

PASW[®] Collaboration and Deployment Services 4

Competitive organizations understand that using analytics to drive business decisions significantly improves results. But integrating analytics within key business processes requires an environment that ensures the reliability and quality of analytics. PASW Collaboration and Deployment Services offers a rich set of capabilities to help you optimize your organization's analytic processes and ensure the reliable deployment of results.

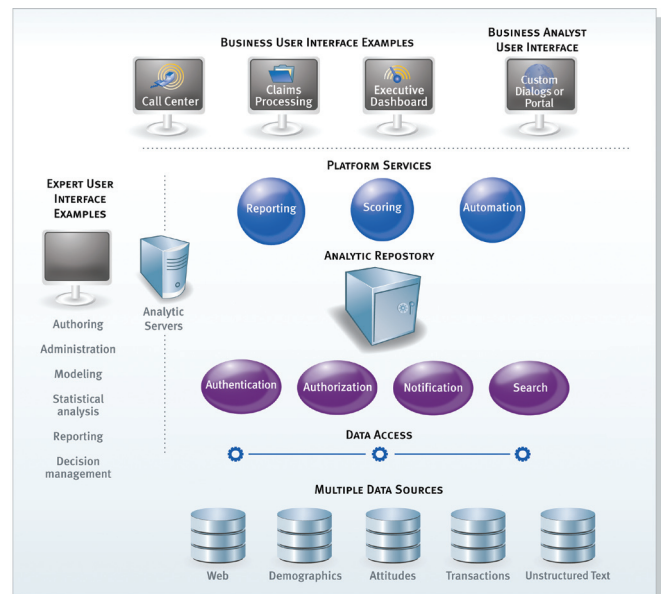
Bring control and discipline to analytical processes

PASW Collaboration and Deployment Services* gives analysts the power to create structured and documented processes. Using its visual interface, they can design complex analytical jobs that include multiple steps and tools. Jobs can have parameters for passing context from one job to another, and can use conditional logic to handle different scenarios.

Automation also helps build in reliability by operationalizing analytical processes — that is, by initiating the jobs when they are needed and integrating them with existing enterprise processes. PASW Collaboration and Deployment Services allows you to initiate jobs on demand, on a schedule, or in response to events that occur within other processes. It also includes the ability to monitor the progress of jobs and inform people or processes when each step is completed, or fails to be completed.

Analytical processes are becoming more complex. Your organization wants every step to be carried out in the same way, every time, to ensure reliable results and consistent decision-making across your entire organization.

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



PASW Collaboration and Deployment Services is a flexible, enterprise-level foundation for managing and deploying analytics.

Keeping analytical models up to date and ensuring the quality of predictions is essential when you are using those predictions to make critical business decisions. Pre-defined model evaluation processes help make this process easier for analysts and results more reliable. For example, as you learn more about customer behavior with the results of marketing campaigns, your models may need to change. You can set up champion-challenger scenarios, so that your existing models are continually evaluated against new approaches.

Your organization enjoys increased confidence in the results of analytical processes because you can govern the environment in which they occur. Features such as automatic version control and change tracking give management visibility into analytical processes and ensure that they can be audited efficiently to comply with corporate governance procedures or regulatory requirements.

Deploy real-time scores to support decision-making

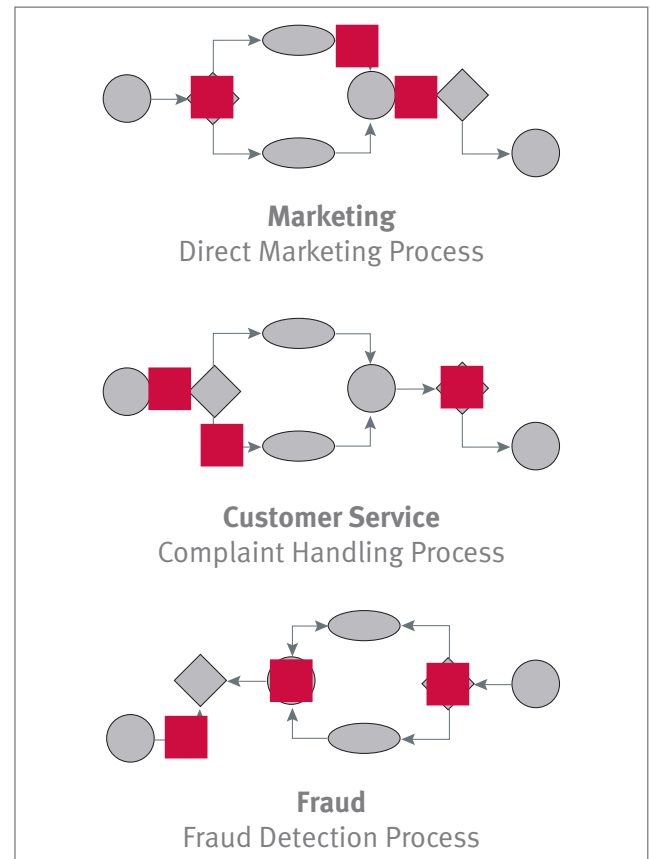
PASW Collaboration and Deployment Services makes it easy to deploy reliable analytical results as scores that can be used within key business processes so that people can make better decisions.

Through its Real-Time Scoring Service, you can deliver analytical results as customer interactions are occurring. This service is optimized for real-time and includes the ability to cache data and models and handle multiple sources of input data, including historical information and information gathered during real-time interactions. Scoring may be applied at various points in business processes, and scores can be easily integrated with existing applications using open programming interfaces such as Web Services calls. This enables your organization to take advantage of analytical foresight with minimum impact on existing applications.

Integrating analytics within mission-critical business applications requires a reliable, scalable, and secure environment. PASW Collaboration and Deployment Services was built with enterprise readiness in mind. It supports a number of enterprise standards, such as those needed for application server clustering, server virtualization, single sign-on, and a variety of application programming and messaging interfaces. It also allows organizations

to encrypt data as it is passed between processes in order to meet stricter security requirements. These capabilities ensure that PASW Collaboration and Deployment Services can fully support even the largest enterprise-level deployments.

To learn more, please visit www.spss.com/software. For SPSS Inc. office locations and telephone numbers, go to www.spss.com/worldwide.



Predictive analytics can be used at multiple points within a variety of critical business processes to improve results. Automating the updating of predictive models ensures that decisions are adjusted based on changing customer needs and environments.



The Predictive
Analytics Company

To learn more, please visit www.spss.com. For SPSS office locations and telephone numbers, go to www.spss.com/worldwide.

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