

> Deliver Results that Make an Impact



Turn insight into action

To gain the most value from customer feedback and survey research, you need a versatile reporting and visualization solution that allows you to deliver key findings to decision makers faster and more effectively.

With PASW Reports for Surveys,* part of SPSS Inc.'s Data Collection family, you can easily and efficiently develop professional, interactive reports in an online environment, a desktop environment, or both. By delivering the right information to the right person at the right time, you help your internal and external clients quickly grasp the significance of your findings—and make smarter decisions.

Simple and intuitive to use, PASW Reports for Surveys is designed specifically for information consumers and survey researchers who are interested in using interactive reporting to determine insights from survey data. Work with your data completely offline, or maximize efficiency and security by ensuring that high-volume tasks such as data processing and aggregation are done on a server—while still leveraging the power of the desktop for interface-related tasks. Moving between the online and the desktop reporting environments is completely seamless.

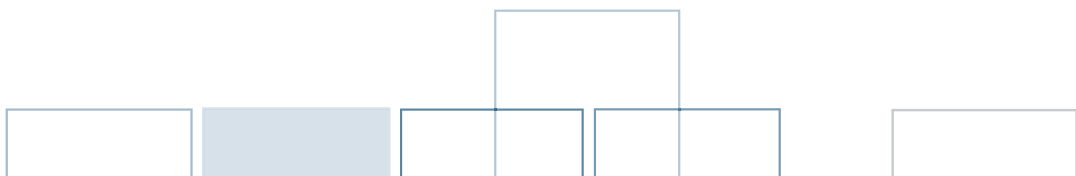
Report creators can rapidly build and deliver reports that clearly communicate findings, while report recipients gain the ability to drill deeper into data for more meaningful—and actionable—insights.

* PASW Reports for Surveys, formerly called Dimensions™ Reporter and Desktop Reporter™, is part of SPSS Inc.'s Predictive Analytics Software portfolio.

For example, using PASW Reports for Surveys:

- Analysts can easily create reports and share them with the right users in formats that are easy to understand
- Local or regional managers who receive high-level reports can dig deeper into the data relevant to their teams and geographic area, and gain more focused and detailed insights
- Market research firms can deliver more value to clients by providing reports that include key findings, yet also allow users to drill further and deeper into the data for additional discovery

If using PASW Reports for Surveys in an online environment, your organization can adhere to privacy and security regulations and ensure that users see only the data and reports relevant to their specific needs. In addition, by applying global filters to datasets, users interact only with the data that is most applicable—for example, data from a specific geography, employee group, or product. These capabilities make PASW Reports for Surveys an ideal choice for organizations of all sizes that require power, security, and simplicity in a reporting tool.



A comprehensive survey research platform

PASW® Data Collection is a complete technology platform that supports the entire survey research lifecycle, from survey authoring to data collection to reporting. Based on the powerful PASW Data Collection Data Model**, PASW Data Collection** enables you to control and enhance every aspect of your research process to improve your productivity and effectiveness.

Streamlined data management

From authoring and interviewing to analyzing and reporting results, PASW Data Collection puts data at the heart of your operations. No matter what applications you run—or what type of data you collect from any source, in any language—PASW Data Collection brings it all together.

Expert resources

The PASW Data Collection Developer Library** offers overviews, white papers, tutorials, design documentation, detailed programming reference materials, working source code, and sample applications at several levels of depth.

In addition, the SPSS Worldwide Services team is available to provide expertise on any type of project, from system design and installation to survey design, modeling, and deployment. SPSS Technical Support provides rapid assistance with technical issues. Or, through SPSS Online Services, you can obtain help in deploying surveys online or by telephone, and in making the results available in real time. You can even use SPSS Online Services to create your surveys.

Adaptive technologies

What do you want to do with the PASW Data Collection? The flexible component architecture of this product suite enables you to select just what you need, whether you want to address just one area or your entire survey research process.

In addition, with other products that are part of SPSS Inc.'s Predictive Analytics Software portfolio, you can gain more value from the data you collect and the data you analyze.

**** PASW Data Collection, PASW Data Collection Data Model, and PASW Data Collection Developer Library, formerly called Dimensions®, Dimensions Data Model, and Dimensions Developer Library, are part of SPSS Inc.'s Predictive Analytics Software portfolio.**

Gain full value from your data

Create interactive reports

PASW Reports for Surveys empowers you to create your own reports or drill down further into your data to find the insight—in the format that meets your needs. This simplicity will also help your clients or other end users quickly access the information they need most.

Users can:

- Create crosstabulations, including graphics, in an intuitive interface
- Work with large and complex datasets
- Create reports that incorporate results from all data types—categorical data, numerical data, times and dates, or text
- Publish presentation-ready reports to Microsoft® Office products with a click of a button
- Apply filtering criteria to better segment data
- Turn information into action by quickly delivering key insights to decision makers across the enterprise

PASW Reports for Surveys is built on the Microsoft .NET 2.0 Framework. You can access any data collected through PASW Data Collection to create timely, understandable reports. For deeper analysis, leverage the PASW® Statistics[†] family of products to perform advanced statistics, or PASW® Modeler[†] products for data and text mining. Use PASW® Text Analytics for Surveys^{††} to better understand open-ended data captured in any language and turn it into information that you can use—without spending endless hours manually categorizing and reading open-ended responses.

[†] PASW Statistics and PASW Modeler, formerly called SPSS Statistics and Clementine®, are part of SPSS Inc.'s Predictive Analytics Software portfolio.

^{††} PASW Text Analytics for Surveys, formerly called SPSS Text Analysis for Surveys™, is part of SPSS Inc.'s Predictive Analytics Software portfolio.

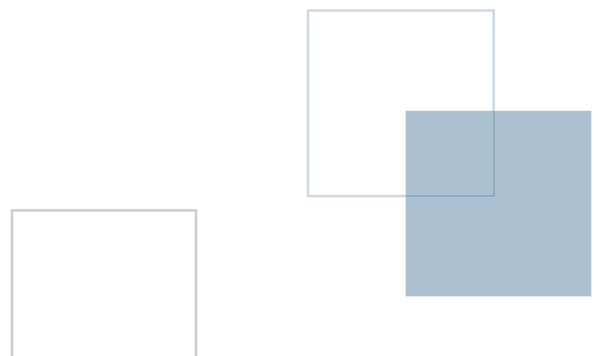
Provide more meaningful insight

Because a table or a chart of aggregated results may not always provide the best picture of your research findings, PASW Reports for Surveys supports the creation of many different table types—summary tables, multi-dimensional tables, tables at a respondent-level, and many more.

To ensure you get the most value from research results, a number of data manipulation and analysis options are included that make it easy to streamline your analysis and go from survey results to insight faster. You can:

- Create multiple tables with a single click
- Organize variables and tables into folders
- Group categories and summarize findings without altering the original data
- Create new variables and edit them before or after they've been placed in a table
- Turn numeric, date, and text variables into categories for easier analysis
- View, use, and edit hierarchical and multi-level data
- Create response-based tables as easily as respondent-based tables
- Apply weights and statistical tests to ensure that results reflect your population and you can easily spot the significant finding
- Sort tables horizontally, vertically, or both

Analysts can preview any variable before they use it in a table to ensure that it will add value to their analysis. In addition, users can create and apply sophisticated filters to look at any relevant or significant data slice—enabling clients or managers to quickly focus on what is most important to them.



Present and share results easily

Deliver professional-looking results

PASW Reports for Surveys offers several ways of presenting professional results. Print directly from the application, export data and tabulations into a number of different formats, or provide reports in the language preferred by end users. Report designers can also show table titles and descriptions, and list the variables, filters, and weights applied, to help users more clearly understand the information they are viewing.

Tight integration with Microsoft Office enables you to publish results in the applications that are most familiar to end users. Build custom chart types in Microsoft Excel® and use them within PASW Reports for Surveys to control the exact format and layout of each chart, or export tables and reports to Microsoft PowerPoint®, Word, or in HTML.

PASW® Reports Professional for Surveys⁺⁺⁺

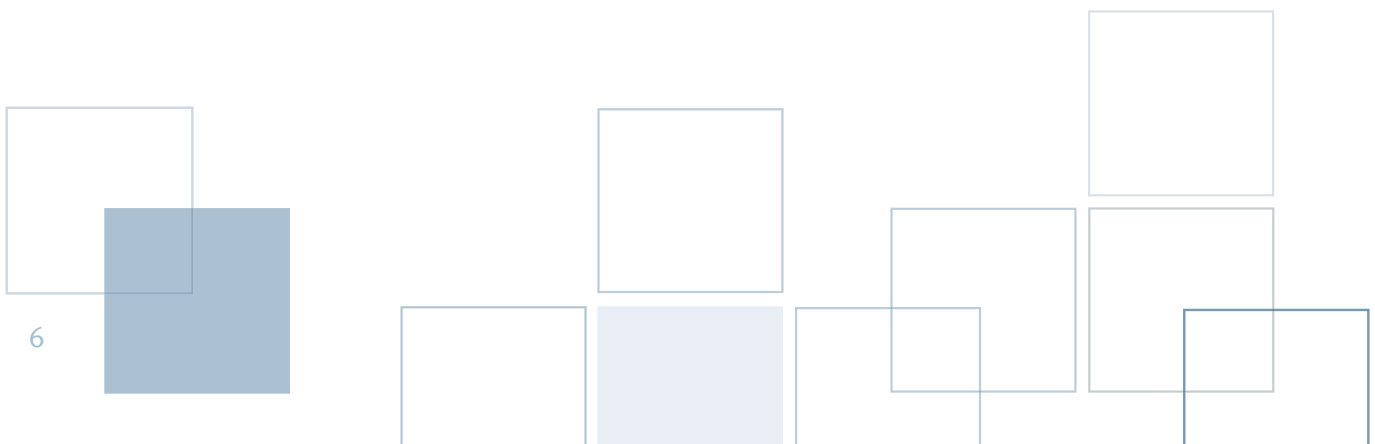
If you are an experienced user, you may choose to distribute table definitions to executives who may not have the time to construct their own tabulations. This enables you to hide or rearrange table elements to suit the executives' unique information requirements. You can use PASW Reports Professional for Surveys to fully streamline report creation. By leveraging a powerful scripting engine, you can perform sophisticated data manipulation, such as creating weights based on any number of variables, and create complex aggregations to distribute as table definitions. Or you can fully automate the creation and distribution of analysis results in HTML, PowerPoint, Excel and Word.

Organizations can choose PASW Reports for Survey Components⁺⁺⁺ to automate data manipulation and report creation on the data collection server. This means that the data collected this morning can be available to managers and executives in PowerPoint in time for the afternoon conference.

Adopt the new industry standard

PASW Reports for Surveys is a powerful alternative to Quanvert™, one of the most widely used desktop analysis tools in the market research industry. Combining Quanvert's strengths with the power of PASW Data Collection technology, PASW Reports for Surveys is designed to support your demands today—and well into the future.

⁺⁺⁺ PASW Reports Professional for Surveys and PASW Reports for Survey Components, formerly called mrStudio™ Tables Option and the Dimensions Component Pack, are part of SPSS Inc.'s Predictive Analytics Software portfolio.





“PASW Reports for Surveys is a solution that we’re excited to use, and we believe our customers will be keen to use it, too. This product will allow them to enhance their survey and data collection work, resulting in increased productivity and a much-improved quality of reporting. SPSS Inc., by working closely with companies like ours, has built a product that’s a superb blend of power, versatility, and simplicity.”

– *Jeff Thompson*
Director of Research Technology
Kantar Operations



Leverage many types of data

To help you report on results from diverse sources, PASW Reports for Surveys enables you to access data from Triple-S™, Quancept™, Quanvert, Surveycraft™, PASW Statistics, ADODB-based databases, and other data types.

PASW Data Collection's flexible architecture enables you to use it for a single phase of your survey research process—or for every phase. PASW Reports for Surveys provides PASW Data Collection users—and any organization that wants to turn its feedback into action—with key capabilities that add value to any survey research project.

To see how PASW Reports for Surveys can help your organization, contact your SPSS Inc. sales representative today.

The PASW Software portfolio

Drive data into the heart of your decision making with Predictive Analytics Software from SPSS Inc. Capture all the information you need about your customers' attitudes and opinions. Predict the outcomes of your interactions with your customers before they occur. Act on your insights by embedding analytic results into business processes.



About SPSS Inc.

SPSS Inc. (NASDAQ: SPSS) is a leading global 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 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.

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