

# Direct the Future and Improve Performance



**SPSS**<sup>®</sup>

Rely on the analytics leader to  
deliver positive results—today,  
tomorrow, and beyond



## Increase effectiveness across your organization

Companies today face greater pressures than ever before. Commercial organizations must meet mounting financial performance expectations. Government agencies must satisfy the needs of increasingly complex populations. And educational institutions must continue to improve student performance without significant increases in government funding or tuition.

For nearly four decades, organizations like yours have measurably improved efficiency and performance using SPSS software—without increasing costs, adding personnel, or making significant changes to technology infrastructures. Companies worldwide use our predictive analytics solutions to meet critical business and organizational goals, such as:

- Acquiring and retaining profitable customers, and maximizing lifetime value
- Understanding customer attitudes
- Assessing and improving the effectiveness of public programs
- Anticipating threats to local and national security
- Improving curricula and student performance
- Preventing fraud, waste, and abuse

The keys to solving each of these issues can be found in the information organizations like yours collect every day. Whether from internal sources, such as customer databases, or external sources, such as third-party research—or a combination of both—your data holds the solutions to the challenges facing you and your organization.

### **Improve results with a 360° view**

You can use SPSS software with information from virtually any data source to gain an unparalleled depth and quality of insight—a true 360° view. SPSS is the leader in a class of technologies known as predictive analytics—a proven combination of advanced analysis techniques and quick delivery of recommended actions to the appropriate people or systems. With the on-demand insight provided by predictive analytics, you better understand each business situation, accurately predict which factors will have an impact on future performance, and give decision makers the information they need to take effective action.

*Learn more about SPSS predictive analytics at [www.spss.com/predictive\\_analytics](http://www.spss.com/predictive_analytics)*

### **Give users what they need to succeed**

More than 250,000 commercial, academic, and government organizations worldwide rely on our software. What need do they share? It's simple. Every organization that collects and generates data needs an efficient way to gain insight from that data. You can use SPSS software to provide critical knowledge to many different types of information collectors and users, including: business users (such as marketing and sales management), survey and market researchers, scientific and institutional researchers, and analysts and data miners.

### **Enable better decisions organization-wide**

By incorporating predictive analytics into your operations, your organization can become a Predictive Enterprise—able to direct and automate decisions to meet organizational goals and achieve measurable competitive advantage. Within a Predictive Enterprise, you have consistent control over both long-term strategic decisions and daily tactical actions. For example:

- As a customer loyalty manager, you know which customers are likely to defect to a competitor, and which actions to take to retain them
- As a primary school administrator, you know which students are most likely to fall behind, and how best to help them improve their performance
- As a market researcher, you understand how your clients' brands are perceived, and can provide consumer insight that enables your clients to develop more effective marketing strategies
- As an insurance claims manager, you know immediately which claims are legitimate, and can settle them quickly to keep valuable customers satisfied

Most importantly, as a Predictive Enterprise, your organization has the insight it needs—when and where it's needed, and in the right format. That's how SPSS software enables you to direct and improve your company's future.



## Ensuring success in every industry

For more than 37 years, leading organizations have achieved positive results using software from SPSS. In fact, 95 percent of the FORTUNE® 1000 use SPSS products. Our customers rely on us for both reliable, innovative software and in-depth industry expertise.

### Financial Services

Financial services firms enhance their customer interactions—resulting in improved acquisition, growth, and retention rates—and minimize their risk levels, using SPSS software. Our financial services customers include:

- The top 10 global banks (2004 “Top 1000 World Banks,” *The Banker Magazine*)
- Nine of the top 10 global investment banks (ranked by sales, Hoover’s Inc.)
- Eight of the top 10 global property and casualty insurance companies (“2004 Global 500,” *FORTUNE Magazine*)

*Learn about SPSS solutions for financial services organizations at [www.spss.com/financial\\_services](http://www.spss.com/financial_services)*

### Telecommunications

Telecommunications companies acquire and retain valuable customers, improve their marketing efforts, and reduce fraud with SPSS predictive analytics solutions. Our telecommunications customers include:

- Eight out of 10 telecommunications services companies on the S&P 500
- More than half of the telecommunications companies on the Forbes 500, Forbes International 500, S&P 500, S&P Global 1200, and S&P Europe 350

*Learn about SPSS solutions for telecommunications companies at [www.spss.com/telecommunications](http://www.spss.com/telecommunications)*

### Survey and Market Research

Survey and market research organizations conduct comprehensive survey projects—from collecting data to analyzing and publishing results—using SPSS predictive analytics software. Our survey and market research customers include:

- Ninety-six percent of the organizations on the Honomichl Global 25
- Nearly all of the research organizations on the Honomichl Top Fifty U.S.

*Learn about SPSS solutions for market research organizations at [www.spss.com/survmkt\\_research](http://www.spss.com/survmkt_research)*



## Government

Government agencies worldwide improve program and service effectiveness; prevent fraud, waste, and abuse; protect their citizens; and much more—with SPSS predictive analytics software. Our government customers include:

- All 50 U.S. state governments and every U.S. cabinet-level department
- Numerous U.S. agencies, such as NASA, the IRS, and the Veterans Administration; and independent agencies, such as INIST and INSERM in Europe
- Customs and taxation offices in Latin America, Asia, and Australia
- Every branch of the U.S. military, as well as intelligence and public safety agencies in North America, Latin America, Europe, Asia, and Australia

*Learn about SPSS solutions for government organizations at [www.spss.com/government](http://www.spss.com/government)*

## Education

Educational institutions—from primary schools to colleges and universities—use SPSS predictive analytics software to assess and improve student performance, conduct scientific and institutional research, improve enrollment and graduation rates, and teach statistics and data mining. Our education customers include:

- All 129 of the top U.S. colleges and universities (“America’s Best Colleges 2005,” *U.S. News & World Report*)
- At least 80 percent of the 25 largest U.S. school districts (National Center for Education Statistics)

*Learn about SPSS solutions for educational institutions at [www.spss.com/education](http://www.spss.com/education)*

## Retail

Retail organizations increase customer understanding and sales, improve operational efficiency, develop successful products, and select profitable store sites, using SPSS predictive analytics software. Our retail customers include:

- Twenty-one of the top 25 retailers worldwide (“2005 Global Powers of Retailing,” Deloitte Touche Tohmatsu and *STORES Magazine*)
- Nine of the top 10 online retailers (“Internet Retailer Top 400 Guide,” *Internet Retailer Magazine*)
- Fifteen of the top 20 U.S. catalog retailers (“2004 Catalog Age 100,” *Catalog Age Magazine*)
- Eight of the top 10 U.S. specialty retailers (2004 “Top 100 Specialty Store Retailers,” *STORES Magazine*)

*Learn about SPSS solutions for retailers at [www.spss.com/retail](http://www.spss.com/retail)*



## Ensure continuous returns with effective, scalable solutions

### **Solve business problems quickly through innovation**

Since its founding, SPSS has been recognized as a leader in the analytics field. Recently, SPSS received *Frost & Sullivan's* 2005 Product Innovation Award for our pioneering role in predictive customer relationship management (CRM) analytics. And *Intelligent Enterprise* Magazine named SPSS a Customer Intelligence “Company to Watch in 2005” for our vision, technology innovation, and customer leadership.

How does innovation translate into measurable results? A recent study by independent analyst firm Nucleus Research found that 94 percent of SPSS customers achieve a positive return on investment (ROI) within an average payback period of just 10.7 months. Considering the speed at which markets—and your competitors—move today, it's good to know that you can count on SPSS to deliver results in a short time frame.

*Read the full Nucleus Research report, The Real ROI from SPSS, at [www.spss.com/NucleusResearch.htm](http://www.spss.com/NucleusResearch.htm)*

### **Choose solutions that grow with your company**

When you're evaluating an analytics technology or provider, consider both your current and future needs. With SPSS, you can begin by addressing a specific goal, and add capabilities as your needs grow. Our broad platform enables you to implement analytical solutions in phases—by channel, organizational goal, or other structure. Alternatively, you can implement an enterprise-wide solution to make a widespread impact on your organization in a short period of time.



For example, insurance company FBTO first used SPSS' marketing campaign optimization technology to improve the efficiency and effectiveness of its direct mail campaigns. This enabled FBTO to reduce direct mail costs by 35 percent, and increase direct marketing campaign profits by 29 percent. Based on these positive returns, FBTO added the ability to create real-time cross-selling and retention campaigns in its inbound call center, and to deliver targeted content on its Web site.

Athletic footwear manufacturer PUMA North America began with SPSS reporting solutions that gave its sales force instant access to daily sales information. This helped to reduce calls to its internal database analysts by 20 percent, and reduce report creation time from days to hours. Next, PUMA plans to add capabilities for analyzing orders, sales, and customers, and for identifying new areas of opportunity.



### **Limit costs by leveraging existing investments**

You can integrate SPSS predictive analytics products with existing campaign management systems, call center applications, legacy systems, and other software from a wide range of vendors. Unlike closed analytics systems that force you to use only one vendor's products, SPSS gives you the flexibility to choose the exact solution you need to achieve your goals. After all, your organization has already made investments in data storage, operational systems, IT infrastructure, and personnel. This flexibility helps you reduce both upfront and long-term expenses.

### **Trust your business to a proven leader**

When you select SPSS software, you receive both proven technologies and the support of an innovative, experienced, and stable analytics software provider. No other analytics software company offers this same combination of benefits.

At the end of the day, your organization needs to produce measurable, positive results. SPSS helps you deliver those results efficiently and effectively—today, tomorrow, and beyond.

To learn how SPSS can help you achieve your goals, contact an SPSS representative today at **1.800.543.2185** (in the U.S.), **+1.312.651.3000** (all other countries), or **sales@spss.com**.

## Helping Companies Worldwide Achieve Results

No matter where your organization is located, you can be sure that leading companies in your region use SPSS products and services. Our worldwide network of offices and distributors ensures that you have what you need to address your business issues—wherever you do business. The list below is just a sampling of SPSS customers around the world.

ABN AMRO

Allianz AG

American Airlines

Austereo Group Ltd.

BT

Caixa Catalunya

Canal Digital

Canon UK

Center Parcs Europe

Children's Memorial Hospital

Churchill Downs

Deloitte & Touche Denmark

Emperors Palace

Financiera Familiar

Fnac

Fortis

France Télécom

GfK AG

Globo.com

Greater Manchester Police

Handelsbanken

HypoVereinsbank

ING

The Institute of Social Science at  
the University of Tokyo

INTAGE Inc.

Integrationsverket

Johnsonville Sausage

JTB Corporation

KPN

Lilly Spain

Lloyds TSB

Mutua Madrileña Automovilística

MyTravel

Natexis/Groupe Banque Populaire

National Instruments

New York University

NIFTY Corporation

NTT DoCoMo, Inc.

O2 (Germany) GmbH Co. KG

Politiken

PUMA North America

Red Cat Nordic

Saga Holidays

Sallie Mae

SNCF

S.T. Dupont

Telefónica Publicidad e Información

Telstra

Toyota Danmark

Virid

VTR GlobalCom

Winterthur

Yamaha Motor Europe N.V.



### About SPSS Inc.

SPSS Inc. (NASDAQ: SPSS) is the world's leading provider of predictive analytics software and solutions. The company's predictive analytics technology improves business processes by giving organizations consistent control over decisions made every day. By incorporating predictive analytics into their daily operations, organizations become Predictive Enterprises—able to direct and automate decisions to meet business goals and achieve measurable competitive advantage.

More than 250,000 public sector, academic, and commercial customers, including more than 95 percent of the FORTUNE 1000, rely on SPSS technology to help increase revenue, reduce costs, and detect and prevent fraud. Founded in 1968, SPSS is headquartered in Chicago, Illinois. For additional information, please visit [www.spss.com](http://www.spss.com).