

> Optimize the Value of Analytical Assets

Predictive analytics can help your organization take the guesswork out of business decisions. But predictive analytics is most effective when it is part of a broader strategy for managing, automating, and deploying analytical assets across your entire organization.

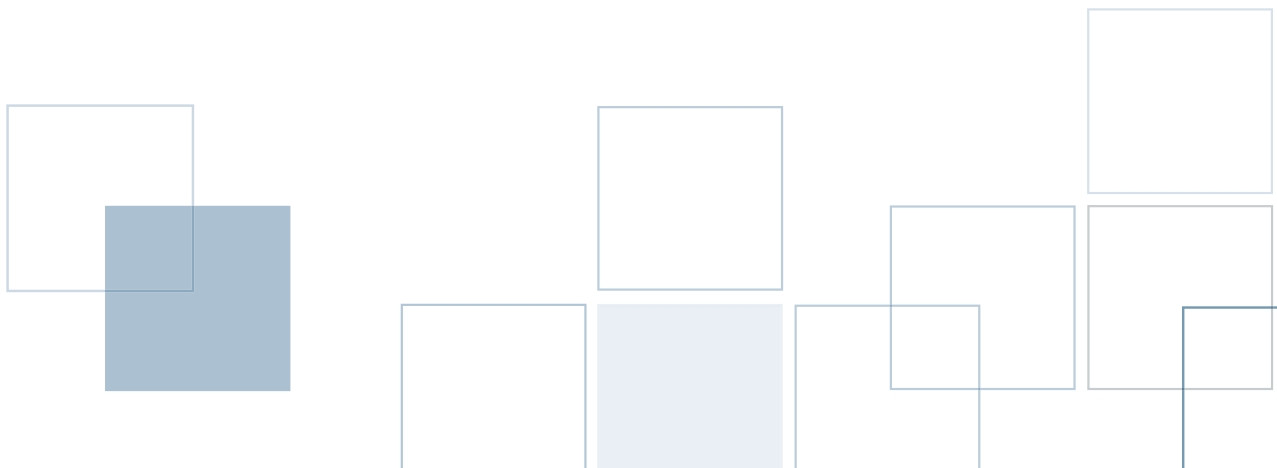
SPSS Predictive Enterprise Services provides an environment that enables you to manage and automate your analytical processes and easily deploy results across your organization—improving productivity and collaboration so you can increase the value of your investment in analytics.

With its powerful management and automation capabilities, SPSS Predictive Enterprise Services is an essential foundation for data-rich organizations concerned about using data to make better decisions and improve business outcomes.

SPSS Predictive Enterprise Services makes it easy to evolve your analytical operations beyond ad hoc, manual analysis by enabling your organization to:

- Manage analytical objects as organizational assets in a central repository that provides security and change management capabilities
- Increase analyst productivity by providing an infrastructure that helps to automate analytic processes, encourage the sharing of analytics, and drive standardization of best practices
- Integrate analytical processes and deploy results within other business processes

Organizations of all sizes can benefit from more effective management of analytical assets—such as SPSS for Windows® syntax and output files; Clementine® streams, models, and output files; documentation surrounding models and modeling processes; ShowCase® Suite reports; SAS® code; and job definitions.



Manage analytical assets more effectively

As predictive analytics becomes a core business process, you need to treat your analytic objects as you would any other knowledge asset. Centralized, secure, auditable storage of these assets significantly increases their value to your organization. SPSS Predictive Enterprise Services, with its central repository, makes it easy to manage the complete lifecycle of analytical assets throughout your enterprise—whether they're under development, testing, in production, or retired.

When you store your assets centrally, you make it easy to organize them for collaboration and reuse as part of your normal workflow—improving productivity across your organization.

The repository helps you make valuable analytic assets easier to find by organizing models into secure folder structures—by project, business goal, business unit, or any other intuitive labeling system. For example, if you are integrating predictive models within your customer relationship management applications, you might create folders for your customer acquisition, customer growth, and customer retention models and related information.

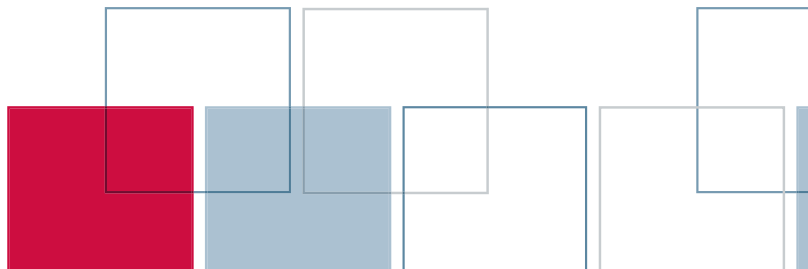
Analysts can easily access the repository from the applications they use to create the objects—such as Clementine, SPSS for Windows, or ShowCase Query™ and Report Writer™. For example, Clementine users can quickly search the repository by model name, content, model types, data fields or attributes, keywords, and other characteristics from within the Clementine interface. You can also accommodate objects from other applications and analytics vendors, providing you the freedom to handle the storage and deployment of predictive analytics assets in a way that best fits your business.

Because all of your assets are stored in one location, it becomes easier to protect and manage changes to your assets. SPSS Predictive Enterprise Services provides version control capabilities to help you manage and audit changes to analytic assets across your organization—for complete visibility into what changed, who initiated the change, and when the change occurred.

In addition to protecting shared files and enhancing productivity, this capability can support your regulatory compliance efforts. For example, a financial services company using predictive analytics for risk analysis might establish a secure, auditable analytical model repository that includes version control and documentation capabilities to demonstrate accountability in its decisions.

SPSS Predictive Enterprise Services also helps you protect your valuable analytic assets by providing powerful and flexible access controls. Administrators can assign the appropriate level of access to analysts and end users. Authentication can be configured using existing organizational policies and security infrastructure. The centralized repository also enables your organization to apply existing organizational policies to your analytical objects—ensuring that they are managed as critical knowledge assets.

Because analysis requires consistent access to many different types of enterprise data, SPSS Predictive Enterprise Services helps you create a unified view of data across all aspects of modeling, scoring, and reporting. This feature helps you set standards for data access and common data transformations at a global or business unit level, ensuring consistency of data obtained from other applications, such as Clementine or SPSS.



Automate critical analytical processes

The tasks associated with analytics and predictive model development and deployment are often repeated on a regular basis. SPSS Predictive Enterprise Services helps you improve productivity, ensure consistency, and achieve greater accuracy in these processes by providing a powerful environment for automating the various steps of the analytic process—such as data preparation, transformations, model creation, evaluation, and scoring. As a result, your analysts can focus on solving business problems, rather than creating and manually executing the processes for each new project.

For example, SPSS Predictive Enterprise Services' strong integration with Clementine provides support for advanced model lifecycle management, with automated refresh and model evaluation. Analysts can perform model evaluation on individual models or groups, and let SPSS Predictive Enterprise Services identify the best one using a Champion/Challenger strategy. A marketing campaign manager, for instance, can automatically create, refresh, and evaluate campaign response models and score databases when new response data is received.

Using SPSS Predictive Enterprise Services, analysts can set up complex multi-step jobs with branching logic, and they can include jobs that include different analytical components—including Clementine streams, SPSS syntax, report definitions, and SAS code. For instance, to schedule SPSS and Clementine jobs together, an analyst can place them into a job stream that uses SPSS to transform the data and Clementine to create the model. When the SPSS job runs, it can automatically create a Clementine model that uses the transformed data and publish a report that shows the results of the model to business users.

The notification features within SPSS Predictive Enterprise Services make it easy to keep analysts and end users up to date on the latest analytic results—including job-initiated notifications and consumer-initiated subscriptions that notify users of content updates.

Deploy analytic results across the enterprise

Your analysts produce a great deal of valuable output in the course of their work—including scores, rules, charts, graphs, reports, and other types of analytical output. To gain the most value from your analytics, the results need to be delivered or deployed to decision makers throughout the enterprise in a way that helps them make better decisions.

For example, SPSS Predictive Enterprise Services enables you to deliver:

- Scores to a customer record, which might show the likelihood of a customer to respond to a marketing campaign or buy a particular product
- Scores to be included with an insurance claim record that show the likelihood of potential fraud or the risk level associated with the claim
- Sets of rules or criteria that define a profile for a particular customer segment
- Charts that compare the accuracy of a number of response models
- Reports that show the accuracy of a prediction compared to actual results

SPSS Predictive Enterprise Services provides flexible model deployment options to support your business needs. This includes the ability to automate the database scoring process, publish and distribute model output and reports, and integrate the analytical process into other business applications.

Integrating your analytics with your other applications and processes will provide the most value to your organization. SPSS Predictive Enterprise Services provides a unique level of flexibility in this respect, due to its ability to work with existing systems and technologies and provide access to management and automation capabilities through standardized Web services. This approach allows you to easily integrate your analytic results and processes in other environments, including those based on Web services or service-oriented architecture (SOA).

The following SPSS Predictive Enterprise Services components provide the services and integration needed to effectively manage and deploy your analytical assets:

- **Base Services**—Centralize, secure, and organize analytical assets in a repository for collaboration and reuse, gain a consistent view of data across the enterprise through the Predictive Enterprise View, and design and publish reports using integrated reporting capabilities
- **Process Manager**—Automate and manage analytical processes across your organization
- **Client and Server Adapters**—Provide access to the repository from client workbench products (such as Clementine, SPSS for Windows and ShowCase Query) and the ability to connect to the servers needed to run and schedule specific job types

SPSS Predictive Enterprise Services is a highly scalable platform with the ability to manage and automate high volumes of analytical objects and repeatable jobs, and can help manage large numbers of projects centrally.

Your analytical results are a critical component of good decision making, but the real value is in knowing how to exploit your results so that you can help your organization reach its business goals.

The SPSS Predictive Enterprise Services platform can help guide everything from daily operations to long-range planning, using insight into current and future conditions to take the guesswork out of business decisions. Through its advanced capabilities and openness to other information systems, it enables you to optimize the use of analytics and deploy the results securely and efficiently to end users across your entire enterprise.

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