IBM

Optimize the business value of your market research

- **Aggregate** all your data – survey, social and customer – numbers, words or both. [1]

   80% of the world's data today is unstructured.

- **Improve** quality – create clean, accurate data sets easily [2]

   Accurate data improved time-to-decision by 24%

- **Analyze** intuitively with filters, cross-tabulations and graphics in an easy-to-use interface [3]

   50% of business leaders can't access the insights they need

- **Publish** presentation-ready reports to quickly deliver insights to decision makers [4]

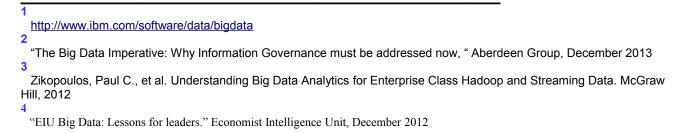   **63%** of executives say data speed equals profits.

Fast, accurate and insightful survey reports enable smarter decision making for better business results

- **Automotive:** New ability to segment, analyze and incorporate customer feedback into product design.
- **Consumer products:** 100% increase in ability to monitor brand health in near-real time.
- **Healthcare:** 75% reduction in administrative costs for specialty medical clinic.
- **Media and entertainment:** >71,000 online conversations analyzed for insight into viewer feedback on new TV show.

IBM SPSS Data Collection Survey Reporter
Enables you to extract more value from customer feedback and survey research with less effort. Learn how its intuitive interface can help business users easily generate reports and uncover insights to make more profitable decisions.

ibm.com/SurveyReporter

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[1]
   http://www.ibm.com/software/data/bigdata
[2]
   "The Big Data Imperative: Why Information Governance must be addressed now, " Aberdeen Group, December 2013
[3]
   Zikopoulos, Paul C., et al. Understanding Big Data Analytics for Enterprise Class Hadoop and Streaming Data. McGraw Hill, 2012
[4]
   "EIU Big Data: Lessons for leaders." Economist Intelligence Unit, December 2012

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