



Business pressures are increasing...

Top Five Benefits of Predictive Analytics

Industries must analyze massive data, validate assumptions, forecast and plan faster than ever.

- New revenue opportunities: 55%
- Achieve competitive advantage: 68%
- Increased profitability: 52%
- Improved customer service: 45%
- Enhanced operational obstacles: 44%

Approximately 70% of the most profitable companies in the world will implement predictive analytics by 2016.

Importance of Predictive Analytics:

- Very important: 58%
- Important: 28%
- Somewhat important: 12%
- Not important: 2%

Make the best use of data analytics while using them across various platforms and geographies.

- 86% of respondents think they're "important" or "very important", yet relatively few utilize predictive analytics. Gartner surveys show most users still focus on measurement of the past.
- Only 13% of users make extensive use of predictive analytics.
- Less than 3% use predictive capabilities such as decision/mathematical modeling, simulation and optimization.

Successful organizations infuse analytics into how they do business, they are known as "Analytics-driven Organizations..."

Organizations Expect Predictive Analytics to Have Positive Impact

- Almost one-third (32%) expect the impact would be transformational.
- The majority (54%) expect a significant positive impact in the future organization.
- Two-fifths of large (40%) and very large (41%) businesses expect impact.
- Nearly all are deploying more predictive analytics within the organization.

While only 13 percent of companies surveyed by Gartner last year have a predictive analytics system in place, change is predicted:

- 73% of companies intend to increase spending.
- 60% feel they don't have skills to make the best use of their data.



Studies confirm, being analytics-driven is an imperative and helps companies to:

- Quickly understand large and complex datasets.
- Reveal deeper insights and provide better confidence intervals via visualizations and geographic spatial analysis.
- Process and deploy analytics faster with flexible deployment options.
- Build a predictive enterprise making the business more agile and maximizing return on investment.

SPSS Statistics Maps Out The Entire Analytics Journey

Predictive analytics navigates the way for your company's success:

- Data analysis
- Data access
- Data management
- Data collection
- Data preparation
- Planning
- Reporting
- Deployment

Make your company successful now... and in the future with IBM SPSS Statistics.

IBM SPSS Statistics is used by tens of thousands of commercial, government and academic organizations worldwide to solve a range of business and research problems. It offers rich statistical capabilities paired with features that make it easier to access and manage data, select and perform analyses and share results.

SPSS Statistics supports the entire analytical process. It helps people validate assumptions faster, guiding them in using the right statistical capability at the right time. It also gives analysts flexible access to powerful analytical techniques, whatever their level of expertise. Finally, it helps organizations make the most of their analytical resources by scaling from the simplest to the most widespread initiative.

IBM SPSS Statistics Standard

Essential analytical tools for the most common projects

IBM SPSS Statistics Professional

A comprehensive set of features and tools to address the challenges of the entire analytic lifestyle

IBM SPSS Statistics Premium

Designed for enterprise businesses with extensive needs across all advanced analytics efforts

More than four-fifths 86% of respondents surveyed think its analytics are important to their organizations. 1

Learn more at www.ibm.com/spss.



© Copyright IBM Corporation 2014

IBM Corporation
Software Group
Route 100
Somers, NY 10589

Produced in the United States of America
December 2014

IBM, the IBM logo, and ibm.com are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the Web at “[Copyright and trademark information](http://www.ibm.com/legal/copytrade.shtml)” at www.ibm.com/legal/copytrade.shtml

This document is current as of the initial date of publication and may be changed by IBM at any time. Not all offerings are available in every country in which IBM operates.

THE INFORMATION IN THIS DOCUMENT IS PROVIDED “AS IS” WITHOUT ANY WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND ANY WARRANTY OR CONDITION OF NON-INFRINGEMENT. IBM products are warranted according to the terms and conditions of the agreements under which they are provided.