

> Easily Create and Share Customized Visualizations

A compelling graphic can bring your most highly detailed research findings into sharp focus, so people quickly grasp the meaning of your analysis. But creating just the right graphic can sometimes be a challenge. However, with SPSS Viz Designer you don't need extensive programming skills to conceive, create, and share compelling visualizations. From basic, static charts to advanced visualizations that can even include interactive features, you can now easily produce highly customized visualizations that make data easier to understand. You can also create proprietary branding styles to standardize the look and feel of your visualizations throughout your organization. And because SPSS Viz Designer gives you the ability to create reusable chart/graph templates, you can share your unique visualizations with a broad array of end users.

Easy to use, no programming required

SPSS Viz Designer makes the creation of powerful and compelling data visualizations accessible to non-technical users. With an intuitive, drag-and-drop design interface, it eliminates the need for advanced programming skills.

SPSS Viz Designer includes nearly two dozen visualization templates you can work with—and will even intelligently suggest the most appropriate template for your particular

data. SPSS Viz Designer makes it easy to quickly update and adapt your visualizations “on the fly” without coding. For more advanced users, SPSS Viz Designer also offers a split-screen view in which you can view and edit the visualization code it automatically generates.

Use visualization templates directly within our products

With SPSS Viz Designer, the templates you create are immediately available within supported products such as Clementine 12.0.2 and SPSS Base 17.0. Simply create a visualization template and begin using it immediately via the product's Graphboard feature. Additionally, you can create a template using SPSS Viz Designer and then send it to another analyst for use within supported products.



Access data from a variety of sources

With SPSS Viz Designer, you can access .SAV files directly, making it easy to create templates and visualizations using data from the SPSS Statistics product. SPSS Viz Designer also can directly access data from common databases as well as data stored within report services definitions in SPSS Predictive Enterprise Services™.

Customize and brand your visualizations

Free your organization from reliance on prepackaged visualizations with SPSS Viz Designer. Easily create customized visualizations that reflect the branding and style standards of your company. Use your proprietary styles to create a consistent look and feel among every visualization you use for internal presentations. Or, if you are performing research for customers, make your findings more distinctive and engaging by designing charts and graphs that broadcast your clients' corporate branding.

Communicate data more effectively

SPSS Viz Designer significantly expands your ability to communicate important data in a meaningful and understandable way. When a simple lift chart doesn't express your data clearly enough, use SPSS Viz Designer to create a more dynamic and compelling visualization that engages your audience. Tailor the format and style of your visualization in new ways that more effectively represent the results of an analysis. With SPSS Viz Designer's easy to use visual design paradigm, it's simple to create better and more effective data visualizations.

Features subject to change based on final product release.

Features

- Dozens of available built-in visualization templates
- GUI interface with drag-and-drop functionality to update/edit visualizations
- Easily develop new visualizations for use within SPSS Inc. products (Clementine 12.0.2 and SPSS Statistics 17.0)
- Create and apply custom styles to visualizations.
- Receive automatic suggestions of visualizations to fit your data
- Datasource support (delimiter-separated, SPSS Statistics data files, and relational databases including DB2®, SQL Server™, Oracle®, and Sybase®)
- Factor many data elements with multi-faceted and multi-dimensional visualizations
- Create advanced graphics using principles expressed by Lee Wilkinson in *The Grammar of Graphics* using GPL syntax
- Includes support for the vizML™ visualization markup language
- Integrate with SPSS Predictive Enterprise Services
- Export visualizations as images
- Use built-in sampling for large data-sets

System requirements

- Operating system: Windows® XP Professional or Windows Vista® Business Edition
- Hardware:
 - Processor speed: 1.8GHz or higher
 - Memory: 512MB RAM (1GB recommended)
 - Available hard-drive space: 250MB or more
 - Web browser: Internet Explorer 6.0



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