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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 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

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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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