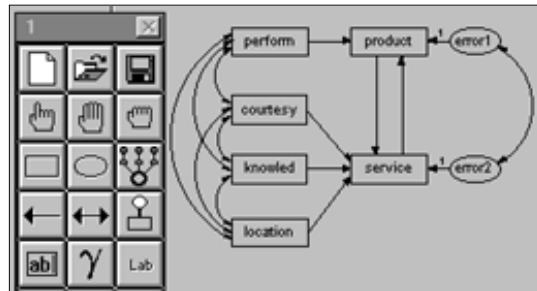
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Use Amos for Powerful Structural Equation Modeling and Path Analysis

Amos provides you with powerful and easy-to-use structural equation modeling (SEM) software. Use it to create more realistic models than if you used standard multivariate statistics or multiple regression models alone. With Amos, you can quickly specify, build, and view your model using simple drawing tools. Then assess your model's fit, make any modifications, and print a publication-quality copy of your final model. Amos gives you the ability to confirm the validity of claims such as “value drives loyalty” in minutes, not hours.



Amos creates structural equation models by extending standard multivariate analysis methods, including multiple regression models, with observed and latent variables. User-friendly features, such as drawing tools, configurable toolbars, and drag-and-drop capabilities, help you build structural equation models with more accuracy than standard multivariate statistics models. After you fit your model, the Amos path diagram uses causal models to show the strength of the relationship between variables.

Gain new insights when you work with observed and latent variables

Amos builds models that more realistically reflect complex relationships because you can use observed variables (such as survey data) or latent variables (such as “satisfaction” or “loyalty”) to predict any other numeric variable. Structural equation modeling, sometimes called path analysis, can help you gain additional insight into causal models and the strength of variable relationships.

Gain additional insight in a variety of research applications, including:

- Market research for analyzing customer satisfaction, brand loyalty, and purchase behavior
- Government, social science, or educational research for evaluating program outcomes or behavioral models
- Business or economic planning for econometric and financial models

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Availability

Amos 5.0 is now shipping to North American customers. To find out the availability of Amos 5.0 in your area, [contact your local office](#).



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Amos 5.0 System Requirements

Operating system

- Microsoft Windows® 98, Me, NT® 4.0 with Service Pack 6 (SP6), 2000, or XP

Hardware

- Memory: 128MB RAM minimum for Windows 98 and Me; 256MB RAM minimum for NT 4.0, 2000, and XP
- Disk space: 18MB available

Software

- Internet Explorer 6



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Thank you for your interest in DeltaGraph. After much consideration, SPSS Inc. has decided to exclusively license the DeltaGraph product line to Red Rock Software, Inc. They will continue to provide you with the service and product development expertise you've come to expect.

As a result, effective May 1, 2003, Red Rock Software, Inc. will handle all sales, maintenance and technical support for DeltaGraph products. Red Rock Software, Inc. has been in business since 1994, and has expertise in developing high-quality software in the areas of Scientific and Medical, Publishing, Multi-Media and Office Automation.

Red Rock Software, Inc. has already acquired both application and product information around DeltaGraph. In fact, they have been working with SPSS Inc. over the past year to develop a new version of DeltaGraph for Macintosh and they have plans to begin working on an update to DeltaGraph 5.0 for Windows in the coming months.

Over the past several months, we have been transferring our knowledge to the Red Rock Software, Inc. staff. They will honor your maintenance contract through the rest of its term, providing you with the same high-quality support you have received from SPSS. Beginning May 1, 2003 you can begin directing product inquiries to Red Rock Software, Inc.

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10 West Broadway, Suite 475
Salt Lake City, UT 84101
Telephone: 888-689-3038
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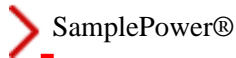
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Get the right sample size the first time

Imagine finding the right sample size for your research in minutes and testing the possible results before you begin your study. How much time, energy and resources do you think you could save? If your sample size is too small, you could miss important research findings. If it's too large, you could waste valuable time and resources. Why waste time on unnecessary or unproductive research? Get the right sample size the first time with SamplePower.

In just a few easy steps, SamplePower helps you find the best sample size for your research. You can compare the effects of different study parameters with the flexible analytical tools. And with an interactive guide and built-in help features, you won't lose time getting up to speed. Developed by SPSS and a team of experts, including Michael Borenstein, Hannah Rothstein and Jacob Cohen, author of Statistical Power Analysis for the Behavioral Sciences, SamplePower is designed to cover:

- Means and differences in means
- Proportions and differences in proportions
- Correlation
- Oneway and factorial Analysis of Variance (ANOVA)
- Analysis of Covariance (ANCOVA)
- Regression and logistical regression
- Survival analysis
- Equivalence tests



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SamplePower system requirements

- Windows 95/98/2000/NT 4.0
- SVGA monitor
- 16MB RAM
- 10MB drive space
- Pentium-class processor



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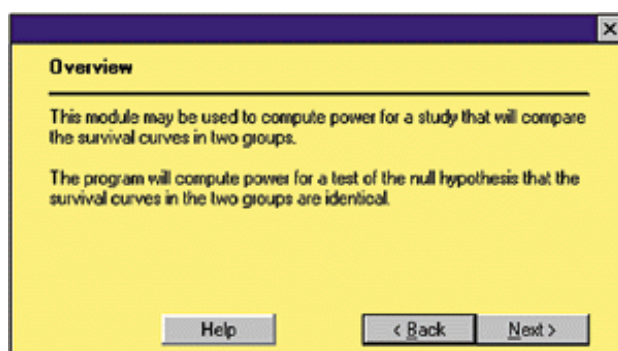

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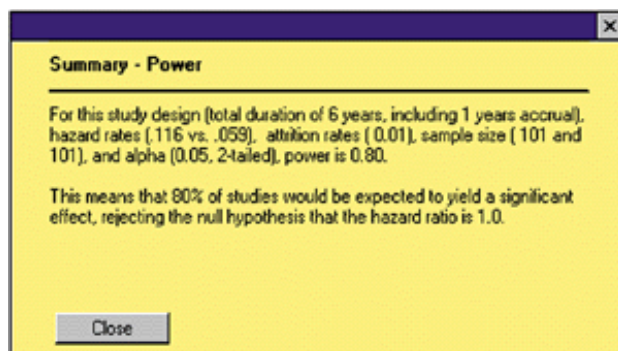
Get precise results faster with flexible, efficient tools

SamplePower is packed with features designed to make finding accurate sample sizes easy. Convenience is built in at every level, from the smooth user interface to behind-the-scenes statistical computations that deliver results in seconds. You get the clear, precise answers you need to move forward with your research.



Perform analysis in minutes

SamplePower's interactive guide leads you smoothly through your analysis. The guide explains terms and takes you through the steps necessary to determine an effective sample size.



Make informed decisions at every step

SamplePower's interactive summary panel gives you concise summaries of power and precision at any point, so you can see how each decision affects your results.

Scenario	Group 1	Group 2	Accrual	Follow-up	Hazard	Power	DropRate
1	Standard Treatment	Standard Treatment	1	5	0.116	0.80	0.01
2	Standard Treatment	New Treatment	1	5	0.116	0.80	0.01

Compare results before you begin your research

The stored scenarios tool gives you optimum control over the flow of your research. You can vary alpha level, power, effect size or sample size in the main screen and store your results as you continue. This illustration shows how the sample size varies as

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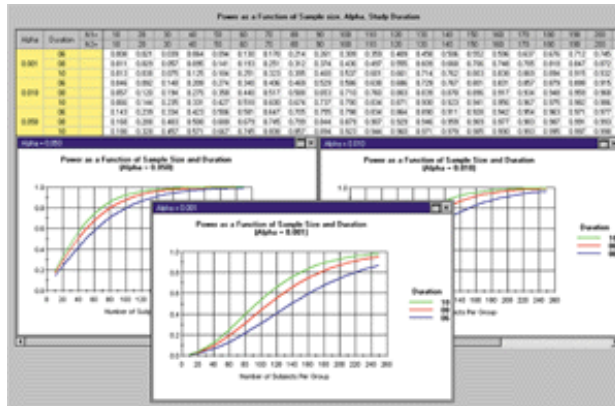
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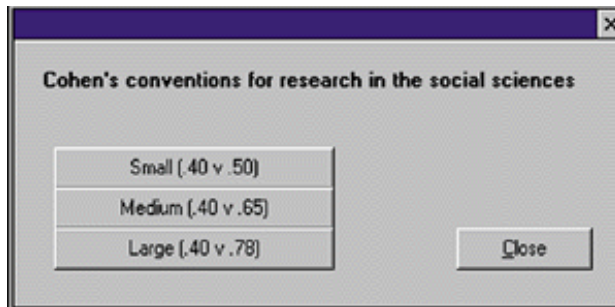
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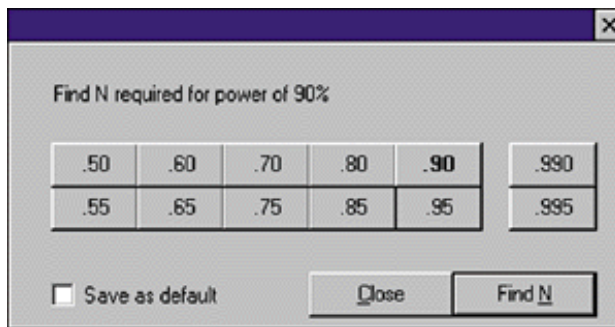
other settings, such as alpha, are changed.



See how your research criteria will affect power
 SamplePower's tables and graphs allow you to easily assess how different combinations of research parameters (such as proposed sample size, alpha levels and duration) will affect your statistical power.



Get accurate guidance with Cohen's effect sizes
 SamplePower's Tool menu provides Cohen's effect size conventions, which allow you to determine effect sizes for particular tests by simply clicking on an icon. Cohen's effect size provides users with a "rule-of-thumb" for determining otherwise ambiguous "small," "medium" and "large" effect sizes. Plug these effect sizes into the main screen to see how varying the effect size affects power or precision.



Find sample sizes in one mouseclick
 SamplePower's Find N tool finds the sample size for the default power setting in one click. You also have the flexibility to choose different power size settings to compare results.





> Clementine® Graduate Pack

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Build a leading-edge curriculum with the top data mining software

Increase your graduates' immediate value to employers
The Clementine Graduate Pack enables your institution to give students critical data mining skills and experience they can use right away in their new jobs. Why Clementine? When companies and organizations want to mine their data, they use Clementine more than any comparable data mining workbench. When you train your students to mine data using Clementine, you give them hands-on experience with the data mining program that will make them more marketable to employers.

With SPSS and the Clementine Graduate Pack, your students learn skills that they can apply in any industry, such as how to:

- Find the most profitable customers by classifying them into specific categories
- Determine which customers are most likely to abandon a company's Web site
- Identify cases of fraud or noncompliance
- Forecast sales or service usage
- Find such patterns as trends as, "After marriage, people buy insurance"
- Discover which products or services customers purchase together by performing market-basket analyses

Put the Clementine Graduate Pack to work with the Data Mining Curriculum CD

The Data Mining Curriculum CD is an optional faculty tool that includes training guides and real-world datasets that enable students to work with the data types they are likely to encounter in the workforce. The CD consists of the following guides, which simplify the teaching of the software so that students can concentrate on the business aspects of data mining:

- Data Mining: Overview
- Data Mining: Data Understanding
- Data Mining: Modeling
- Data Mining: Reporting
- Clementine: Introduction
- Clementine: Data Manipulation
- Clementine: Advanced Modeling

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Interact with your customers more effectively

Data mining holds the key to discovering what your customers want and predicting what they will do. However, analytical models developed through data mining are limited—only those who create models can use them. The people who have direct interaction with your customers must rely on reports when making decisions about customers and prospects. What if you could make your data mining models available to every decision maker or decision-dependent computer system in your enterprise? SmartScore adds value to your data mining solution by deploying your models in real time so that people and systems can make better decisions about your opportunities.

If you are an OEM and would like to add the predictive analytics capabilities of SmartScore to your application, click [here](#) to learn more.



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SmartScore system requirements

- Java Virtual Machine supporting Sun JVM v1.2
- Windows 95/98/NT4

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System Requirements

Clementine client:

- **Operating System:** Microsoft Windows XP Home Edition, Windows XP Professional, Windows 2000 Professional
- **Hardware:**
 - Intel® Pentium®-compatible processor or faster
 - Monitor: XGA monitor with 1024 x 768 resolution or higher recommended
 - Memory: 512MB RAM recommended
 - Minimum free disk space: 320MB
 - A CD-ROM drive is required for installation
- **Software:** Microsoft Internet Explorer 6.0 or later for running the help system. Installing Clementine installs the Java Virtual Machine: Sun Java Runtime Environment 1.4.1_02.
- **For modeling with Microsoft Decision Trees:**
 - Clementine Client running in local mode or against a Clementine Server installation on Windows
 - Microsoft SQL Server with Microsoft Analysis Services (Service Pack 3 or higher)
- **For modeling with Oracle Data Mining:**
 - Clementine Client running in local mode or against a Clementine server installation on Windows or UNIX®
 - Oracle 10g with Oracle Data Mining installed
- **For modeling with IBM Intelligent Miner:**
 - Clementine Client running in local mode or against a Clementine Server installation on Windows or UNIX
 - IBM DB2 Enterprise Edition 8.2 with Intelligent Miner version 8.2. The Intelligent Miner Visualization tool is also supported as an optional add-on.

Clementine Server, Clementine Solution Publisher Runtime, and Clementine Batch:

- **Operating system:** Windows Server™ 2003 or 2000; Sun™ Solaris™ 8 or 9, with 32-bit support; 64-bit support on Solaris 9 (SPARC 64-bit machine) or Solaris 10. HP- UX 11i; IBM AIX® 4.3.3 or AIX 5L, version 5.1 or higher; or OS/400® (on the IBM eServer iSeries™) V5R2 with OS/400 Portable Applications Solution Environment (PASE, 5722-SS1 Option 33)
- **Hardware:**

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- Pentium-compatible processor, if running on Windows; UltraSPARC II or better for Solaris; PA-RISC processor and HP Workstation for HP/UX; PowerPC processor, 233MHz or faster, and IBM RS/6000® for AIX; or IBM iSeries server for OS/400
- Memory: 512MB RAM minimum
- Minimum free drive space: 128MB of available disk space are required for installation. Additional free disk space is required to run the program (for temporary files). 1GB is recommended.
- For Clementine Solution Publisher Runtime, the minimum free disk space required to install the software is 64MB, plus at least twice the disk space of the amount of data to be processed.
- A network adapter running TCP/IP protocol
- A CD-ROM drive is required for installation
- *Software:*
 - Clementine Client software must be at the same release level as the Clementine Server software
 - For AIX installations, the Visual Age C++ runtime is required
 - For HP-UX installations, C++ runtime libraries must be installed

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> SPSS software version comparison

Upgrading your existing software or purchasing for the first time shouldn't be a difficult decision. The comparison charts on this page enable you to compare versions of SPSS Base, comprehensive statistical software, and the Clementine data mining workbench so you can quickly understand the key features you need to make your analysis successful.

Select the version of SPSS Base that you are currently using.

Select the version of Clementine that you are currently using.

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High-ROI Model Deployment

Maximizing [data mining](#) returns requires a data mining workbench with the ability to deploy models within current operational systems and processes. Clementine provides strategic model deployment options for nearly every operating environment—from real-time predictive applications to high-speed batch scoring engines.

Strategic deployment—the key to high ROI

Data mining processes must be strategically integrated within existing business processes to be fully effective. Clementine deployment options are guided by [CRISP-DM](#), the Cross Industry Standard Process for Data Mining, an open methodology developed by an international consortium of over 200 organizations including SPSS, DaimlerChrysler, and NCR. CRISP-DM makes data mining an integrated business process that delivers measurable returns. Other data mining methodologies view models themselves as the end result.



CRISP-DM focuses data mining on model deployment that delivers quantifiable business returns.
Click image to enlarge.

Most Clementine deployment options deploy this entire data mining process—automating complex pre- and post-processing steps to minimize costs that could negatively affect ROI. This ability to export a complete data mining process helps you realize significant time and cost savings over the life of the deployment by eliminating programming requirements. Enterprise [model management](#) capabilities help you manage models once they're deployed and ensure the predictive accuracy needed to reach your ROI target.

Choosing the right strategic deployment option
SPSS data mining experts help you choose the right model deployment option for your business goal and operating

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environment. Clementine's wide range of deployment capabilities are simplified and generalized as four options for common deployment strategies.

Clementine's flexible model deployment options include:

- **Batch scoring with rapid updates.** The primary benefit of this approach is the ease of updates for the data miner and the reduced cost due to eliminating the need to code data preparation. Clementine's batch mode capability and Clementine Solution Publisher are commonly used.
- **High-speed batch scoring.** Coding data preparation can dramatically improve performance in extreme situations in which billions of scores need to be executed in a short processing window and model update speed is less important. A custom SPSS high-speed scoring engine—configured using proven components for specific operating situations—can be deployed to generate more than 10 million scores per second using existing hardware.
- **Real-time packaged applications.** For organizations deploying models to specific customer touchpoints for real-time scoring, SPSS offers predictive applications such as [PredictiveCallCenter](#). A deployment strategy using PredictiveCallCenter—such as “decrease customer churn rate by 25% by deploying churn models within call center operations”—focuses on high-speed, real-time execution for hundreds of customer service representatives.
- **Customizable real-time scoring Web applications.** To emphasize real-time scoring for different roles within an organization, customizable interfaces are critical. [Cleo](#)—a framework for creating Web-based scoring applications is often used for customizable Web deployment.

To decide which Clementine model deployment option will generate the highest ROI within your operational environment [contact SPSS sales](#).

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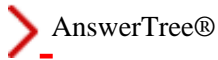
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AnswerTree system requirements

AnswerTree client

- Operating system: Windows 98, 2000 or Windows NT 4.0 with Service Pack 5 or higher
- Hardware: Pentium-class processor, SVGA monitor and CD-ROM drive for installation
- Minimum free drive space: 70MB for software
- Minimum RAM: 64MB or more
- Microsoft Internet Explorer 5.0 for reading help documents

AnswerTree server

- Windows NT Server, Windows 2000 Server or Windows 2000 Advanced Server:
 - Hardware: Pentium-class processor, SVGA monitor and CD-ROM drive for installation
 - Minimum free drive space: 70MB
 - Minimum RAM: 64MB or more
- Solaris 2.6, 7 and 8:
 - Hardware: Ultra Sparc 2 (or better) and CD-ROM drive for installation
 - Minimum free drive space: 70MB
 - Minimum RAM: 256 MB



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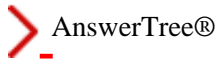
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Turn data into strategic information

With AnswerTree, you can easily detect segments and patterns, such as "high-profit customers who are likely to respond to Web offerings" or "students who miss more than 45 days of school a year are twice as likely to drop out."

AnswerTree's four scalable decision-tree algorithms—the most comprehensive and flexible decision-tree package available—enable you to uncover this valuable information and solve business problems. Read more about how AnswerTree can help you:

- [Spot important segments and patterns easily](#)
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- [What's New](#)
- [System Requirements](#)

System Requirements

SPSS Data Entry Station™

- **Operating system: Microsoft® Windows® 98, 2000, NT® 4.0, Me, XP, or Windows Server™**
- **Hardware:**
 - **Memory: 64MB RAM (128MB recommended)**
 - **Disk space: 75MB**
 - **SVGA monitor**

SPSS Data Entry Builder™

- **Operating system: Microsoft Windows 98, 2000, NT 4.0, Me, XP, or Windows Server**
- **Hardware:**
 - **Processor: 233MHz or faster Intel® Pentium® or Pentium-class processor**
 - **Memory: 64MB RAM (128MB recommended)**
 - **Disk space: 75MB**
 - **SVGA monitor**

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