

IBM Cognos Software and SPSS

Predictive analytics and performance management solutions to maintain high performance and optimize future results.

Few companies can use the valuable information that analysts create with complex modeling tools. The most common scenario? Business and financial analysts use modeling tools in an isolated environment, delivering the results in basic reports or Excel spreadsheets.

Often, the information is not easily merged with corporate data that has been modeled for use with IBM Cognos 8 Business Intelligence.

Often, decision-makers accustomed to information being delivered via IBM Cognos 8 BI don't feel they have an adequate view of the business when the predictive analytics is presented to them in isolation of other information that they are getting from the BI system.

What they need is a complete view of their business—one that includes predictive scores—so they can make more informed decisions.

The solution

SPSS has formed a technology alliance with the Cognos Software Segment of IBM Information Management, to deliver joint go-to-market solutions. These strategies place special emphasis on driving Predictive Analytics in industry capabilities such as risk management for financial services and insurance, campaign effectiveness and product placement in retail and marketing, and sales effectiveness in life sciences.

This powerful alignment will help enterprise customers anticipate and respond to changes in market conditions, business risks, and customer behavior.

What this offers customers

The integration between SPSS and IBM Cognos Software will allow organizations to more easily forecast key characteristics and metrics on important future issues.

For example: organizations will be able to take advanced statistical models from SPSS and push them to decision-makers through IBM Cognos 8 Business Intelligence, thus delivering them in a format that decision-makers are already comfortable with and understand.

In this way, organizations will gain a complete, consistent view of all their information, including the results of data mining and predictive analytics, and provide a single BI environment for reporting, analysis, scorecarding and dashboarding.

Role-based benefits

Business & Financial Analysts

- Quickly respond to the needs of the business group.
- Extract actionable insights to be used in identifying new market opportunities, improving campaign performance, increasing conversion rates, and optimizing LTV (life time value).

Business Users

- Analyze campaign opportunities and effectiveness through the generation of tracking, reporting, and backend campaign analysis results.
- Interpret results and determine actions – communicate them with others.

Who should be considering this solution

- Organizations looking to extend their business intelligence and performance management capabilities through data mining and predictive analytics.
- Organizations that find it difficult to meet their organizational needs for a complete information view across their disparate systems and incorporate insights from predictive analytics and data mining into their operational reporting and analysis environment.
- Organizations interested increasing their information reach by delivering SPSS data to broader user community with all other critical information.
- Organizations that want to improve their operational performance by deriving a complete, consistent view of all data wherever it resides.
- Organizations that want to drive standardization on a single enterprise-class platform to address all of their PM and BI needs.

The most complete and proven business intelligence together with Predictive Analytics from SPSS

- Provide all BI capabilities – Enable business users with reports, graphs, analysis, scorecards, and dashboards that combine the insights of data mining and predictive analytics with current and historical data.
- Deliver information wherever its' needed – Deliver the insight and information to business users in their familiar environments including their portal, MS Office application, enterprise search engine, or mobile device.
- Self-service authoring – Enable business users to answer new questions by providing the results of data mining efforts in the context of their other corporate information.

Extend information value across in your organization

- Derive fresh perspectives – Enable business users to create new views of predictive and historical data that cross module boundaries, combine data from disparate tables, and derive calculations to gain new insights not possible through standard solutions.
- Combine sources – Enable business users to combine mined and predictive insights with other corporate data to gain a complete, consistent enterprise view across all information

Standardize on single enterprise-class BI

- Cost-Effective – Quickly deliver reports, analysis, dashboards, and other BI content without creating and maintaining separate environments.
- Leverage existing skills – Reuse existing BI authoring skills with no redundant development and no additional training required.
- Create foundation to drive performance – Provide one proven platform for consistent decision-making built on a modern Web-services architecture.

Enabling the Predictive Enterprise

Leverage advanced analytics from SPSS to extend IBM Cognos 8 Business Intelligence. Enable customers to:

- Easily access, prepare, and integrate structured data and also text, Web, and survey data.
- Rapidly build and validate models, using the most advanced statistical and machine-learning techniques available.
- Efficiently deploy insight and predictive models on a scheduled basis or in real time to the people that make decisions and recommendations, and the systems that support them.

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 forward visibility for 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 a 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.

For further information or to reach a representative: www.ibm.com/cognos

Request a call

To request a call or to ask a question, go to www.ibm.com/cognos/contactus.

An IBM Cognos representative will respond to your enquiry within two business days.



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