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Overview of SPSS Inc.

For State and Local Government

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

Using SPSS statistics, data mining, text mining, and data collection software and solutions, government 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 agencies in every U.S. state—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

State and local agencies perform a range of services for their citizens—from monitoring public health to collecting taxes. It is essential to collect regular feedback from citizens and

analyze constituent information. Predictive analytics enables agencies to discover patterns and make connections—even in large, complex datasets—and to draw reliable conclusions about current conditions and future events. Predictive analytics is 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 would otherwise be neglected. This makes it easier to understand, share, and act upon critical information.

Data Collection/Survey Research: Collecting data on citizens' attitudes, behavior, and satisfaction is critical for a state's growth. With **Dimensions™**, agencies can rapidly develop surveys with sample management capabilities and analyze high-quality research data in real-time—in a multi-mode environment. This means that all collected data are managed and controlled by the same system.

Solutions

SPSS has years of experience in the design and creation of targeted solutions for government interests—including:

- Collecting essential data, including citizen feedback
- Detecting and combating fraud, waste, and abuse
- Maximizing human resources with effective recruitment and retention methods
- Providing law enforcement agencies with insight into patterns in criminal behavior
- Conducting effective program feedback management
- Quickly analyzing disease outbreaks and protecting public health
- Ensuring the efficient collection of taxes and other revenues