

PASW[®] Collaboration and Deployment Services 4

Today, organizations that understand the immense strategic value of analytics also recognize that, to gain the greatest value from their investment, they need to encourage collaboration between those who develop analytical models, reports, surveys, or other analytical assets and those who rely on them to guide decision-making.

Such collaboration is fully supported by PASW Collaboration and Deployment Services*. This integrated platform enables organizations of any size to share analytical assets, protect them, and publish results in ways that bring analytics to the front lines.

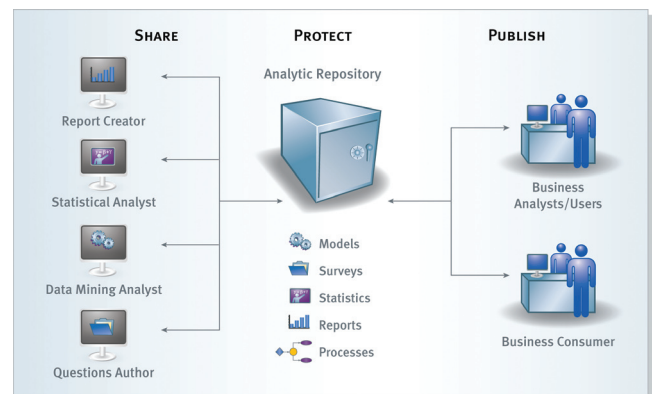
Organizations using PASW Collaboration and Deployment Services find that they can manage analytical processes more efficiently, adhere to internal or external data security and privacy policies more easily, save money, and improve the productivity of analysts and the effectiveness of business users.

Share assets and enhance productivity

As more people in an organization rely on analytics, opportunities for overlapping or redundant efforts increase. To avoid this and leverage your investment in analytics efficiently, PASW Collaboration and Deployment Services provides a secure way for your organization to share and re-use analytical assets.

It includes a central, searchable repository specifically designed for analytical assets. Models, statistical analyses, syntax or process steps, survey questions and results, documented best practices, and other assets can be stored in the repository, which experts can access from within the tools they already use. They can then re-use relevant assets on other projects or in other parts of your organization.

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



PASW Collaboration and Deployment Services allows analysts to work together and share critical business information more easily with others. It protects the business by storing analytical assets in one place, and automatically tracking changes made to them. Analysts can easily publish information, allowing users easy access to it whenever they need it.

Build strong protection for intellectual property

While facilitating the secure sharing of analytical assets, PASW Collaboration and Deployment Services also protects the integrity of those assets.

It provides safeguards against loss of, or damage to, analytical assets. Administrators can schedule appropriate backups of the central repository, control access, and create a complete audit trail, showing who has modified specific assets, when, and how. This makes the governance of analytical assets more systematic and reliable.

As a result, analysts and business users can confidently share knowledge throughout the development, evaluation, and implementation cycle, which improves the usefulness of all your analytical assets.

Automatic version control capabilities ensure that only the current, approved versions of analytics are used in production. In this way, your organization enjoys increased productivity and also greater consistency in your results.

Publish easily, broadly, and cost effectively

Business is changing too fast for analysts to be the only people who understand the impact that analytics can have on the business. PASW Collaboration and Deployment Services ensures that the right people have visibility into analytical results by making it easy for analysts to publish results. We also make it easy for business users to access results formerly reserved for analysts.

With PASW Collaboration and Deployment Services, your organization can efficiently deliver decision-making guidance to people and systems everywhere. There is no longer a need to e-mail reports to groups of users or for someone to initiate a process manually when an analysis is completed. Instead, processes can be configured to let business users know that there are reports available for viewing.

It's easy for analysts to develop interfaces that enable business users to run specific analytics when they need too and then publish these results without performing any special coding. Through a standard Web browser, business users can access and interact with these interfaces and build reports that display exactly the information they need. Sales managers, for example, can customize the reports they receive in a variety of ways. Marketing managers can use their reports to develop customized, cost-effective campaigns and achieve repeatable results.

This flexibility in exploring analytical information increases the effectiveness of decision-makers at every level, in every area, and lets you turn analytic results into business results.

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



The Predictive
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