

Achieve a higher ROI on predictive analytics with System z



The platform's speed, scalability and reliability leads to faster, broader access to critical insights

Highlights

Predictive analytics is increasingly recognized as a key strategic asset. With it, organizations can:

- Deliver deep insights based on current and historical data
- Make robust predictions and become more proactive
- Embed predictive models in business processes to support mission-critical applications in real time

Combining applications for predictive analytics on the System z platform supports the kind of broad-based use of analytics that can truly transform decision-making and drive better outcomes.

Organizations that have invested in predictive analytics improve their ability to gain detailed insight into present conditions and to evaluate likely future events and outcomes.

They quickly identify ways to improve business performance by cutting costs, minimizing risk and developing successful strategies for increasing revenue. Time and again, they out-perform their peers. Not surprisingly, the demand for predictive analytics continues to grow. For example, in a 2009 study conducted by IBM, 83 percent of CIOs say that analytics is a priority in their organizations¹.

While organizations strive to deliver analytics that will make decision-making smarter, better and faster, they also must ensure that analytic processes are secure, transparent and compliant with external and internal governance regulations. And while information infrastructures need to be high-performance, management also is under orders to make them less costly.

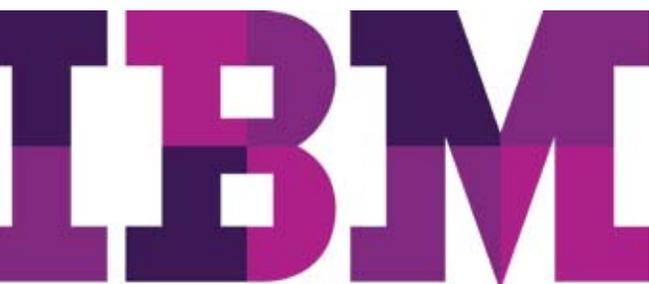
There's a way to meet all of these objectives and more: IBM SPSS predictive analytics solutions designed specifically for IBM System z environments.

The System z platform is specifically designed to provide a high-performance, highly scalable and extremely reliable infrastructure that simplifies operational complexity by enabling your organization to deploy a number of critical software applications on a single platform.

The virtualization services, quality of service and high performance capabilities of System z deliver major business benefits:

- A complete solution suite can run on a single piece of hardware, rather than on a room full of servers or on dozens of distributed servers scattered across the enterprise
- A common management interface is provided, making it easier to manage virtual servers

1. IBM 2009 Survey "The New Voice of the CIO – Insights from the Global Chief Information Officer Study"



Business Benefits:

Choose System z for predictive analytics and experience the benefits of a true end-to-end solution that can scale to meet your evolving needs. Benefits include:

- Increased ROI by lowering the total cost of ownership and improving business results
 - Increased user satisfaction due to expanded data accessibility and faster speed-to-insight
 - Industry-leading scalability, reliability, availability and security in a flexible infrastructure
 - Ensured security and enforcement of regulations and standards
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- Hundreds – even thousands – of virtual servers can be hosted within a single footprint with an unsurpassed quality of service, due to the zServer environment's built-in failover capabilities

By running analytics on System z, you can deliver the sharp and timely insights that everyone from senior executives to front-line managers need. You can also meet requirements for expanded data accessibility and security, process transparency, information systems efficiency and cost savings.

A home base for Business Analytics

Business Analytics combines the forward-looking capacities of predictive analytics with the data exploration and reporting capabilities of business intelligence applications. Because it gives organizations the power to use their rich stores of data in many different ways, Business Analytics is at the heart of providing business insight – it's the engine that drives better outcomes.

IBM's System z can provide a strong foundation for Business Analytics by supporting both predictive analytics and business intelligence solutions. These include:

- IBM® SPSS® Modeler for Linux® on System z
 - Provides predictive models for determining the best possible actions
 - Easily allows you to extract patterns and relationships from structured and unstructured data and create predictive models for repeatability and deployment into operational systems
 - Scores, tests, and deploys data and models faster
 - Integrates with IBM Cognos® 8 Business Intelligence software to deliver predictive analytics through Cognos reports, key performance indicators and dashboards
- IBM® SPSS® Statistics for Linux on System z
 - Provides advanced statistics and data management
 - Validates assumptions faster
 - Allows for compatibility with almost any type of data file
 - Enhances processing performance with multithreading procedures
- IBM® SPSS® Collaboration and Deployment Services for Linux on System z
 - Provides a platform for the management and deployment of analytical assets
 - Allows for secure, browser-based access to results and for integration to other components
 - Manages the storage and automated refresh of predictive models

In addition to predictive analytics solutions, IBM Cognos 8 Business Intelligence is also available for Linux on System z. You gain the real-time monitoring, reporting, analysis and dashboards that it provides – plus all the performance, efficiency and security of a System z environment. For more information, please visit: www.ibm.com/software/data/cognos/cognos-8-business-intelligence/system-z/

“To truly leverage predictive analytics to its full potential requires a solution that can provide insights with access to the right information, at the right time, delivered in context across the entire organization. We believe that IBM SPSS predictive analytics for System z does just that.”

– Rob Ashe, General Manager,
Business Analytics, IBM

Thanks to the versatility of System z, organizations can often run several Business Analytics products on the same machine, along with operational databases and data warehouses, ERP and CRM systems and customer-facing applications supporting sales or call center operations. For more information regarding software options that provide a lower total cost of ownership and integrate various components, please visit:

- IBM DB2® solutions for relational databases for Linux at www.ibm.com/software/data/db2/zos
- IBM InfoSphere™ Warehouse for Linux on System z at www.ibm.com/software/data/infosphere/warehouse-z
- IBM InfoSphere Information Server for Linux on System z at www.ibm.com/software/data/integration/info_server_system_z
- IBM Tivoli® solutions for network management and performance at www.ibm.com/software/tivoli

The capabilities you need to do business today

The data you require

System z simplifies and provides faster access to the data it holds without impacting the performance of transactional systems.

The availability you demand

System z provides the highest availability on the market, at 99.999 percent with automatic failure or potential failures detection with built-in hardware and OS recovery. With minimal incremental costs, your predictive analytics solution is available when and where you need it, with less strain on your network – and your IT staff.

The performance you have come to expect

System z is a proven leader in handling mixed workloads on a single platform while delivering consistently strong performance. Its virtualization environments enable you to allocate resources either as shared resources or fixed resource assignments, which ensures that the system can meet the needs of all users, regardless of the number of processors required.

The security your management insists upon

System z provides the highest level of security for your data, with features built into both the operating system and the hardware. This same level of security is provided when virtualizing sensitive and mission-critical workloads.

The scalability you need

System z provides vastly superior scalability for meeting the dramatically increasing data intelligence demands of today and tomorrow.

To learn more about how your organization can benefit from deploying predictive analytics on the System z platform, talk to your sales representative today or call 1.800.543.2185.

About SPSS, an IBM Company

SPSS, an IBM Company, is a leading global provider of predictive analytics software and solutions. The company's complete portfolio of products - data collection, statistics, modeling and deployment - captures people's attitudes and opinions, predicts outcomes of future customer interactions, and then acts on these insights by embedding analytics into business processes. IBM SPSS solutions address interconnected business objectives across an entire organization by focusing on the convergence of analytics, IT architecture and business process. Commercial, government and academic customers worldwide rely on IBM SPSS technology as a competitive advantage in attracting, retaining and growing customers, while reducing fraud and mitigating risk. SPSS was acquired by IBM in October 2009. For further information, or to reach a representative, visit www.spss.com.



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