

> A Better Way to Get the Answers You Need

Superior data collection
that makes survey research
easier and more effective.



Data collection that really connects with respondents

Today, it's not only what you ask that provides the insights you need for decision making—it's how you ask it. To gain useful insights, you must develop and field surveys that capture respondents' attention while enabling them to provide answers easily, securely, and conveniently.

Engaging people who have many demands on their time can be difficult, even more so as potential respondents become increasingly mobile. It's critical that you make your survey clear and interesting, and that you contact respondents how and when they prefer.

To accomplish this, your organization needs to support the entire survey research process, from survey design to data collection, data management, and clear, timely reporting. You need a comprehensive survey management solution that ensures you gain the greatest efficiency and value from your research.

The Data Collection product family from SPSS Inc. is that solution. It empowers you to field a single survey that can reach your respondents across multiple channels including online, by phone, and in-person, in any language. So you can quickly and easily reach the right audience, through the best channel, with the right questions.

**PASW Data Collection, formerly called Dimensions™, is part of SPSS Inc.'s Predictive Analytics Software portfolio.*

How can using PASW Data Collection* help your organization achieve its goals? The possibilities are endless. To name just a few examples:

- A global marketing organization wanted to improve its brand preference research. Using PASW Data Collection, it replaced in-person sessions with online surveys. Not only were the online surveys easier and far less costly to administer, but the data collected was also more detailed. This helped the company evaluate each brand's position relative to competitors more precisely, so they could develop effective strategies to increase market share.
- An international manufacturer wanted to gain market share by improving the value customers saw in its products. They built a community of users around the product and, using PASW Data Collection, the company's in-house staff was able to collect data on customer attitudes and preferences quickly and easily throughout the product development cycle. This resulted in market-driven new products and increased sales.
- To comply with national quality legislation, a hospital used PASW Data Collection to gather patient feedback related to quality of care. Administrators gained a clearer understanding of patient attitudes and perceptions, and were immediately able to apply findings to improve patient care services.

PASW Data Collection helps you field surveys more easily and effectively. You get the broadest range of options for ensuring that respondents will provide the data you need to solve problems and make better decisions.

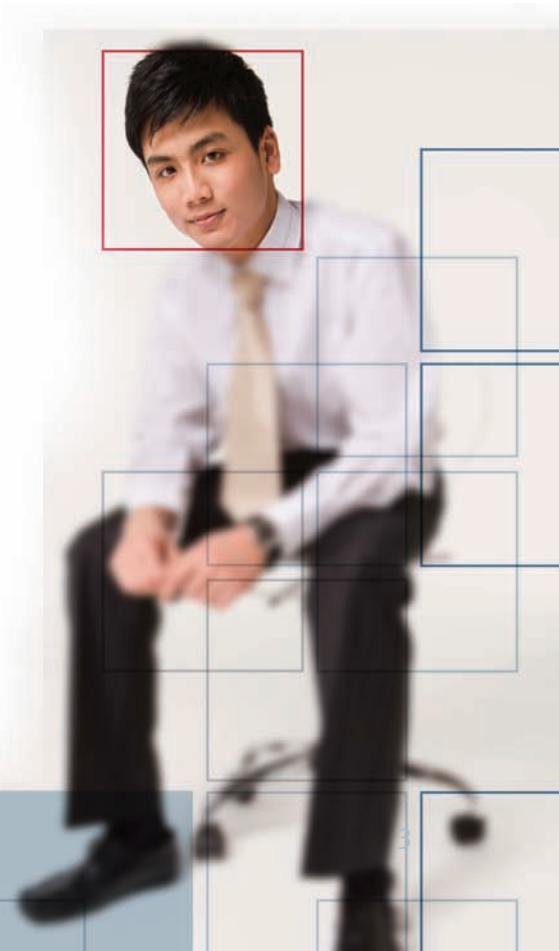
Key product capabilities include support for:

- Modern data entry—Work faster and more accurately, with automated oversight and validation that keeps your data clean
- Paper-based surveys—Create and format paper questionnaires quickly, then scan your results in a fraction of the time it would take to do so manually
- Face-to-face data collection—Conduct in-person interviews through mobile devices such as a laptop, capture results electronically, and manage them centrally, with or without an Internet connection
- Online interviewing—Easily field surveys that appeal to respondents and that deliver greater flexibility and the accelerated benefits of Web-based research
- Phone interviews—Increase the productivity of actual and virtual call centers, reducing the costs of phone surveys while boosting response rates
- Multi-modal data collection—Field your survey across multiple channels (face-to-face, online, phone) simultaneously for better results, using any of the methodologies above



“The more we use PASW Data Collection, the better we get at finding how to use it in more sophisticated ways. As that happens, we’re able to see how it could be applied in different ways and for other projects.”

— Rob Ploutz-Snyder
Assistant Professor of Medicine / Biostatistician
Center for Outcomes Resea.
State University of New Yor.
Medical University



Work faster and more effectively

Data entry that improves speed, quality, ease-of-use

The innovative data entry technology of PASW Data Collection helps you work more quickly, easily, and accurately, ensuring you get the quality of data you need without sacrificing speed and efficiency. This streamlined system for data entry includes:

- Faster, easier keyboard entry through optimized interfaces
- Real-time logic and validation that keeps your data clean
- Double-entry and data validation for quality assurance
- The ability to track productivity and quality metrics

From top to bottom, this fresh approach to data entry helps you improve and simplify the management, execution, and quality of processing survey research data.

Paper surveys that are easy to create and scan for results

Paper surveys are still one of the most popular modes of data collection for survey research. And with PASW® Data Collection Paper**, you manage them easily, without the frustrations typically associated with creating paper surveys. PASW Data Collection Paper fits smoothly into your existing business process, enabling you to quickly create, format, and edit professional-looking paper questionnaires within Microsoft® Word.

You can save even more time when you use PASW® Data Collection Scan.** It lets you prepare your paper surveys for scanning in a few easy steps: no additional programming is required. Completed surveys can then be electronically scanned using READSOFT® DOCUMENTS for FORMS, and results collected in a fraction of the time it would take to do manually. You gain more time for analysis and can get results to decision-makers sooner.

Face-to-face interviews that engage respondents

Sometimes, there is just no substitute for face-to-face interviews. However, they can pose a number of challenges, including how to synchronize results among multiple interviewers, efficiently manage collected data, and keep your respondents engaged. PASW® Data Collection Interviewer** solves all of these issues and lets you capture people's preferences and opinions "on the go."

PASW Data Collection Interviewer gives you the ability to field engaging field surveys from any laptop or tablet PC. To hold the interest of respondents or gain more precise answers, you can incorporate rich multimedia features such as graphics, movies, and sounds within your survey.

As part of the SPSS Inc. solution for mobile, in-person interviewing, PASW® Data Collection Remote Administrator** automatically tracks, synchronizes, and manages the data being collected, without requiring any special effort by interviewers. It automatically detects when a stable Internet connection is available and then sends collected data to a central repository. So your interviewers can focus on getting the best possible feedback, and you don't have to worry about the integrity of survey results.

**PASW Data Collection Paper, PASW Data Collection Scan, PASW Data Collection Interviewer, and PASW Data Collection Remote Administrator, formerly called mrPaper, mrScan, Dimensions Interview Player, and Dimensions Remote Manager, are part of SPSS Inc.'s Predictive Analytics Software portfolio.

Online surveys that capture attention, deliver results

There's a reason so many organizations use online surveys: they generate results. PASW® Data Collection Interviewer Web*** gives you the most advanced, easy-to-use technology available for deploying and managing compelling online surveys. With this versatile software, you can capture the attention of potential respondents, and provide the options they desire to ensure that they complete your survey accurately.

With PASW Data Collection Interviewer Web, you can offer respondents the highest levels of security, including password protection to guard their privacy. You can allow respondents to stop taking a survey and then complete it later—a convenience that generally leads to higher completion rates. To help ensure that the right people participate, you can also monitor and manage quotas that reflect your target demographic.

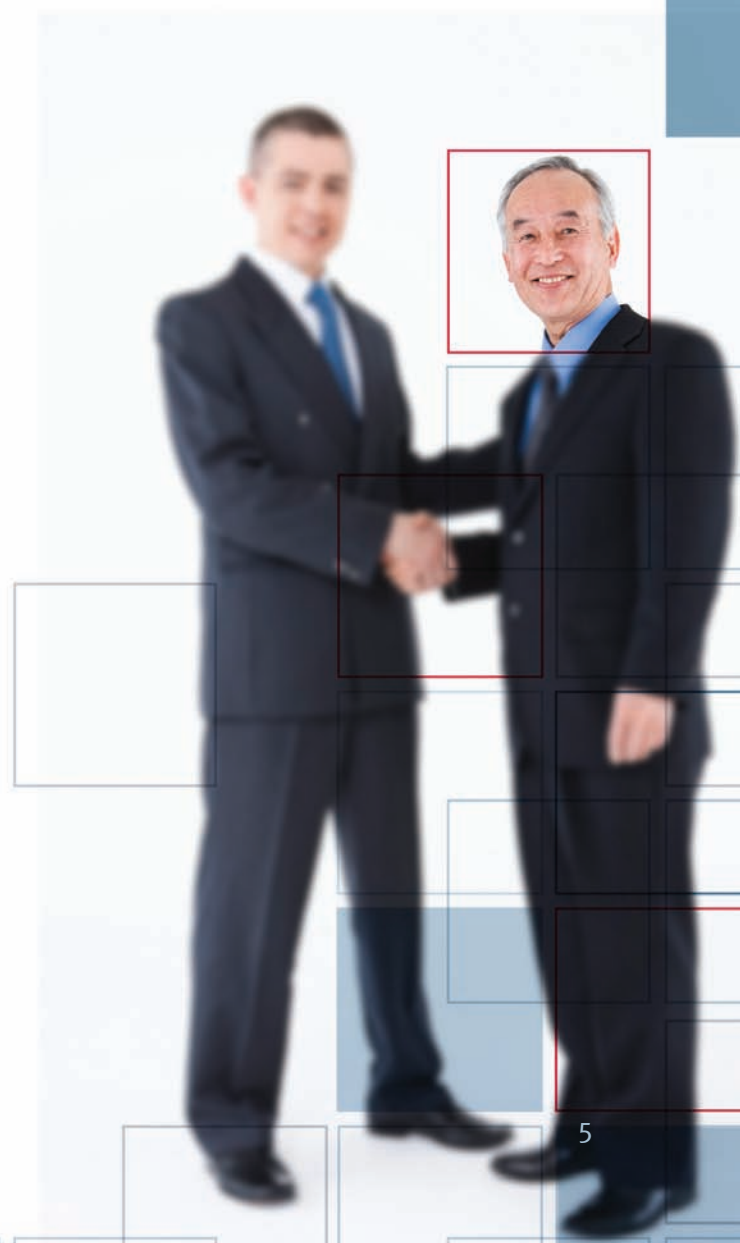
To take advantage of the dynamic qualities of online surveys, PASW Data Collection Interviewer Web lets you view results in real time. You can make changes that improve the effectiveness of your survey without interrupting the fielding process. And all the data you collect is clean, centralized, and secure. With PASW Data Collection Interviewer Web, you are sure to gain the maximum value from online surveys.

**PASW Data Collection Dialer, former called mrDialer, is part of SPSS Inc.'s Predictive Analytics Software portfolio.*

Phone surveys that boost response rates and reduce costs

Phone surveys can be an effective and flexible way to gather critical information and feedback. However, without proper management and execution, they can also become costly and unproductive. PASW® Data Collection Interviewer Phone*** is a proven solution that helps you improve interviewers' productivity and reduce costs while increasing response rates. It provides full support for computer-assisted telephone interviewing (CATI), and includes tools to ensure that phone survey projects are operating at peak efficiency.

****PASW Data Collection Interviewer Web and PASW Data Collection Interviewer Phone, formerly called mrInterview and mrInterview CATI, are part of SPSS Inc.'s Predictive Analytics Software portfolio.*



With PASW Data Collection Interviewer Phone, your interviewers have an onscreen view of all relevant participant information, the questionnaire itself, and all the possible call outcome codes they might need. Supervisors can monitor and record interviews to ensure quality transactions, and create an audit trail to assist in staff training and management quality audits. For additional productivity gains, you can add PASW Data Collection Dialer† for fast, accurate, automatic, and predictive digital dialing of telephone numbers.

Call centers can take advantage of these solutions to significantly cut costs, improve performance, and generate higher quality results. For operations facing tight budgets and limited resources, PASW Data Collection is an effective way to do more with less. It enables you to perform more interviews with fewer staff in less time, either in a physical or a virtual call center environment. And if respondents don't have time to complete the phone survey, you can offer them the option of finishing the questionnaire online, or leverage any of the other modes PASW Data Collection supports while ensuring data integrity.

One survey, many modes, any language

PASW Data Collection is a fully integrated family of products that enables you to field highly effective multi-modal survey research projects in any language. Combine different survey channels—phone, online, or face-to-face—to ensure that you reach your respondents the way they prefer.

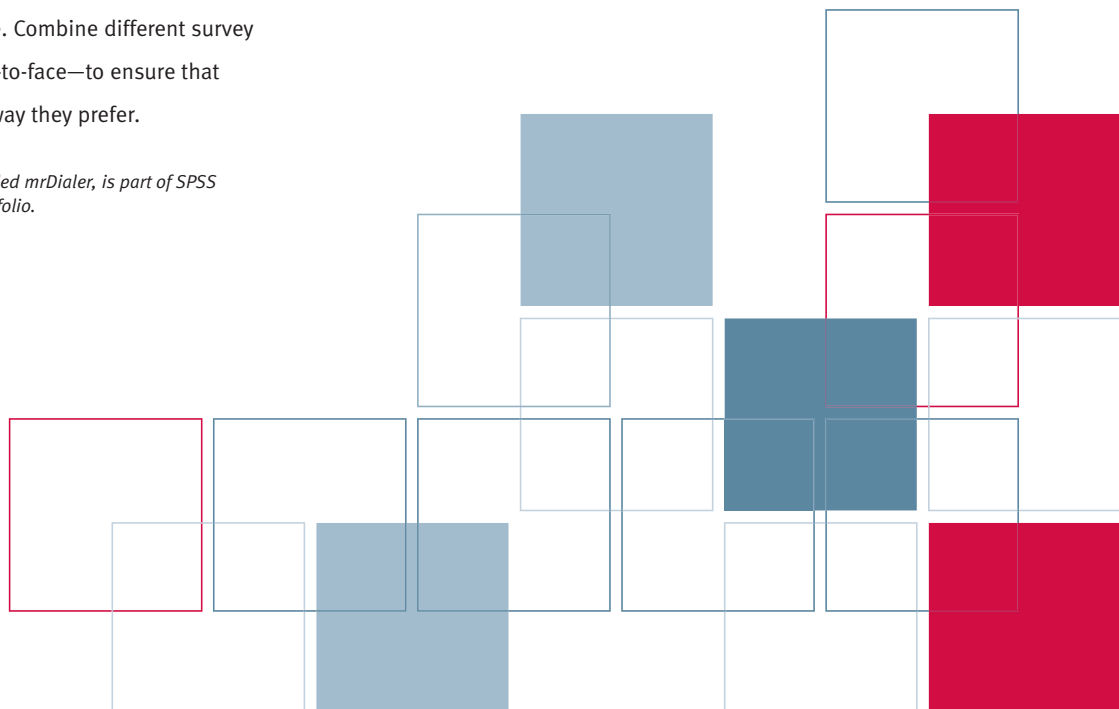
†PASW Data Collection Dialer, former called mrDialer, is part of SPSS Inc.'s Predictive Analytics Software portfolio.

Select one group of participants for phone responses, another for online responses, and then compare the results. Or offer your respondents a choice and let them determine what suits them best. With the ability to easily collect data across multiple channels, you can accelerate your survey research projects, improve response rates, and add significant value to your results.

PASW Data Collection also offers a flexible engagement model. You can purchase our software or let us provide the capabilities and benefits of PASW Data Collection as you need them. The Data Collection Service Bureau provides fully outsourced online survey hosting with everything you need to conduct effective online survey research.

The Data Collection ASP (application service provider) and the Data Collection MSP (managed service provider) services that enable you to get the results you require without the "nuts and bolts" of maintaining software and infrastructure. Either way, you are in complete control of your survey research and gain the expertise and proven performance of PASW Data Collection.

Learn more about PASW Data Collection
at www.spss.com/software/data-collection



A comprehensive survey research platform

PASW Data Collection is a complete technology platform that supports the entire survey research lifecycle, from survey authoring to data collection to reporting. Based on the powerful PASW® Data Collection Data Model[‡], PASW™ Data Collection enables you to control and enhance every aspect of your research process to improve your productivity and effectiveness.

Streamlined data management

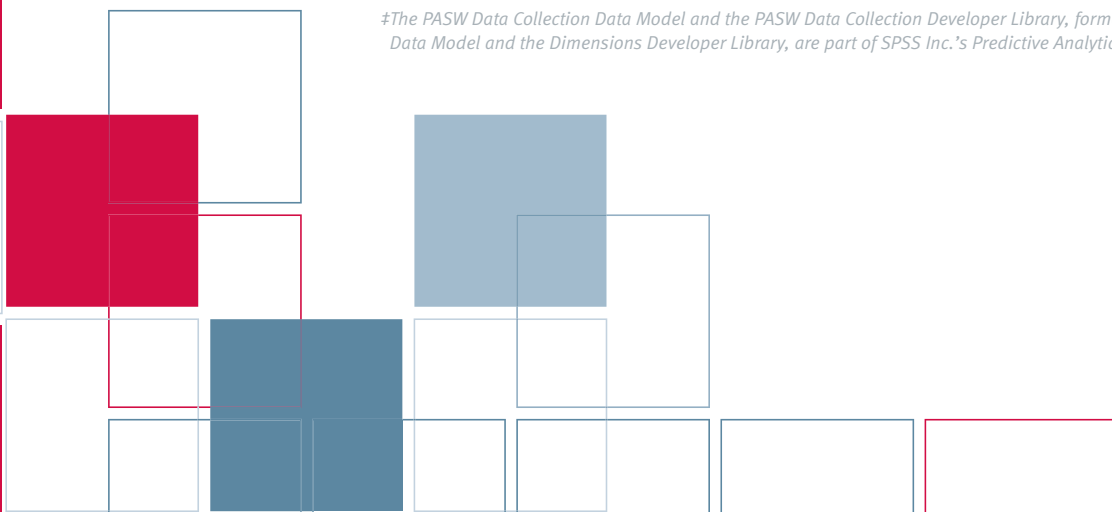
From authoring and interviewing to analyzing and reporting results, PASW Data Collection puts data at the heart of your operations. No matter what applications you run—or what type of data you collect from any source, in any language—PASW Data Collection brings it all together.

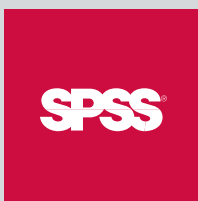
Expert resources

The PASW® Data Collection Developer Library[‡] offers overviews, white papers, tutorials, design documentation, detailed programming reference materials, working source code, and sample applications at several levels of depth.

In addition, the SPSS Worldwide Services team is available to provide expertise on any type of project, from system design and installation to survey design, modeling, and deployment. SPSS Technical Support provides rapid assistance with technical issues. Or, through SPSS Online Services, you can obtain help in deploying surveys online or by telephone, and in making the results available in real time. You can even use SPSS Online Services to create your surveys.

[‡]The PASW Data Collection Data Model and the PASW Data Collection Developer Library, formerly called the Dimensions Data Model and the Dimensions Developer Library, are part of SPSS Inc.'s Predictive Analytics Software portfolio.





About SPSS Inc.

SPSS Inc. (NASDAQ: SPSS) is a leading global provider of predictive analytics software and solutions. The company's predictive analytics technology improves business processes by giving organizations consistent control over decisions made every day. By incorporating predictive analytics into their daily operations, organizations become Predictive Enterprises—able to direct and automate decisions to meet business goals and achieve measurable competitive advantage.

More than 250,000 public sector, academic, and commercial customers rely on SPSS technology to help increase revenue, reduce costs, and detect and prevent fraud. Founded in 1968, SPSS is headquartered in Chicago, Illinois. For additional information, please visit www.spss.com.

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