

PASW[®] Collaboration and Deployment Services 4

Predictive analytics has proven to be a highly effective way for organizations to improve their competitiveness. Those that are gaining the greatest value from predictive analytics are deploying analytics within key business processes, and not in a single area but enterprise wide.

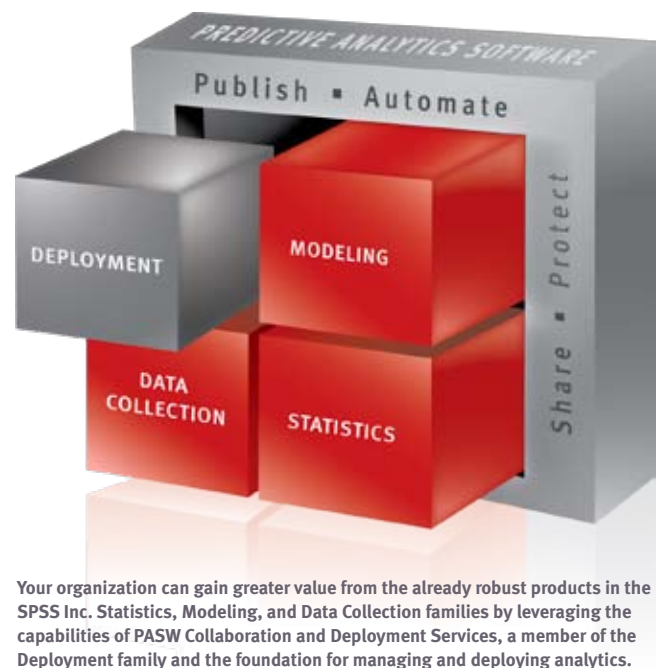
PASW Collaboration and Deployment Services* from SPSS Inc. provides the foundation for managing and deploying analytics. It is designed to enable organizations to foster collaboration and deliver more effective analytical results, automate analytical processes for greater consistency and control, and deploy results to people and systems to support data-driven decision-making in a broad range of operational areas.

Foster collaboration for greater efficiency

PASW Collaboration and Deployment Services increases analysts' productivity by making it easier for them to share and re-use their work and then publish it for secure, browser-based access by a broad set of business users and decision-makers. A centralized analytical repository, automated versioning, and change management protect your organization's analytical assets and support efficient compliance with corporate governance or regulatory requirements.

Automate processes for greater discipline and control

PASW Collaboration and Deployment Services brings greater consistency to results by giving analysts the power to construct flexible, repeatable analytical processes that can be



* PASW Collaboration and Deployment Services, formerly called SPSS Predictive Enterprise Services™, is part of SPSS Inc.'s Predictive Analytics Software portfolio.

operationalized — that is, initiated at the right time and integrated with existing enterprise processes. Pre-defined model management processes make it easy to ensure that models remain relevant and accurate. Greater consistency strengthens people's confidence in analytics. Confidence is also strengthened because PASW Collaboration and Deployment Services enables management to efficiently govern the analytical environments in which automated processes take place, which ensures that all internal and external procedural requirements are met.

Deploy scores and results to support decision-making

Deploy results for greater impact by enabling organizations to deploy results within key business processes, PASW Collaboration and Deployment Services ensures that people have the insight to take timely, appropriate action. Its Real-Time Scoring service also helps organizations integrate analytic scores into existing applications, which can then generate recommendations automatically and in response to current customer interactions. PASW Collaboration and Deployment Services was built with enterprise readiness in mind, providing reliability, scalability, and security. This makes it the platform of choice for integrating analytics within your mission-critical business applications.

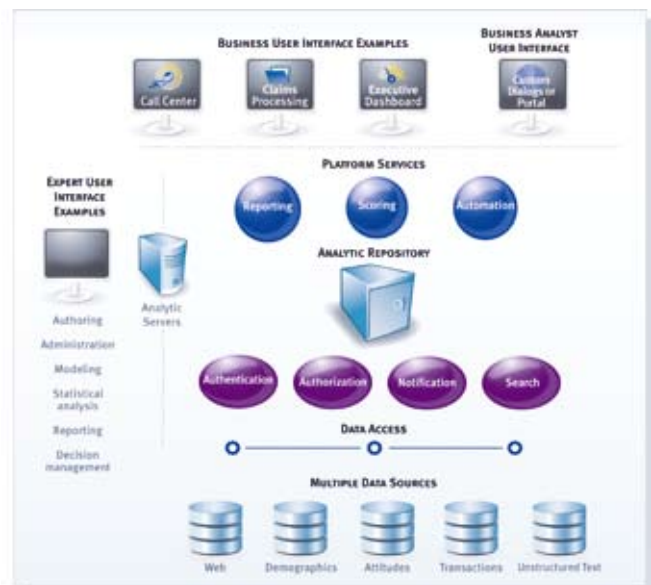
Save time, save money, serve customers better

Companies using PASW Collaboration and Deployment Services find that they can manage the analytic process more efficiently, adhere to internal or external policies more easily, save money — and improve their customers' experience.

A **European telecommunications company** uses PASW Collaboration and Deployment Services to manage the data preparation and data mining streams used in developing models. By running modeling jobs during off-hours, the company uses its technology resources more efficiently yet suffers no loss of control over the job, thanks to the product's automatic notification features.

A **U.S.-based financial services company** with millions of customer records was able to run many analytical processes that scored each of their customers multiple times in a short window of time, which saved it tens of millions of dollars. More importantly, by automatically evaluating models, the company is better informed about changing conditions in the marketplace. And, by deploying scores that suggest cross- and up-sell offers to customer contact staff, the company has boosted sales significantly while also earning high marks for customer responsiveness.

To learn more, please visit www.spss.com/software.
For SPSS Inc. office locations and telephone numbers, go to www.spss.com/worldwide.



PASW Collaboration and Deployment Services is a flexible, enterprise-level foundation for managing and deploying analytics.



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