

> Extending Enterprise Readiness

Increase the **Visibility of Insight** across the Enterprise

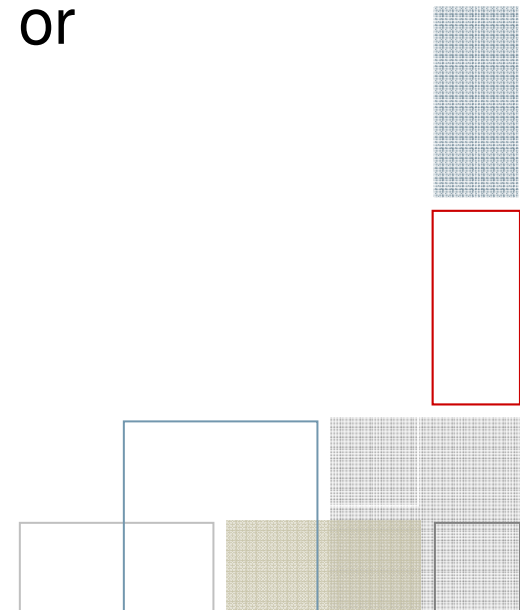
Jane Hendricks, Product Marketing



> Commonly Asked Questions

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1. Will I be able to get copies of the slides after the event?
2. Is this web seminar being taped so I or others can view it after the fact?



> Commonly Asked Questions

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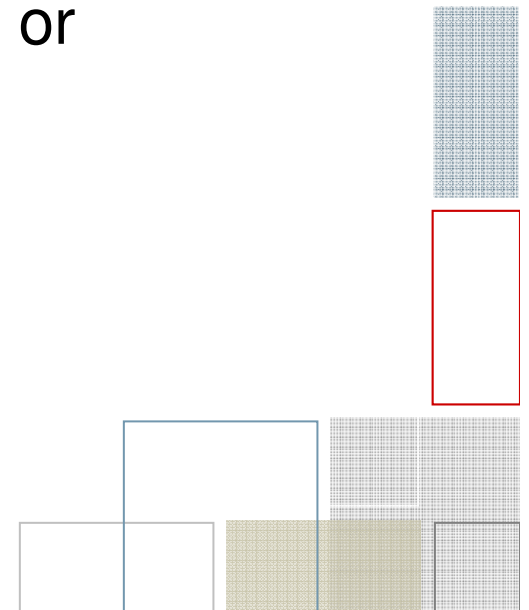
1. Will I be able to get copies of the slides after the event?

Yes

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Yes

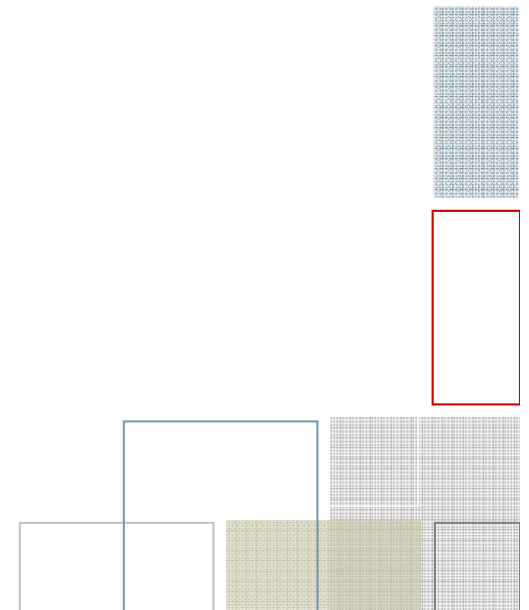
www.spss.com/events



> Agenda

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- Putting Survey Results and Feedback to Work
 - Turning research into insight
- Obstacles to Insight
 - Accessibility
 - Security
 - Visibility
- Taking Your Analysis Further
- Demonstration
- Questions and Answers



> Driving Value from Your Insight

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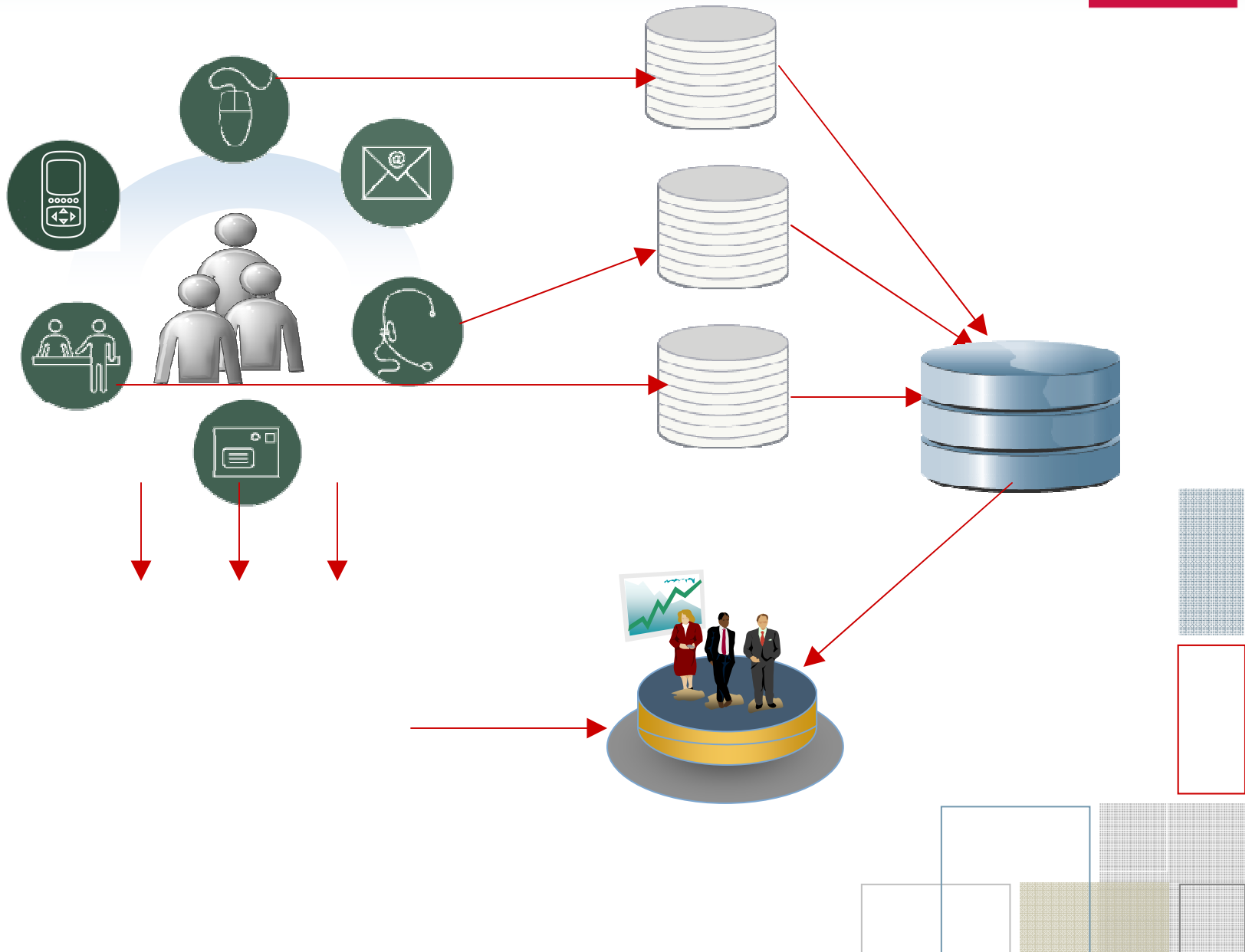
Keys to Significant Value	Very Important
Ability to “mine” or interpret data	75%
Ability of IT systems to deliver data assets	70%
Ability to get real-time information	66%
Integration of data with business processes	66%
An enterprise-wide data strategy	54%
A data governance structure	52%

**From information as a resource to
information as an asset**

Source: PriceWaterhouseCoopers - Management Barometer - October 2006

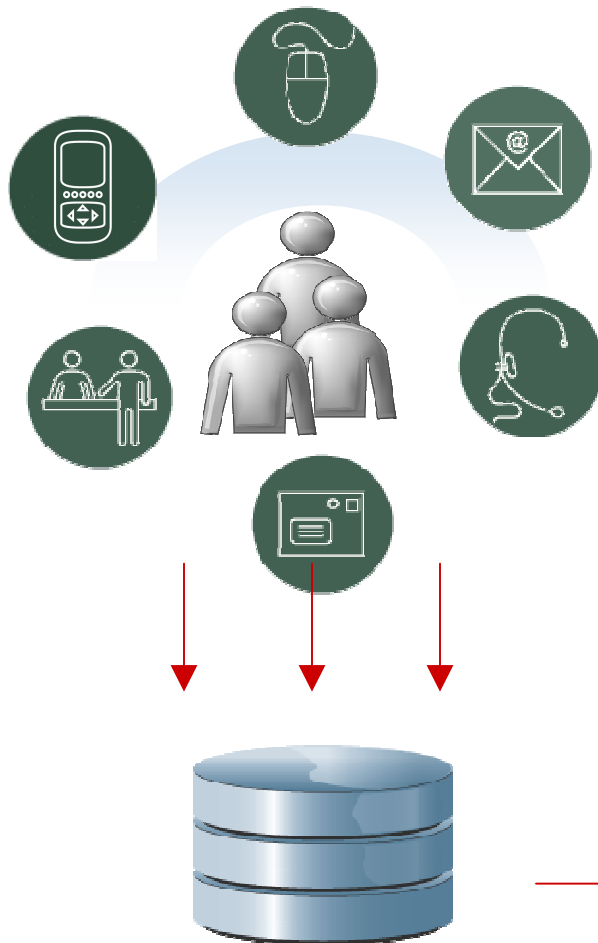
> Modern Research

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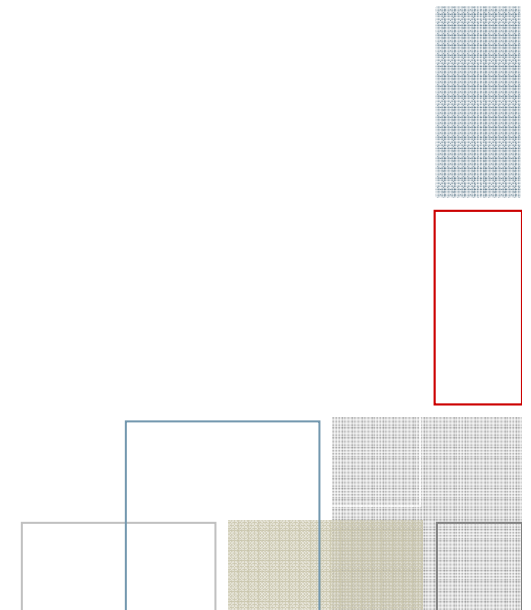


> Modern Research

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- Key Impacts
 - Multi-modal and fluid
 - Timeline compacted
 - Real-time, accessible results
 - Visible to all stakeholders



> Increase Visibility : Share insight for greatest Impact

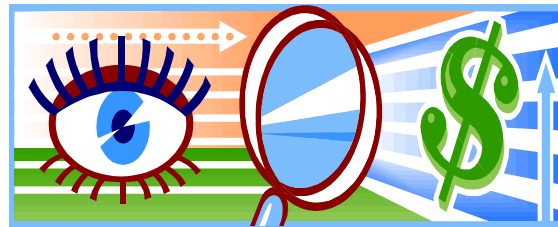
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The Exec Team



Analyst teams



Sales and Marketing management

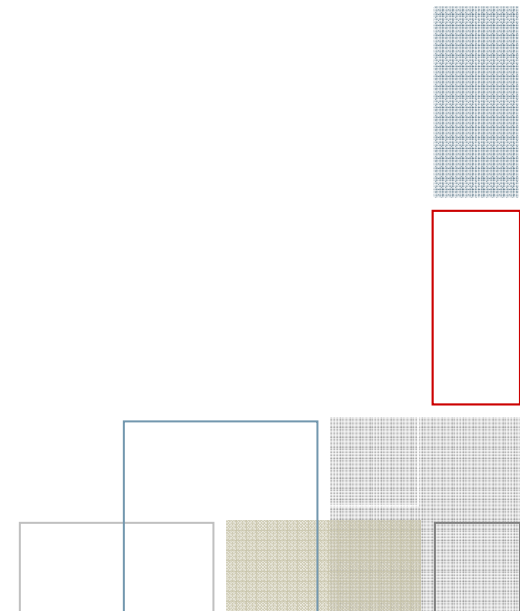


End Users



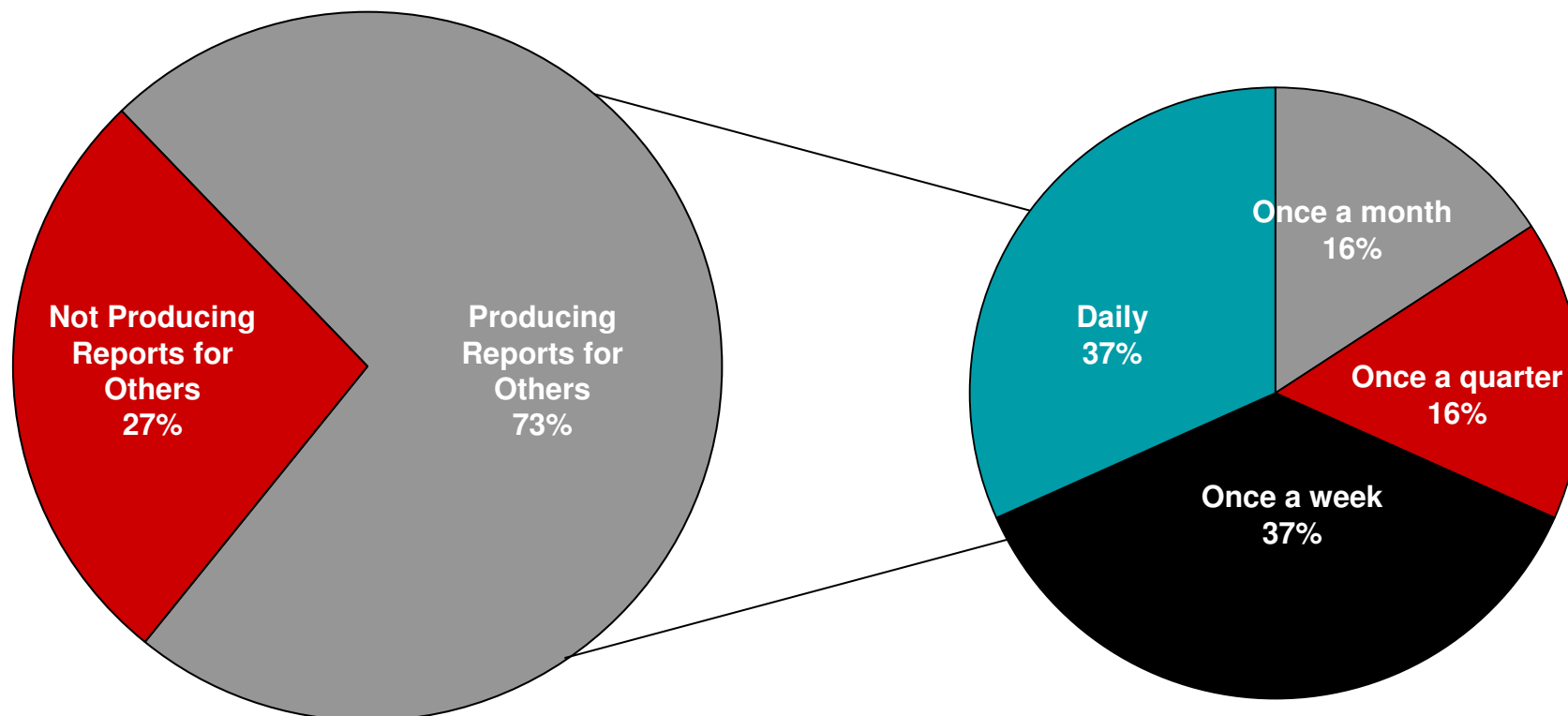
> What is Insight?

- A finding that is buried in a report
- A number or combination of numbers that prompts an “aha” moment
- A number or combination of numbers that prompts a decision-maker to act



> State of Reporting

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Based on survey results from SPSS customers attending North American Directions Users Conference, 2008

> Obstacles

What is keeping you from the “aha” moment?



Accessibility

- Are the results in a format that can be easily understood?
- Can I interact with results in a way that is easy and intuitive?
- How can I manage the level of interaction people have?



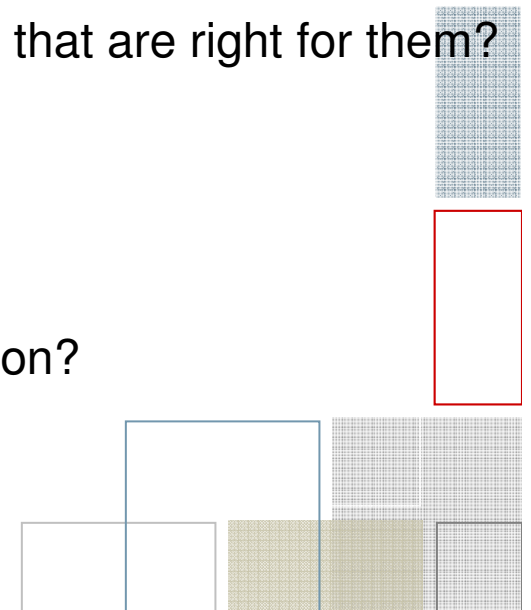
Security

- How do I ensure the right person sees the results that are right for them?
- How do I manage confidentiality or privacy?



Visibility

- How can I increase the impact of the findings?
- How can I broadcast insight across the organization?



> PASW Data Collection

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Authoring

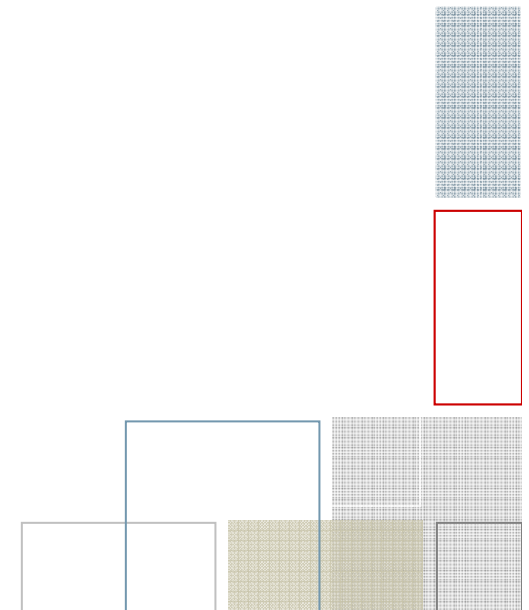


Data Collection

All Phases of Research Lifecycle



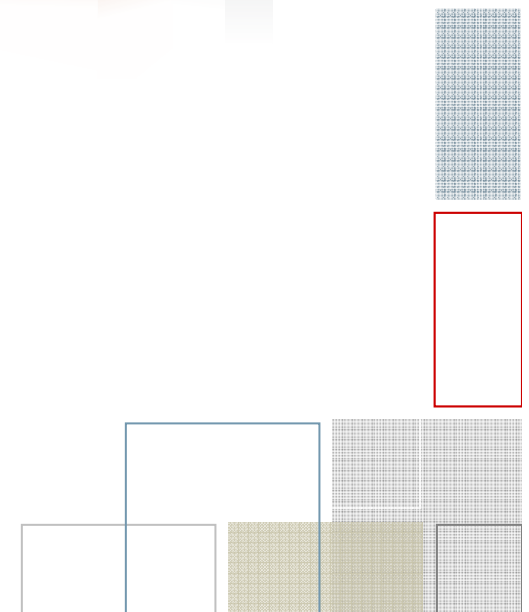
Analysis and Reporting



> Key Benefits

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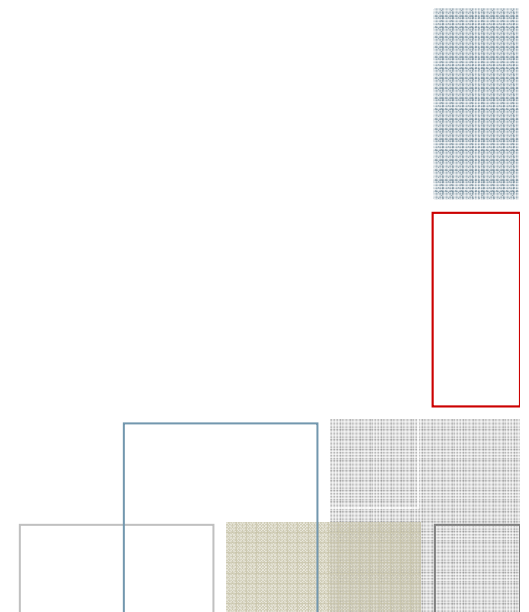
- Take control of the entire research lifecycle and conduct **both traditional and leading-edge survey research**, faster
- Reach a global audience, gaining a breadth of understanding by collecting data in multiple ways efficiently.
- Consolidate your research efforts, **securing sensitive information and increasing it's impact** by delivering results across the organization.



> Accessing Your Data

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- Accessing data online
 - Analyze data as it is collected in real-time
 - Jump start your analysis
 - Secure access
- Accessing offline data
 - SPSS data
 - Triple-S
 - Quanvert
 - And others....



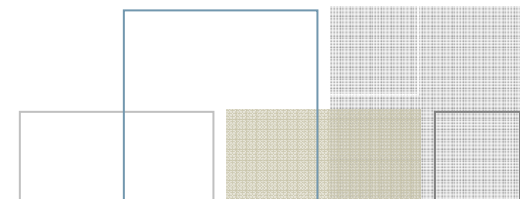
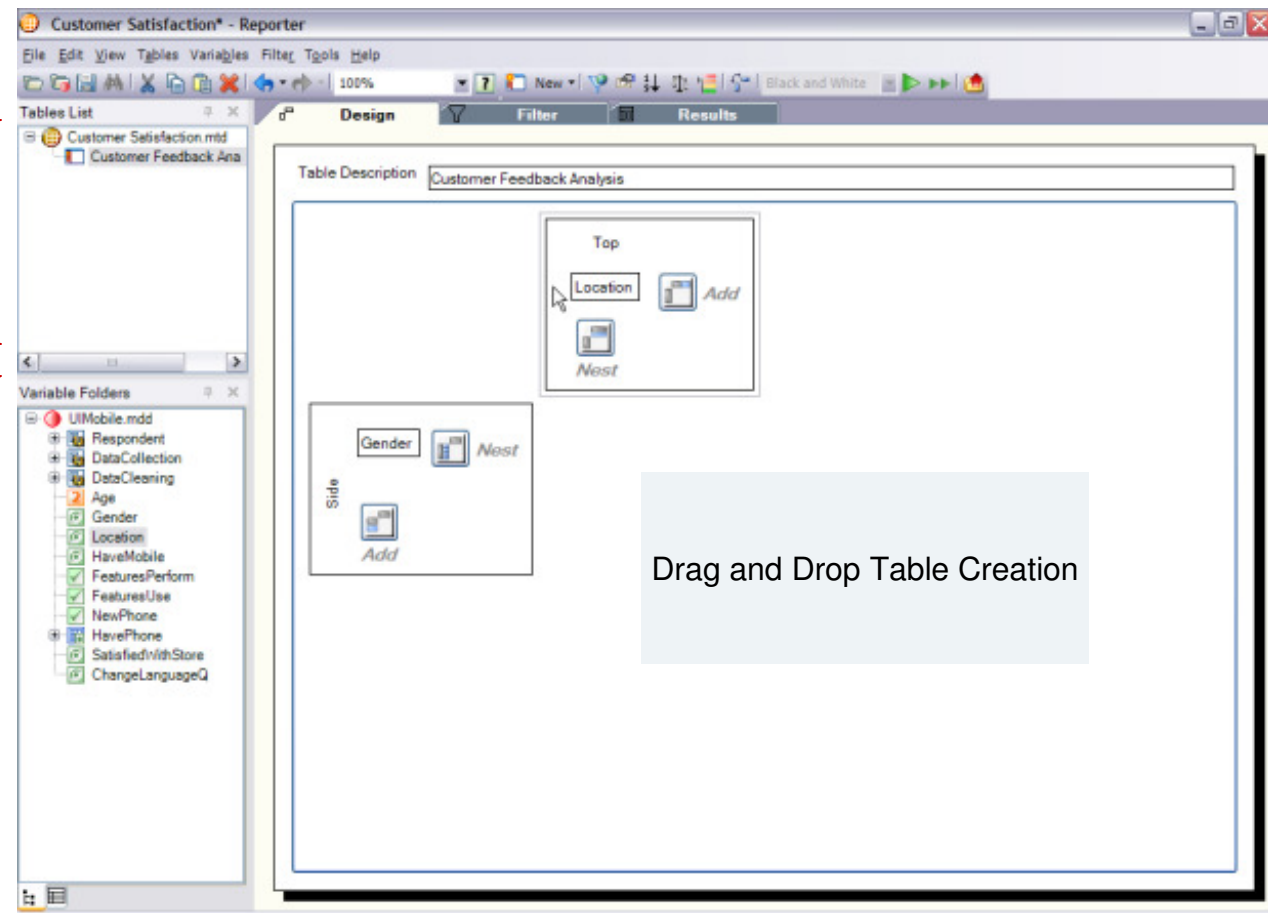
> Finding Meaning

Drag, Drop and Organize

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Organize Your Analysis

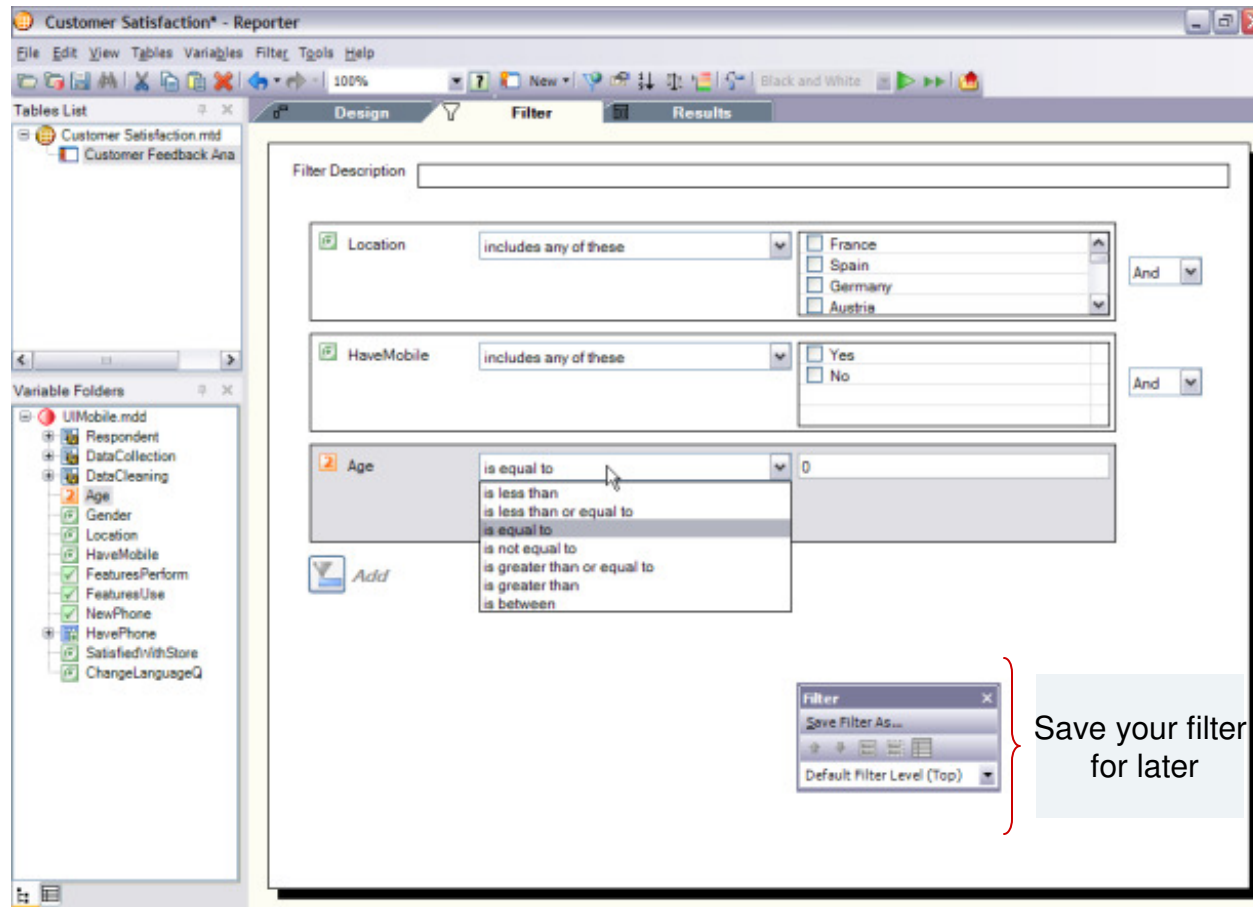
Organize Your Variables



> Finding The Right Data

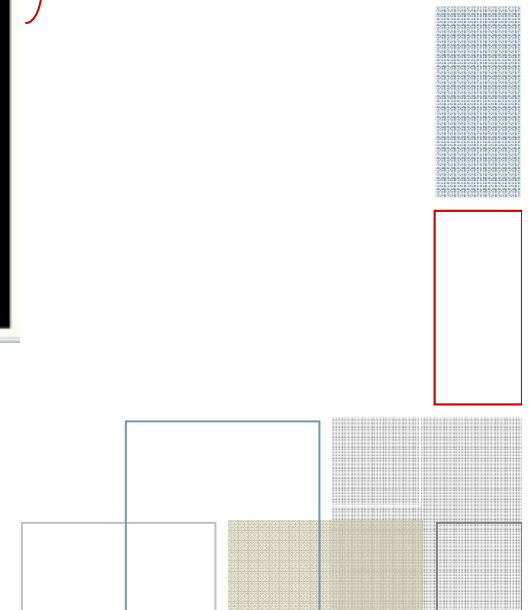
Drag, Drop and Filter

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Create complicated filters easily

Save your filter for later



> Finding The Right Measure

Create, Modify or Combine Variables

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Edit Variable - Age

File Edit View Categories

Save Variable As ... Save and Close

Name: Age

Description: How old are you?

Type: Integer

Based on (this is optional and uses variable syntax):

Edit Variable - obey

File Edit View Categories

Save Variable As ... Save and Close

Name: obey

Description: To Obey

Type: Categorical

Based on (this is optional and uses variable syntax):

No	Category Description	Count	Percent	Factor
1	Base			
2	NAP			
3	Most Important			
4	2nd Important			
5	3rd Important			
6	4th Important			
7	Least Important			
8	DK			
9	NA			

Automatically

Combine

Edit Variable - SatisfiedWithStore

File Edit View Categories

Save Variable As ... Save and Close

Name: SatisfiedWithStore

Description: How satisfied are you with your store?

Type: Categorical

Based on (this is optional and uses variable syntax):

Add Factors

Assign constant numeric values (factors) to each category for use in statistical calculations - e.g. mean score in a rating question.

Categories to assign factors to:

☒ All

☐ Exclude 'special' categories ('Don't Know', 'No Answer', etc.)

☐ Selected categories

Factors to assign:

☒ Standard

Format: 1,2,3 ...

☐ Custom factors

Start value: Increment value:

☒ Increment factors

Category	Percent	Factor
50	100%	
8	16%	
12	24%	
14	28%	
8	16%	
8	16%	

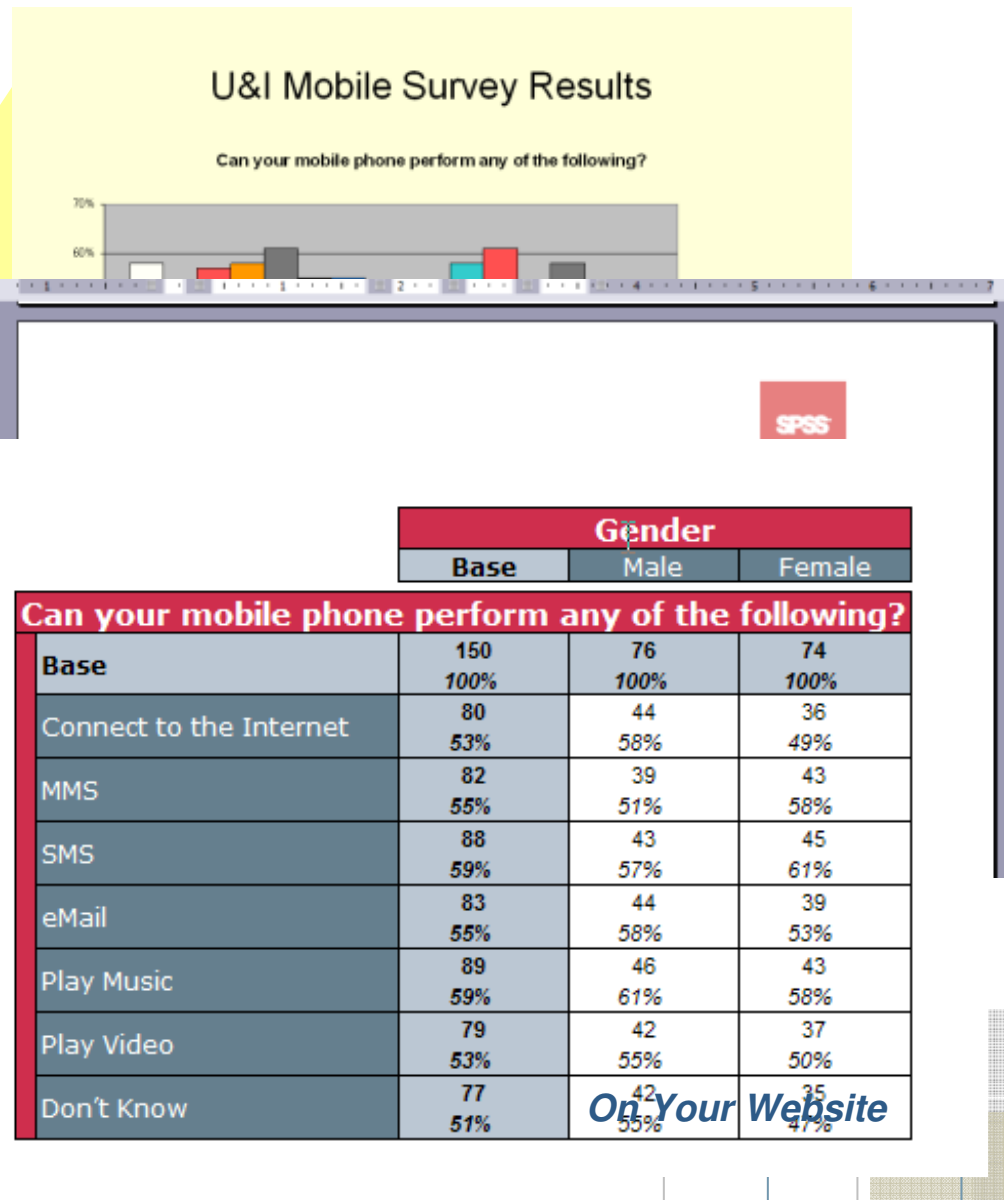
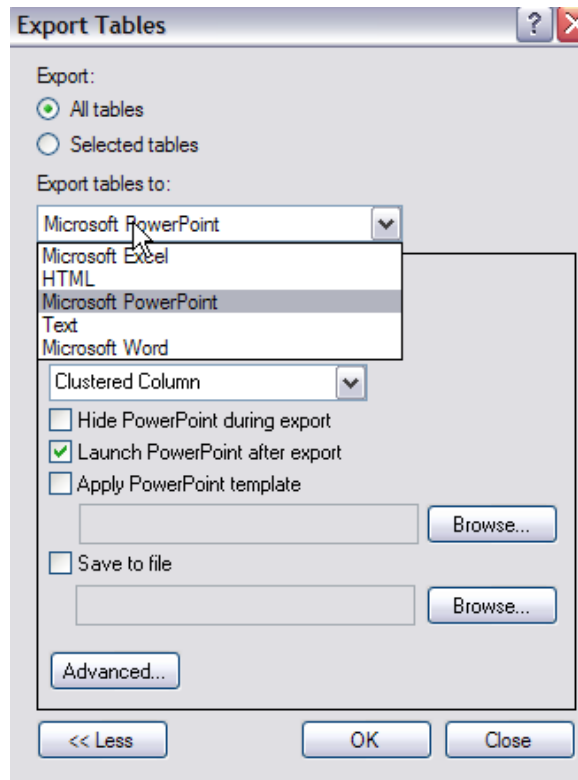
OK Cancel

Assign factors to categories

> Distributing Your Findings

Creating Presentation-Ready Results

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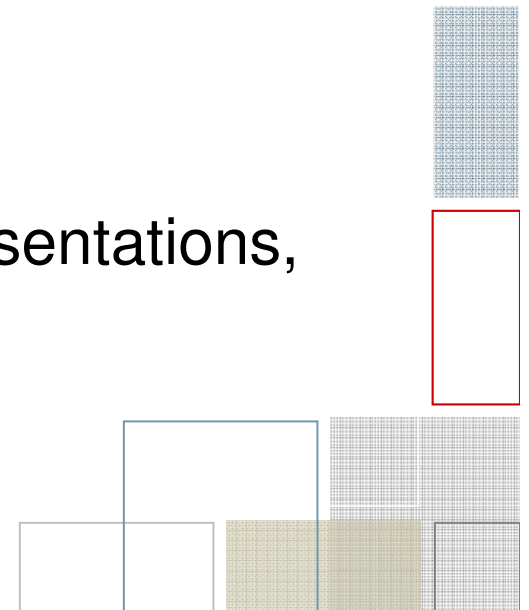


> Automation

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Data Cleaning, Data Manipulation and Automated Reporting

- Data Management
 - Create weights
 - Integrate additional data from multiple sources
 - Validate and clean
 - Create new variables
- Automate Reporting
 - Run existing report specifications
 - Create new report specifications
 - Create table specification dynamically
 - Populate Microsoft Office documents, presentations, spreadsheets

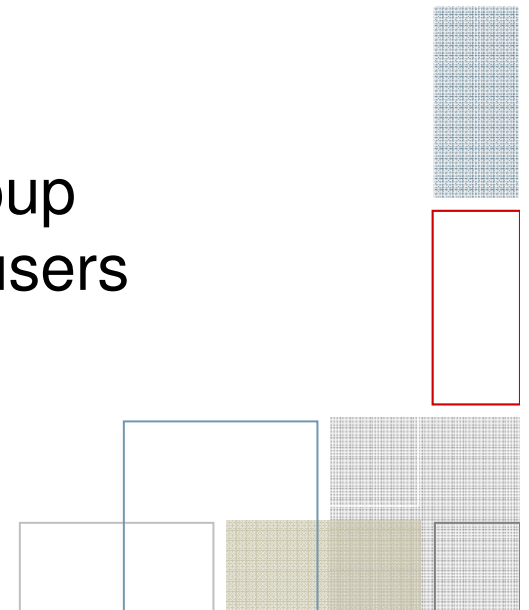


> Broaden Your Data's Reach

Web-Deployed, Secure Reporting

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- Security (Roles and Users)
 - Project-based
 - Feature-access
 - Maximum
 - Medium
 - Minimum
 - Weighting
 - Data-based
- Sharing and Collaboration
 - Share reporting specifications within a group
 - Share reporting specifications with other users
 - Use reporting specifications developed



> Demonstration

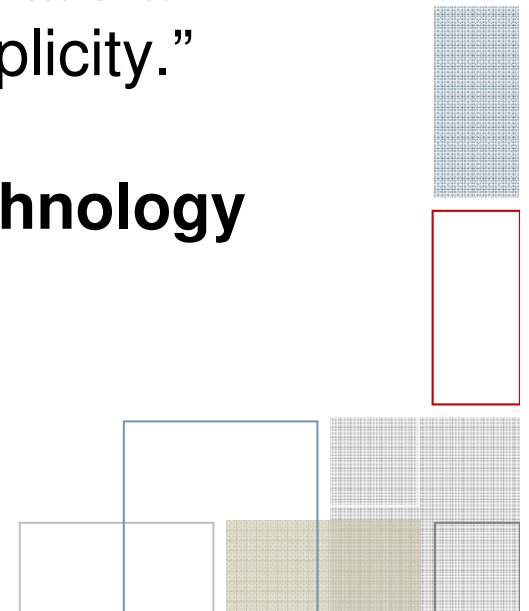


> What our Customers say:

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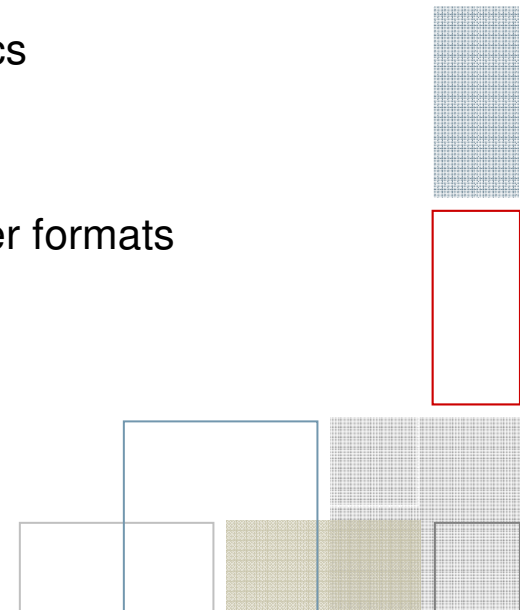
“Reports for Surveys is a solution that we’re excited to use, and we believe our customers will be keen to use it, too. This product will allow them to enhance their survey and data collection work, resulting in increased productivity and a much-improved quality of reporting. SPSS, by working closely with companies like ours, has built a product that’s a superb blend of power, versatility, and simplicity.”

**Jeff Thompson, Director of Research Technology
Kantar Operations**



The Reporting Process

- ✓ **Tables Reporting**
 - Web-based or Desktop-based
 - Interactive
- ✓ **Microsoft Office Integration**
 - PowerPoint
 - Excel
 - Word
- ✓ **Built-in Security and Access**
- ✓ **Integration with SPSS Analytics**
 - Text Analysis
 - Statistics and Data Mining
- ✓ **Feature Rich**
 - Complex tables
 - Transformations
 - Flexible exports
 - Wave Studies
 - Sophisticated filters
- ✓ **Many Data Formats**
 - Real-time
 - PASW Statistics
 - Quanvert
 - SurveyCraft
 - And many other formats



> We Can Help You Get There...



- **Expert Training**

- Public Courses
- On-site Course
- Web-based Training

- **Technical Support**

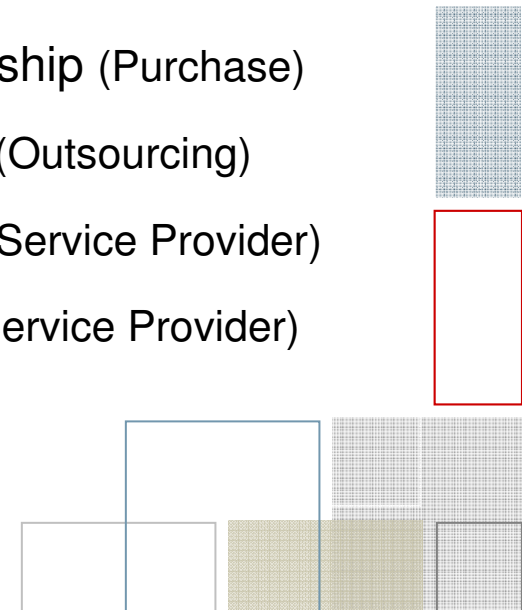
- Troubleshooting
- Track Issues Online
- Worldwide Phone Roll-over

- **Professional Services**

- Installation and Upgrade
- Operation and Administration
- Scripting Management
- Strategy Services

- **Flexible Engagement Models**

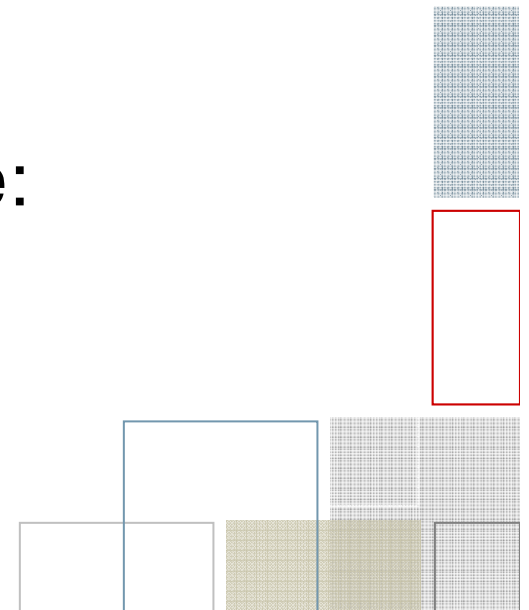
- Software Ownership (Purchase)
- Service Bureau (Outsourcing)
- ASP (Application Service Provider)
- MSP (Managed Service Provider)



> Webinars In This Series

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- Extending the Reach of the Enterprise:
Increase the Visibility of Insight Across the Enterprise
 - Today
- Extending the Reach of the Enterprise: Your Data in Safe Hands
 - July 28
- Extending the Reach of the Enterprise: Collaboration and Authoring
 - August 11



> Questions and Answers



> Today's Presenters

SPSS

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