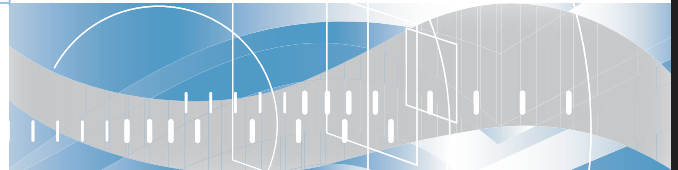


Information Builders is one of the largest independent software companies in the world. We work with over 12,000 customers to ensure their success by putting interactive and actionable information in the hands of everyone in the extended enterprise: employees, partners, suppliers, and customers.

SPSS and Information Builders

**Predictive Analytics Plus
Enterprise Reporting Equals
True Business Intelligence**



“While there are no crystal balls in law enforcement and intelligence analysis, data mining and predictive analytics can help characterize suspicious or unusual behavior so that we can make accurate and reliable predictions regarding future behavior or actions, which is absolutely essential to meaningful and effective prevention strategies.”

– Colleen McCue
Senior Research Scientist
RTI International
“Data mining and Predictive Analytics: Battlespace Awareness for the War on Terrorism,”
Defense Intelligence Journal, 13 (2005).

SPSS

SPSS and Information Builders provide innovative, analytical solutions that combine SPSS’ predictive analytics with Information Builders’ enterprise reporting. Organizations benefit from advanced analytics, unmatched visualization, extensive drill-down capabilities, and greater revenue and customer satisfaction by enabling them to gain critical insight into the business.

Every organization has reams of data within databases, ERP or CRM applications, and data warehouses. Information Builders and SPSS make it easier to access this data and to direct and automate critical decision-making in order to surpass goals and push the enterprise in new directions.

By incorporating predictive analytics and enterprise reporting into daily operations, companies gain control over decision-making, so they can successfully meet their business goals – achieving true business intelligence. As groups of data and text are run through predictive analysis models, information can be displayed, alerts sent out, and reports scheduled. Executives can participate directly without having to engage data mining experts to prepare information for them. In addition, data can be viewed in a variety of formats – Web, Excel, PDF, and maps.

Information can be analyzed and predicted as records are trickle-fed into a data warehouse or loaded into operational systems.

By working with SPSS and Information Builders, you gain the advantage of:

- Unmatched SPSS analytics, including the ability to handle unstructured textual data
- Thin-client capabilities – the power of predictive analytics can be made available at any time through a Web browser
- Sophisticated graphics – real-time analysis and visualization
- Integration with ESRI GIS maps, which give the ability to produce spatial analyses with drill-down capabilities
- An interface designed for end users that delivers predictive analytics and data mining results to end users, not just data miners

About SPSS

SPSS Inc. (NASDAQ: SPSS) is the world's leading provider of predictive analytics software and solutions. The company's predictive analytics technology improves business processes by giving organizations consistent control over 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 measurable competitive advantage.

More than 250,000 public sector, academic, and commercial customers, including more than 95 percent of the Fortune 1000, 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.

- Decision optimization for determining which actions will drive the optimal outcomes and then delivering those recommended actions to the systems or people that can effectively implement them
- The ability to extend beyond ODBC-accessible data sources; there are more than 280 available adapters, including SAP, PeopleSoft, VSAM, Adabase, and others

Improve Insights to Gain a Competitive Edge

Predictive statistical analysis is applicable, adaptable, and beneficial to many industries including the following.

Customer Retention/CRM

One of the most useful applications of business intelligence is developing effective customer retention solutions and reducing costs by identifying the greatest number of customers likely to churn within a small percentage of your customer base. Couple your CRM system with predictive analytics and business intelligence to:

- Identify your most profitable customers by using models
- Classify customers and their propensity to churn
- Target and track offers and services to keep customers loyal
- Decide what combination of products are the most attractive
- Rank product preferences from region to region

Financial Services

Regulatory compliance, mergers, globalization, and increased competition are altering the financial services business. Focus is shifting from product portfolio management to customer portfolios – use predictive analytics and business intelligence to zero in on the financial needs of unique customer segments, while at the same time balancing opportunities with risks.

True business intelligence helps financial services firms maximize customer value and minimize risk in every interaction through every channel. Financial services solutions can tap into the latent value in data, and the numerous points of interaction, to provide the best and broadest range of analytics available. Data from every channel can be analyzed – ATM transactions, Web data, even textual data like notes from call centers and branches – in a closed loop that applies results to improve interactions. With predictive analytics and business intelligence you can also:

- Improve fraud detection to limit customer and shareholder impact
- Increase capital efficiency and compliance by continually minimizing fraud, credit, and money laundering risk
- Determine good and bad credit risks with predictive credit modeling
- Improve Basel II credit and operational risk compliance

Insurance

Predicting which insurance claims are likely to go to litigation can save insurance companies millions of dollars. As claims are processed, they are run through a decision tree that flags claims likely to go to litigation. This allows insurance companies to take actions that potentially eliminate the costly and time-consuming litigation process. With predictive analytics and business intelligence, insurance companies can minimize claims risk and maximize customer value by integrating real-time analysis within their existing systems and processes as well as:

- Identify new customer markets for expansion
- Achieve additional revenue through targeted marketing campaigns
- Improve customer service by reducing policy issuing time

Law Enforcement

As public safety organizations continue to address the challenges associated with limited budgets, staggering increases in available information, and public awareness of police activity, new tools and a different approach to analysis are required. Proven technologies from the business community, such as data mining, enterprise integration, and business intelligence, are now being embraced. These tools are affordable for state and even local law enforcement agencies and, due to their intuitive and often Web-based design, do not require either specialized personnel or advanced training in statistics. Users can clean, characterize, and analyze data from a variety of sources, resulting in the identification of actionable patterns and trends, such as:

- Predict the likelihood of a particular crime occurring in a certain geographic zone, on a particular date, and during a specific shift
- Analyze criminal offender databases and quickly identify a correlation between similar types of crimes
- Accelerate the criminal-investigation process by quickly sifting through large data sets to generate investigative lead information
- Monitor and assess syndromic information more quickly to detect outbreaks and uncover their causes
- Identify suspicious activity more effectively

Courts/Justice

Utilizing business intelligence and predictive analytics, judges can review vast amounts of case law, rap sheets, and other documentation related to appeals and outcomes. This capability is particularly interesting for the appellate courts where there is no live testimony and an appeal is either granted or denied. The mined text can feed decision trees which provide advisory data for judges to review, enabling them to make more informed decisions in less time.

About Information Builders

Information Builders, a \$300 million company, is the leader in enterprise business intelligence and real-time operational reporting. The company's WebFOCUS product – the industry's most scalable, secure, and flexible – is able to meet all the reporting needs of the extended enterprise, ranging from analysts to power users to the widest deployments for hundreds of thousands of users. Additionally, WebFOCUS' empowerment of organizations seeking to leverage all their data – by accessing it all from legacy to data warehouse – is unmatched.

Information Builders' award-winning technology has successfully provided quality software and superior services for 30 years to more than 12,000 customers, including most of the Fortune 100 and U.S. federal government agencies. Headquartered in New York City with 90 offices worldwide, the company employs 1,750 people and has over 350 business partners.

Find Out More

To find out how our solutions can help your company succeed, talk to an Information Builders representative today. Contact your local Information Builders office, visit us at www.informationbuilders.com, or in the U.S. and Canada, call **(800) 969-4636**.

Retail

To maintain and increase profitability, retailers need reliable customer, product, and business information that supports both tactical and strategic decisions. With proven predictive analytics and business intelligence, detailed knowledge of customers and customer segments can be obtained and used to create effective strategies for customer acquisition and customer retention, and to increase customer lifetime value. Every day can be transformed into the holiday buying season by focusing resources on improving results without increasing costs.

Telecommunications

One of the most competitive industries today, IP and the Internet are changing the entire telecommunications landscape. Telephone companies need to expand into other service areas such as television, cellular, and broadband. Customer retention, fraud detection, and market basket analysis are all important applications where business intelligence and modeling techniques are invaluable.

Higher Education

With educational institutions facing more pressure than ever to measure and improve performance, it's important to know that you can rely on true business intelligence. Higher education institutions face the challenge of predicting the paths of students and alumni. Which students will enroll in particular course programs? Who will need additional assistance in order to graduate? Higher education institutions can:

- Increase revenue through student retention
- Improve student test-results analysis, enhancing the quality and effectiveness of exams
- Enhance analysis of educational-assessment data and reporting
- Address issues such as recruitment, management of alumni-donation programs, and monitoring of key performance indicators

Efficiently Access Data and Extract Meaningful Insight

Whatever your industry, SPSS and Information Builders technologies fit together seamlessly, providing powerful integration, management, prediction, and delivery capabilities. This combined technology solution makes the benefits of advanced analytics and multiple-source data analysis easily accessible to all levels of users through a Web browser.



Corporate Headquarters Two Penn Plaza, New York, NY 10121-2898 (212) 736-4433 Fax (212) 967-6406
www.informationbuilders.com askinfo@ibi.com

Canadian Headquarters 150 York St., Suite 1000, Toronto, ON M5H 3S5 (416) 364-2760 Fax (416) 364-6552

Copyright © 2005 by Information Builders, Inc. All rights reserved. [47]

All products and product names mentioned in this publication are trademarks or registered trademarks of their respective companies.

DN7505108.1105

For International Inquiries +1(212) 736-4433



Printed in the U.S.A.
on recycled paper