

# > Extending Enterprise Readiness

## Your Data in Safe Hands

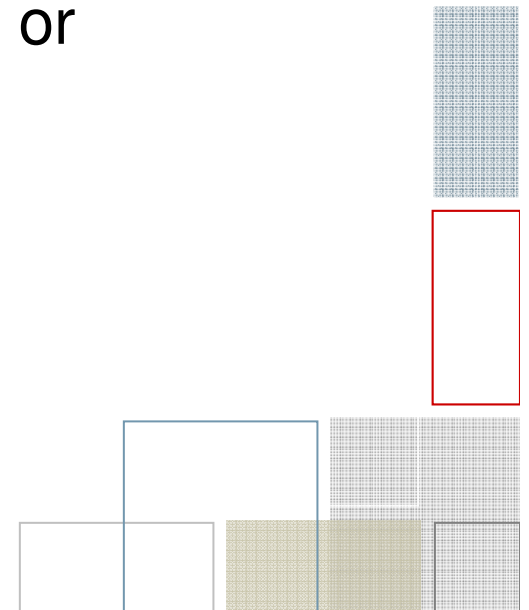
Jane Hendricks, Product Marketing



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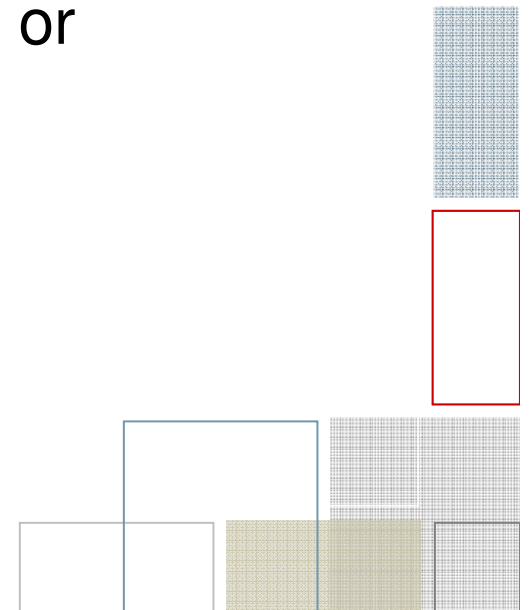
1. Will I be able to get copies of the slides after the event?

Yes

2. Is this web seminar being taped so I or others can view it after the fact?

Yes

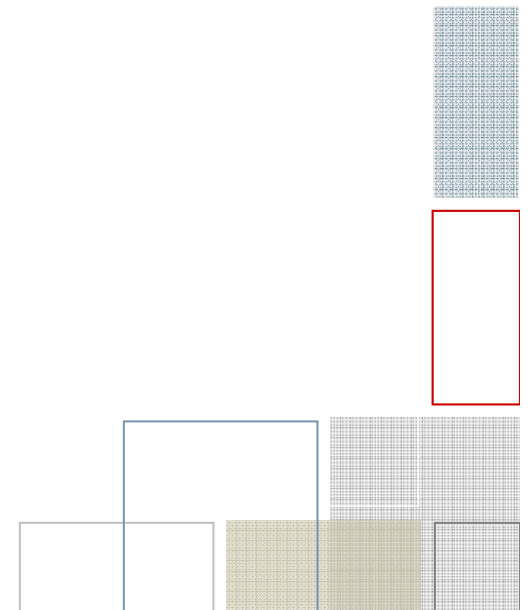
**[www.spss.com/events](http://www.spss.com/events)**



# > Agenda

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- Where Does Security Matter?
  - Survey Creation
  - Data Collection
  - Reporting
- SPSS Approach to Security
  - PASW Data Collection
- Demonstration
- Questions and Answers



# > Why Security Matters

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| Date          | Location                                         | Where                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Number of Records |
|---------------|--------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| July 13, 2009 | LexisNexis (Dayton, OH)                          | LexisNexis has warned more than 13,000 consumers that a Florida man who is facing charges in an alleged mafia racketeering conspiracy may have <b>accessed some of the same sensitive consumer databases that were once used to track terrorists</b> . The accused would provide names, addresses and account numbers as part of a fake check-cashing operation. But he's also accused of using computer databases to get information on potential extortion or assault targets as well as individuals suspected by the Enterprise members of being involved with law enforcement. | 13,329            |
| July 14, 2009 | Canyons School District (Cottonwood Heights, UT) | <b>Canyons School District officials are investigating the disappearance of a thumb drive that contained the personal information of more than 6,000 current and recent employees</b> . The USB flash drive is believed to have contained employee addresses, phone numbers, dates of birth and Social Security numbers. A district-level worker was using it to transfer data for apparently "legitimate," job-related purposes.                                                                                                                                                  | 6,000             |
| July 14, 2009 | Leander School District (Leander, TX)            | School officials sent a notice home with special needs students to alert parents that someone gained access to private information. It appears that one individual gained <b>unauthorized electronic access to confidential information</b> .                                                                                                                                                                                                                                                                                                                                      | Unknown           |
| July 17, 2009 | Francis Howell School District (St. Charles, MO) | <b>A laptop computer theft could have compromised personal information. The computer could have contained names and Social Security numbers for 1,700 noncertified employees</b> . Anyone who worked for the district from 2005 through 2008 could be affected. The computer belonged to a Francis Howell employee in the district human resources department.                                                                                                                                                                                                                     | 1,700             |

<http://www.privacyrights.org/ar/ChronDataBreaches.htm>

# > Security In Data Collection

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Authoring

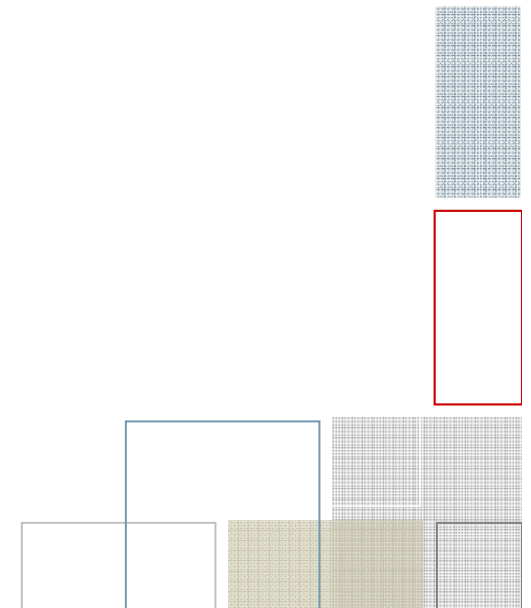


Data Collection

All Phases of Research Lifecycle



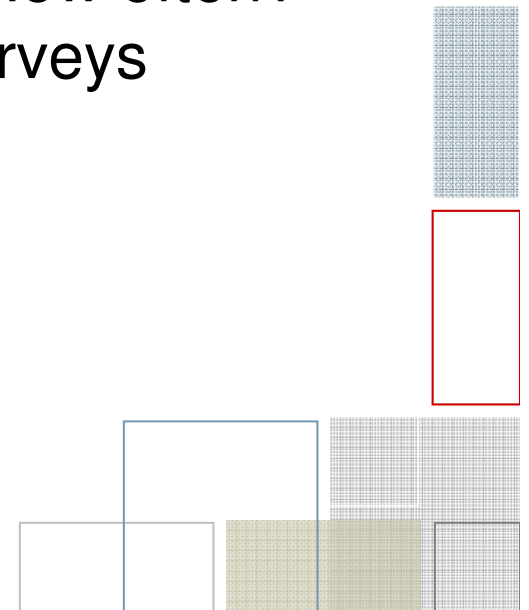
Analysis and Reporting



# > Authoring



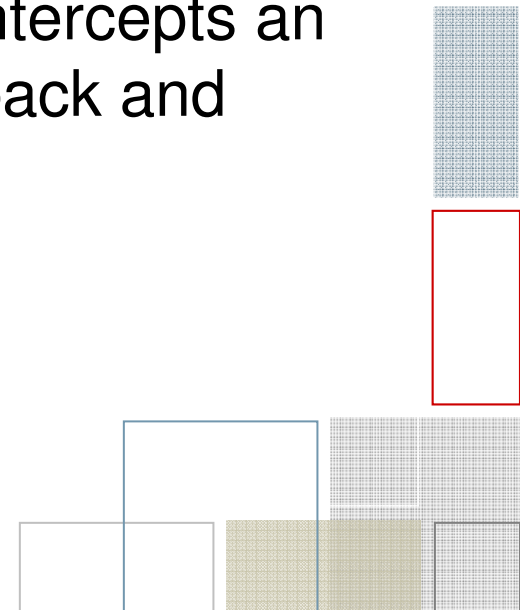
- Where are your survey assets stored?
- Who is collecting data, and how?
- Can an outside party see what your customers/students/constituents are answering?
- Who is deploying surveys? How often?  
What kind of data are the surveys collecting?



# > Data Collection



- Can you assure your survey participants that their responses are secure?
- What if someone steals the laptop that you've been using for data entry?
- What if someone steals a disk/CD/thumb drive or intercepts an email as you send data back and forth?



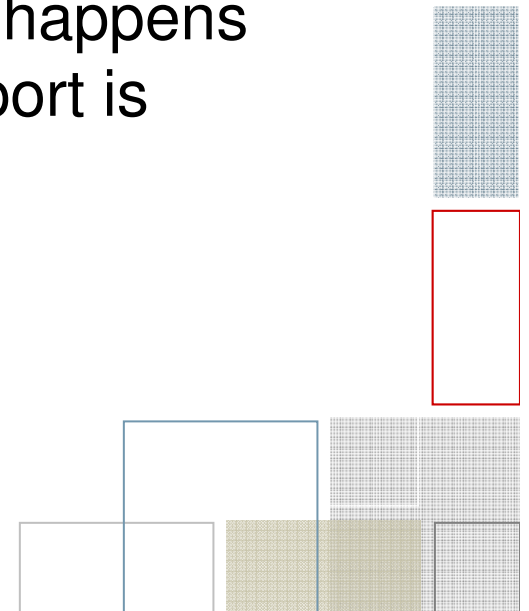


# > Analysis and Reporting

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- Who is accessing your survey data?
- Who is looking at what data cut?  
Should a manager of marketing see what IT employees think of their manager?
- You've carefully applied a weight to balance your data. What happens when an un-weighted report is circulated as the truth?

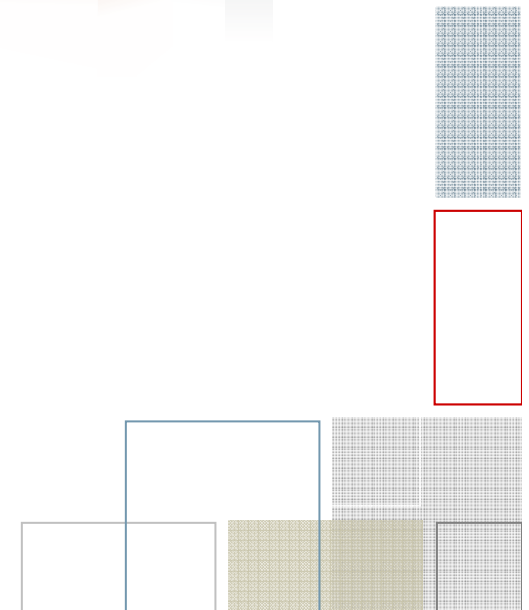
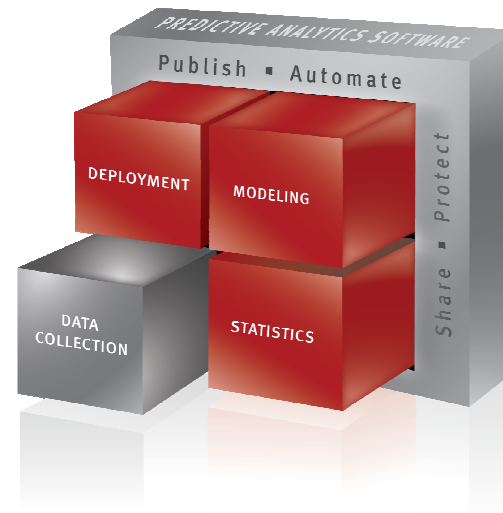


# > PASW Data Collection

## Key Benefits



- 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.



# > Single, Secure Platform for all Research Needs

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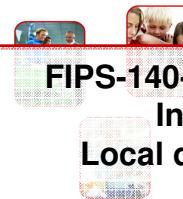
## Authoring



Backed by PASW Collaboration & Deployment Services protects access to survey assets  
Visibility over survey deployment  
Secure access to deployment

Author once,  
Field everywhere,  
In any language

## Collection



FIPS-140-2 Compliance at Installation  
Local data encrypted

Online  
By Phone  
In Person  
Any Language

Data  
Research Tools  
Security  
Assets

## Insight Delivered

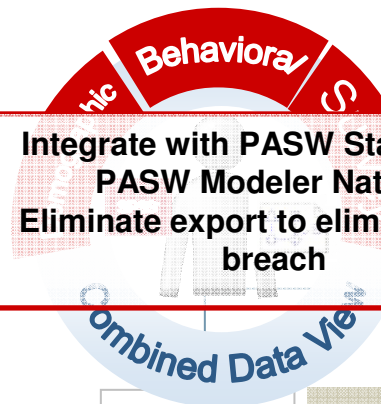


Protect data views through filters and access properties online or on the desktop

Online or Desktop  
Any language  
Presentation Ready

Secure access to tools and individual research projects on desktop or via web  
FIPS 140-2 Compliance at Installation

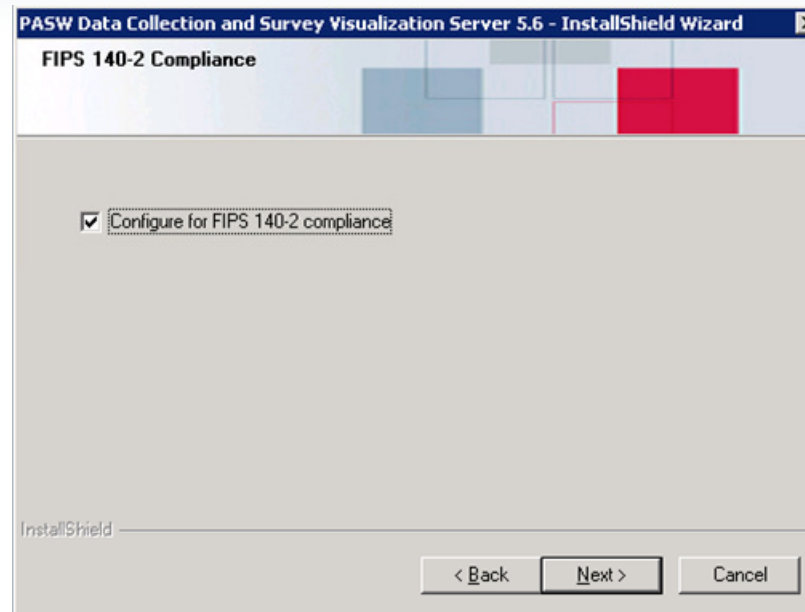
## Analysis and Integration



Integrate with PASW Statistics or PASW Modeler Natively  
Eliminate export to eliminate data breach

# > FIPS-140-2 Compliance

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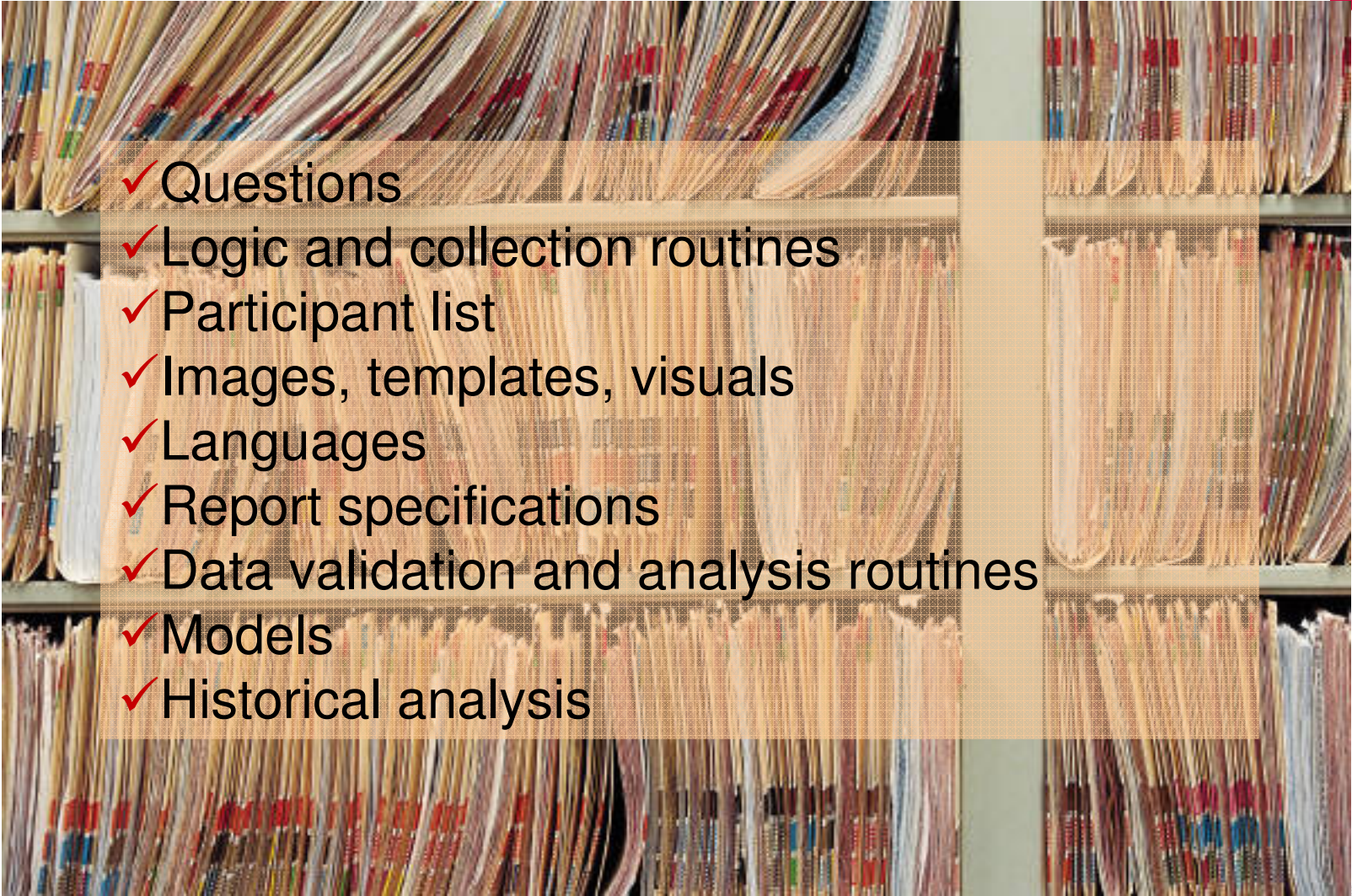


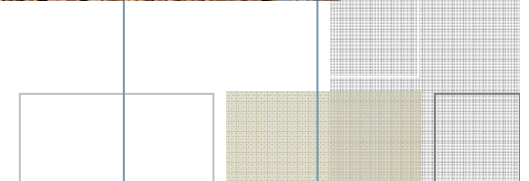
“Products validated as conforming to FIPS 140-2 are accepted by the Federal agencies of both countries [U.S. and Canada] for the protection of sensitive information (United States) or Designated Information (Canada). The goal of the CMVP is to promote the use of validated cryptographic modules and provide Federal agencies with a security metric to use in procuring equipment containing validated cryptographic modules.”

<http://csrc.nist.gov/publications/fips/fips140-2/fips1402.pdf>



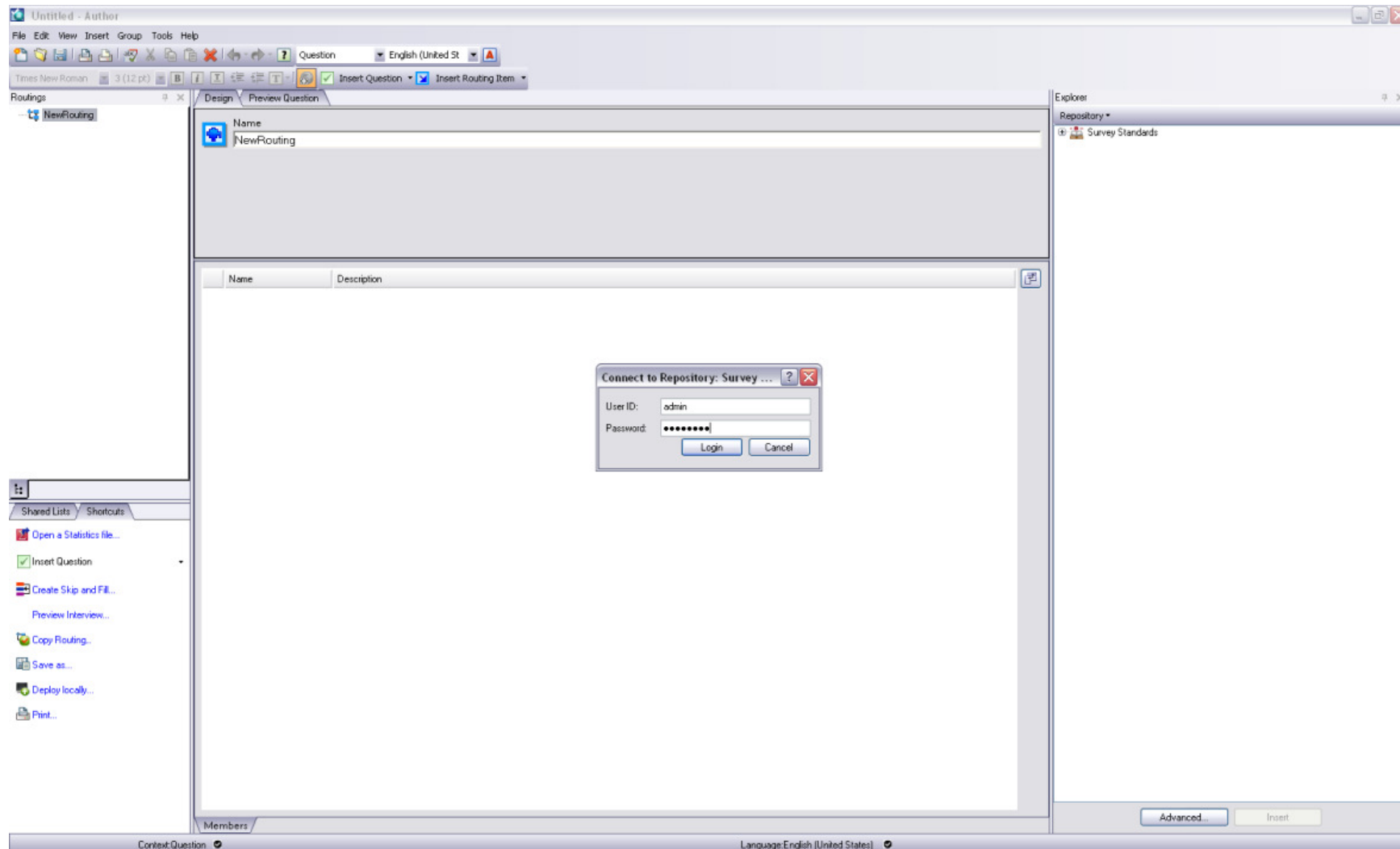
# > Protecting Survey Assets

- 
- The background of the slide is a photograph of a file cabinet filled with numerous hanging folders. The folders are organized into rows and columns, with some folders having colorful labels. The image is slightly blurred, giving it a sense of depth and volume.
- ✓ Questions
  - ✓ Logic and collection routines
  - ✓ Participant list
  - ✓ Images, templates, visuals
  - ✓ Languages
  - ✓ Report specifications
  - ✓ Data validation and analysis routines
  - ✓ Models
  - ✓ Historical analysis



# > Protecting Survey Assets

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# > Protecting Survey Assets

**Store Survey Asset into Repository Wizard** [?] [X]

**Steps**

1. Select Repository and asset
2. Add description and custom attributes
3. Assign topics
4. Attach files or folders
5. Summary

Repository:

Store as:

- ☒ New Repository Survey Asset
- ☐ New Version of Existing Repository Survey Asset

Survey asset name:  

Validate the name is unique before proceeding.

< Back   Next >   Finish   Cancel

# > Protecting Survey Assets

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**Store Survey Asset into Repository Wizard**

**Steps**

1. Select Repository and asset
2. Add description and custom attributes
3. Assign topics
4. Attach files or folders
5. Summary

Repository: *Survey Standards*  
Survey asset name: *CustomerSurvey*

Description: (255 character max)  
Customer Survey

| Custom Attribute | Data Type | Value   |
|------------------|-----------|---------|
| Survey Type      | Alpha     | <EMPTY> |

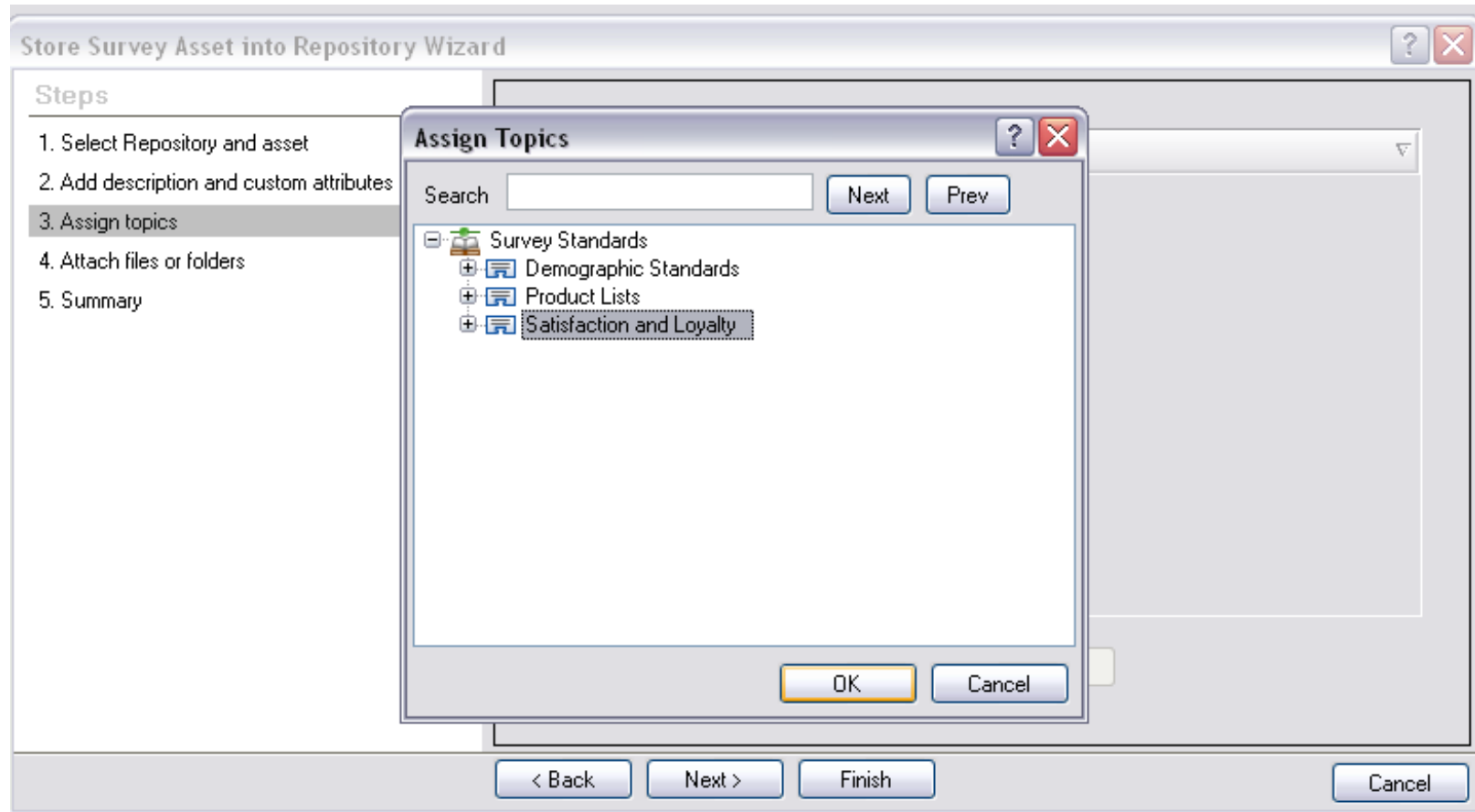
<EMPTY>  
Employee  
Customer  
Partner

< Back   Next >   Finish   Cancel



# > Protecting Survey Assets

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# > Protecting Survey Assets

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Store Survey Asset into Repository Wizard

Steps

1. Select Repository and asset
2. Add description and custom attributes
3. Assign topics
4. Attach files or folders
5. Summary

| File Name           | File Type |
|---------------------|-----------|
| CustomerSurvey      | mdd       |
| DefaultLayout       | htm       |
| French              | jpg       |
| USFlag              | gif       |
| DefaultGridTemplate | xml       |
| Business Case       | doc       |

Add File... Add Folder... Delete

< Back Next > Finish Cancel

## > Demonstration

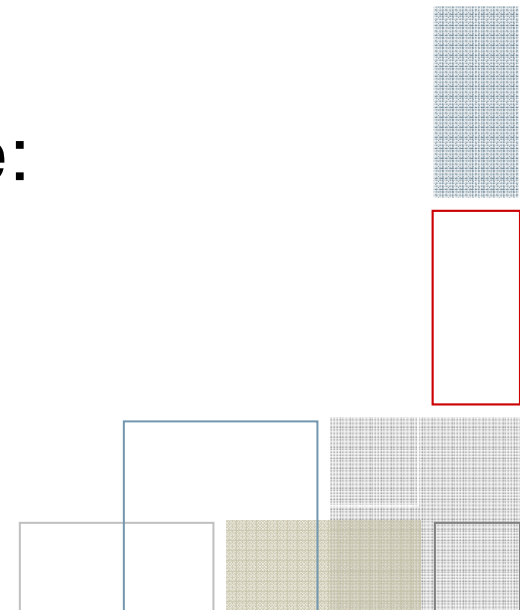
**A secure research framework for all phases of the research lifecycle**



## > Webinars In This Series

SPSS

- Extending the Reach of the Enterprise:  
Increase the Visibility of Insight Across the Enterprise
  - [http://www.spss.com/events/event.cfm?E\\_ID=3019&Country=US](http://www.spss.com/events/event.cfm?E_ID=3019&Country=US)
- Extending the Reach of the Enterprise: Your Data in Safe Hands
  - Today
- Extending the Reach of the Enterprise: Collaboration and Authoring
  - August 11



## > Questions and Answers



# > Today's Presenters

SPSS

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