

> More Value from Data Mining

Leverage your investment in DB2 solutions

Your organization is likely to have many goals in common with your competitors: attract and retain valuable customers, identify market trends, increase revenues, reduce fraud and waste, control costs, and more. Data mining helps you find patterns and insights in the information you already have, so you can achieve your goals and gain an advantage over the competition.

Just as good organizational strategy tends to make a company more successful, a good data mining system helps maximize predictive insights and achieve results faster. Your organization can reduce the time needed to get accurate results by using PASW Modeler* from SPSS Inc. with IBM InfoSphere Warehouse Enterprise Edition, a solution based on the IBM DB2 data server technology.

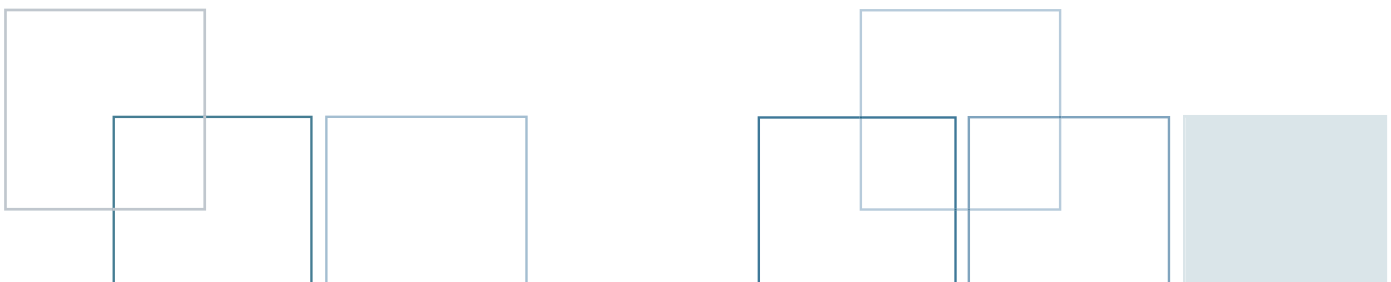
This IBM solution is a powerful business intelligence platform that enables organizations to perform data mining and other processes within a consolidated data warehouse. Together, PASW Modeler and InfoSphere Warehouse enable users to quickly develop the insight they need to address critical business issues.

PASW Modeler integrates with the data mining features of InfoSphere Warehouse, including data mining modeling, scoring, and visualization.

You can create and apply models within your InfoSphere Warehouse, and then report the results in easy-to-understand graphs and visualizations.

PASW Modeler features an intuitive interface that enables analysts to focus on business issues, rather than on technical steps. From this interface, you can also incorporate data from textual notes and documents, data about Web site usage, and results from SPSS Inc.'s PASW Data Collection* family of survey research products.

* PASW Modeler and PASW Data Collection, formerly called Clementine® and Dimensions™, are part of SPSS Inc.'s Predictive Analytics Software portfolio.



■ PASW Modeler In-Database Mining

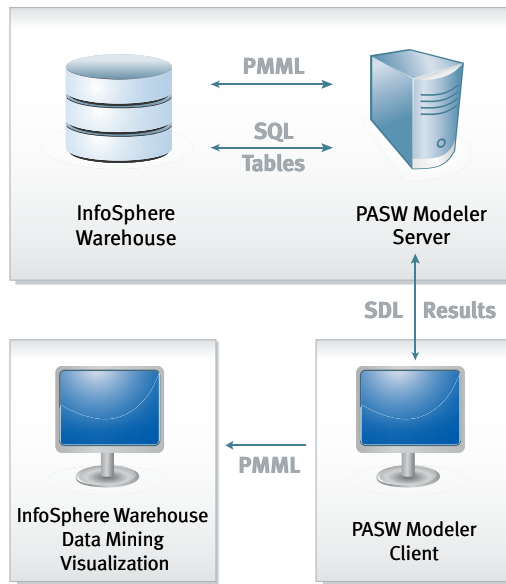


Figure 1: PASW Modeler is completely integrated with your IBM InfoSphere Warehouse solution.

Reduce data preparation time

PASW Modeler reduces data preparation time and network traffic by enabling users to access and prepare data directly in InfoSphere Warehouse. Given that data preparation can account for 80 to 90 percent of the data mining process, PASW Modeler's streamlined approach has a measurable impact on efficiency.

Build and evaluate models quickly

PASW Modeler offers a wide range of models that enable organizations to solve many different types of business problems with one product. PASW Modeler and the InfoSphere Warehouse use the industry-standard Predictive Model Markup Language (PMML) to share models and provide a seamless workflow.

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

Manage models and predictive assets

Extend the benefits of data mining by adding PASW Collaboration and Deployment Services. Centralize the storage and management of data mining models and all associated processes—right in your InfoSphere Warehouse—through this completely integrated add-on. PASW Collaboration and Deployment Services offers features that immediately increase the efficiency of your analysts and the usefulness of data mining to your entire enterprise.

Put insights into action faster

PASW Modeler and IBM InfoSphere Warehouse help your organization achieve results in less time by deploying models to the InfoSphere Warehouse scoring feature for use in business and operational systems. Or you can choose PASW Modeler's PMML batch-loading deployment option for in-database scoring and quickly load scores, segments, and other data mining results into your InfoSphere Warehouse.

Own a flexible solution

The PASW Modeler/IBM InfoSphere Warehouse features an open architecture that will integrate well with both existing systems and those your organization may want to add in the future. And because your organization owns the solutions outright, there are no costly, ongoing leasing fees. You'll benefit from the unparalleled range of data mining models provided by PASW Modeler, as well as the ability to achieve maximum results with those models—in the minimum time—through your IBM InfoSphere Warehouse system.



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