Create Enterprise-Strength Predictive Intelligence

A combined solution expands your ability to gain the predictive intelligence that drives better business outcomes

Highlights

Bring together the best-in-class business analytics capabilities of IBM InfoSphere Warehouse and IBM SPSS Modeler software, and experience:

- Seamless integration between your data and the analytics used to address business challenges

- A graphical user interface that makes data mining easier and more intuitive – opening the way to broader-based adoption of analytics

- High performance, as analysts explore data, discover patterns and deploy results

- Greater opportunities for collaboration among analysts in different parts of your organization

- Secure, efficient management of models throughout their lifecycle

Decision-makers want to have a clear view of present conditions and, if possible, a view into the future when addressing urgent business challenges. That's why your organization has invested in powerful business intelligence and data management software.

InfoSphere Warehouse is the most comprehensive data warehouse solution in the industry. It provides your organization with all of the capabilities necessary to glean maximum return from your most important investment – information. These capabilities include a number of built-in data mining algorithms.

Data mining adds value to information. It enables your organization to predict future outcomes and take action to seize opportunities and mitigate risk. Also, by revealing the relationships in your data and how these affect outcomes, data mining enables your organization to make strategic and operational decisions that systematically create more opportunities and reduce future risks.

You can increase the business value of your investment in business intelligence and data mining – and deliver true predictive intelligence wherever decisions are made – by taking advantage of the complementary capabilities of IBM InfoSphere Warehouse, based on IBM DB2® data server technology, and IBM SPSS Modeler software.

Business Benefits:

- New insights from your data, through the application of an unparalleled range of data mining algorithms and models

- Greater "lift" from models, due to the ability to incorporate textual data

- Processing and workflow efficiencies, thanks to easily integrated technologies

- Improved productivity of analyst teams, across the enterprise

- The ability to quickly turn insights into action

Modeler offers analysts the ability to perform data mining through an intuitive interface so that they can focus on business issues, rather than on an array of dialogs or specialized commands. In addition to the many algorithms within IBM SPSS Modeler, analysts can access and use the data mining procedures contained in the InfoSphere Warehouse.

Advantages of a combined solution

IBM SPSS Modeler leverages the power and performance of DB2 regardless of which algorithm is chosen. For many algorithms that originate in Modeler, SQL pushback allows an analyst to put the intelligence the model has generated into the operational database itself, significantly improving both performance and scalability.

There are other advantages to using Modeler and InfoSphere together.

You can reduce data preparation time and network traffic by enabling users to access and prepare data directly in DB2. Given that data preparation can account for 80 to 90 percent of the data mining process, Modeler's streamlined approach has a measurable impact on efficiency and the ability to leverage the database itself provides for better scalability and performance.

You can even incorporate textual data into your analyses by using the natural language processing capabilities found in Modeler Premium and then incorporate findings into your InfoSphere Warehouse databases.

During the analysis phase, Modeler's advanced visualization capabilities help you evaluate model performance. Users can also leverage the InfoSphere Warehouse Data Mining Visualization capabilities in addition to the Modeler interface to explore and communicate modeling results.

You can rapidly turn insights gained through data mining into business-changing decisions and actions. Both the InfoSphere Warehouse and Modeler can share information through industry-standard Predictive Model Markup Language (PMML). Additional integration is achieved through both in-database data mining as well as SQL pushback.

Manage models and predictive assets

Extend the benefits of data mining by adding IBM® SPSS® Collaboration and Deployment Services. Centralize the storage and management of data mining models and all associated processes through this completely integrated add-on.

For example, as your data evolves and your day-to-day decisions become better through predictive intelligence, your models may need to change. Using IBM SPSS Collaboration and Deployment Services, you can set up champion/challenger scenarios so that your models are continually evaluated against the realities of your business.

An open architecture eases integration with other systems

Like the IBM InfoSphere Warehouse, IBM SPSS Modeler features an open architecture that will integrate well with both existing systems and those your organization may want to add in the future. And because your organization owns the solutions outright, there are no costly, ongoing leasing fees. You'll benefit from the unparalleled range of data mining models provided by IBM SPSS Modeler, as well as the ability to achieve maximum results with those models – in the minimum time – through your IBM InfoSphere Warehouse system.
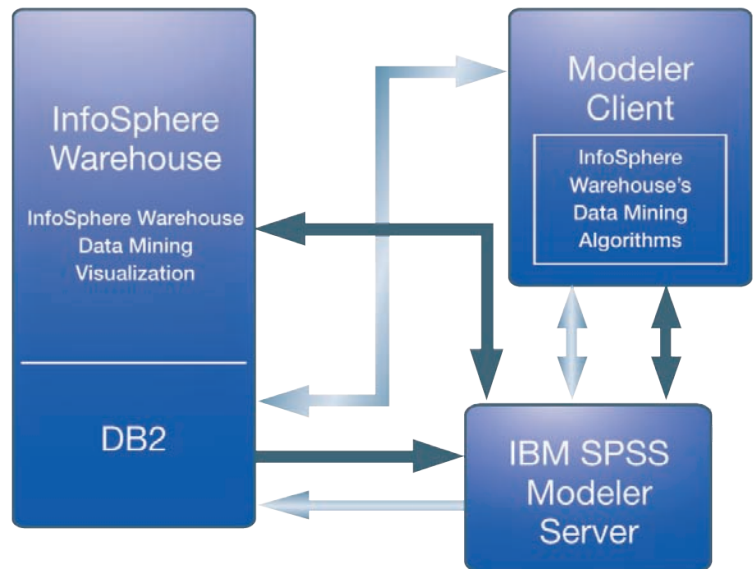

Figure 1: The darker arrows in this graphic show how models are passed – with high efficiency – between InfoSphere Warehouse and IBM SPSS Modeler. The lighter arrows show how data and SQL Tables pass between IBM SPSS Modeler Client, IBM SPSS Modeler Server and the DB2 database.

About SPSS, an IBM Company

SPSS, an IBM Company, is a leading global provider of predictive analytics software and solutions. The company's complete portfolio of products - data collection, statistics, modeling and deployment - captures people's attitudes and opinions, predicts outcomes of future customer interactions, and then acts on these insights by embedding analytics into business processes. IBM SPSS solutions address interconnected business objectives across an entire organization by focusing on the convergence of analytics, IT architecture and business process. Commercial, government and academic customers worldwide rely on IBM SPSS technology as a competitive advantage in attracting, retaining and growing customers, while reducing fraud and mitigating risk. SPSS was acquired by IBM in October 2009. For further information, or to reach a representative, visit www.spss.com.