



ADVANCE ENTERPRISE DECISION MAKING AND IMPROVE OPERATIONAL EFFICIENCY BY ANTICIPATING FUTURE BUSINESS EVENTS WITH SPSS

One of the biggest assets a company has is its data. That data contains patterns and relationships not readily identifiable. Enter Predictive Analytics. With IBM SPSS Modeler software, historical data is automatically mined detecting patterns and indicators which can be used to predict future outcomes, allowing you to prioritize efforts on those events which are most likely to occur.

SPSS Modeler is an extensive analytics platform designed to bring predictive intelligence to decision making across your entire organization.



With our SPSS Jumpstart services, LPA provides instruction to building a predictive model using the Cross-Industry Standard Process for Data Mining (CRISP-DM), and will demonstrate SPSS Modeler functionality required to complete each step of the CRISP-DM process.




Deliverables:

- Client Specific Use-Case for SPSS
- One on One Instruction Sessions with SPSS Software Configuration and Usage
- Data Extraction and Preparation
- Predictive Model Using Client Data
- Training Materials for Later Reference

Benefits:

- LPA Experts
- LPA Experience
- Higher Performance Business Processes
- Realize Value Faster

SPSS Predictive Analytics helps connect data to effective action by drawing reliable conclusions about current conditions and future events.

| Customer Analytics Acquire customers more efficiently Grow value of existing customers Retain profitable customers | Operational Analytics Manage assets Maintain physical infrastructure Maximize capital | Threat and Fraud Analytics Monitor your environment Detect suspicious behavior Control outcomes |
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SPSS Jump Start Services include both instruction and guidance for the CRISP-DM processes:

| Process | Activities |
|-------------------------------|--|
| Business Understanding | Determine objectives, success criteria and data mining goals |
| Data Understanding | Collect initial data, explore data and verify quality |
| Data Preparation | Select, cleanse and reformat data as required |
| Data Modeling | Select modeling techniques, build predictive models |
| Evaluation | Select models, validate and explain the resulting model |
| Deployment | Deploy model, score deployment and monitor progression |

After this jump start implementation, you will have an understanding of how to use SPSS Modeler to build predictive models leveraging the CRISP-DM process.

When you select LPA to implement **SPSS Predictive Analytics Jump Start Services**, you leverage the experience of a trusted IBM premier partner whose consultants have successfully implemented many SPSS solutions.