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Overview of SPSS Inc.

For the Department of Defense and Related Agencies

SPSS Inc. is a leading provider of predictive analytics software and solutions. SPSS products enable users to clearly identify patterns and trends in events, behaviors, or attitudes, thereby enabling customers to optimize resources, meet objectives, and plan effective responses.

Using SPSS statistics, data mining, text mining, and data collection software and solutions, defense agencies can anticipate events more reliably, optimize funding targets and staff resources, or better discover and prevent improper payments. SPSS products also help agencies deliver insight to field personnel in support of daily decision making.

SPSS has more than 39 years of experience providing solutions to organizations worldwide. Many FORTUNE 1000 companies—and U.S. federal agencies—are SPSS customers. Founded in 1968 and publicly traded since 1993, SPSS achieved 2006 fiscal year revenues totaling \$261.5 million.

Public Sector Customer Base

- Every branch of the U.S. military as well as numerous offices in the Department of Homeland Security, Central Intelligence Agency, National Security Agency, National Geospatial Intelligence Agency, Federal Bureau of Investigation, and Sandia National Labs
- Every U.S. cabinet-level department and other agencies such as NASA, IRS, and VA
- Tax and revenue, health, transportation, public safety, and education departments in state and local governments
- Hundreds of hospitals and public health and research agencies such as the CDC and the NIH, as well as major medical research institutions worldwide

Predictive Analytics Capabilities

The Department of Defense and its components and supporting agencies have complex information analysis and trending requirements for intelligence gathering, as well as for equipping, training, deploying, and supporting troops. Predictive analytics enables agencies to discover patterns

and make connections—even in large, complex datasets—to draw reliable conclusions about current conditions and future events. SPSS is recognized as leader in predictive analytics by *Gartner*, *Forbes*, *BusinessWeek*, *Intelligent Enterprise*, *InfoWorld*, *CRM Magazine*, and others. SPSS's Predictive Analytics solutions are based on the following technologies:

Data Mining and Text Mining: SPSS' **Clementine®** enables agencies to simultaneously access and analyze disparate data from flat files and structured database sources as well as from all formats of text and open source Web data. This unique capability enables analysts to quickly identify potential threats or trend unusual activities over time, using data that might otherwise be neglected. This makes it easier to understand, share, and act upon critical information.

Data Collection/Survey Research: Collecting information about the activities and performance of those who report to you is essential in managing and maximizing performance. Understanding characteristics and abilities of personnel helps guide those involved in recruitment, hiring, training, and advancement to fill skills gaps or recognize leadership and achievement.

Solutions

SPSS solutions can help a unit, service, or agency improve:

- **Logistics operations**—predict part failures, improve resource allocation, reduce downtime, and optimize supply chain and inventory
- **Force deployment**—optimize deployment and placement of personnel and equipment
- **Analysis of sentiment**—analyze data from newsfeeds, surveys, and field reports to assess troop morale, citizen sentiment, and risk of threat
- **Analysis of enemy behavior**—uncover patterns, anomalous behavior, and trends in enemy behavior to improve strategic decisions and decrease risk
- **Human Capital**—enhance recruiting, accession, and retention efforts
- **Medical Care**—measure patient satisfaction, identify early outbreaks, trend symptoms and treatments over time