

IBM SPSS Statistics: What's New

*New and enhanced features to accelerate, optimize
and simplify data analysis*



Highlights

- Extend analytics capabilities to a broader set of users with a cost-effective, pay-as-you-go software subscription
 - Create, modify and export colorful, publication-quality charts with easy-to-use tools
 - Put the right capabilities in more advanced users' hands with download-and-go add-ons
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Analytics plays a vital role in helping your organization achieve its objectives. The IBM® SPSS® Statistics family delivers the core capabilities needed for end-to-end analytics. To ensure that the most advanced techniques are available to a broader group of analysts and business users, enhancements have been made to the features and capabilities of the IBM SPSS Statistics portfolio and its many specialized modules.

IBM SPSS Statistics now offers self-service advanced analytics so that organizations, groups and individuals can leverage predictive analytics capabilities. This release focuses on delivering the maximum amount of value to the end user through the following:

- **SPSS Statistics Subscription.** A new addition to the portfolio offering download-and-go capabilities for on demand analytics usage
- **Enhanced Chartbuilder.** Easily create more beautiful, publication-quality charts

With the addition of SPSS Statistics Subscription, the SPSS Statistics software portfolio now comes in two different purchasing options. For individuals and organizations that require pay-as-you-go software usage, SPSS Statistics Subscription and its optional add-ons provide the flexibility you are looking for.

The existing editions of SPSS Statistics 24—standard, professional and premium—deliver the long term software access required for analytics groups. These editions group essential features, functionality and usage requirements to offer a convenient way to acquire the capabilities you need.



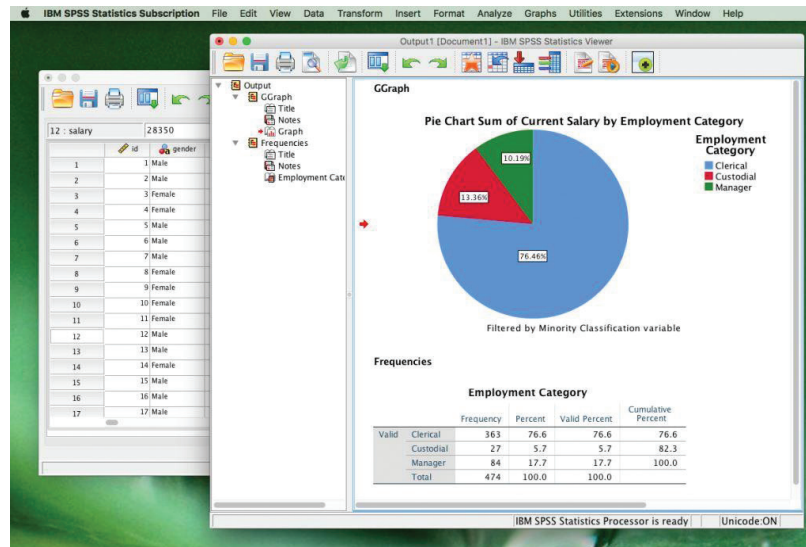


Figure 1. IBM SPSS Statistics Subscription

IBM SPSS Statistics Subscription offers self-service access to advanced statistical capabilities that can help you gain insights from your data and make better decisions. This release represents an important milestone in how businesses can take control of their predictive analytics assets and put them to work quickly and easily. With the introduction of SPSS Statistics Subscription, organizations, groups and individual users can now take advantage of:

- Additional functions: Add-ons extend the capabilities of the license to meet the needs of users of all abilities.
 - Activate add-ons as needed
 - Use offline for up to 14 days
- Ease of use: Readily consumable by the user, with a simple way to experience everything from downloading software to managing licensing to getting updates.
 - Easily manage user levels within your organization
 - Download through My IBM Products and Services
 - License through your IBMid
 - Update with online access to bug fixes and new features

- Flexible billing options: A monthly payment option offers the flexibility to leverage SPSS Statistics when needed.
 - Monthly pay-as-you-go pricing
 - Upgrade versions or add seats as required
 - No need for time-consuming renewal process

Explore SPSS Statistics Subscription SPSS Subscription Base

SPSS Statistics Subscription Base Edition provides a wide variety of analytics capabilities. You can access descriptive statistics, linear regression and presentation-quality graphing and reporting capabilities. You can access multiple data formats including CSV, Excel, SAS and more without any size constraints. Advanced data preparation capabilities enable you to eliminate labor-intensive manual checks. You can leverage bivariate statistics procedures, factor and cluster analysis, as well as bootstrapping. Additionally you can extend your capabilities by leveraging programmability/extensibility with R/Python.

Custom Tables and Advanced Statistics Add-on

Custom Tables and Advanced Statistics Add-on provides easy-to-use drag and drop interactive tables exportable to Microsoft or PDF documents. You can access a variety of additional techniques such as:

- Non-linear, logistic, 2-stage least squares regression
- Generalized linear modeling
- Survival analysis

Complex Sampling and Testing Add-on

Complex Sampling and Testing Add-on provides functionality for small sample sizes, missing data, and complex sampling. You can access regression with optimal scaling including lasso and elastic net. Additional features include categorical principal components analysis, multidimensional scaling and unfolding, and multiple correspondence analysis.

Forecasting and Decision Trees Add-on

Forecasting and Decision Trees Add-on provides ARIMA and exponential smoothing forecasting capabilities. Classification and decision trees based on four established tree-growing algorithms are also available. You can also create neural network predictive models as well as RFM analysis to test marketing campaigns.

Additional enhancements

Enhanced Chartbuilder

The Chartbuilder has been enhanced to more easily create more beautiful, publication quality charts. By default you can build more attractive, modern looking charts without additional templates. It automatically generates chart titles. New capabilities allow you to:

- Customize and change colors of charts faster without leaving the Chartbuilder interface
- Display a more accurate preview and make modifications faster without leaving the Chartbuilder—properties are automatically selected when you click on preview elements and the changes are constantly applied
- Specify custom colors and apply templates right in the Chartbuilder
- Generate a scatterplot with a regression line via new templates
- Copy Chartbuilder output as Microsoft Graphic Objects
- Manipulate charts as if created in Microsoft Office
- Apply Microsoft Office chart templates
- Paste charts as pictures



Figure 2. Enhanced Chartbuilder

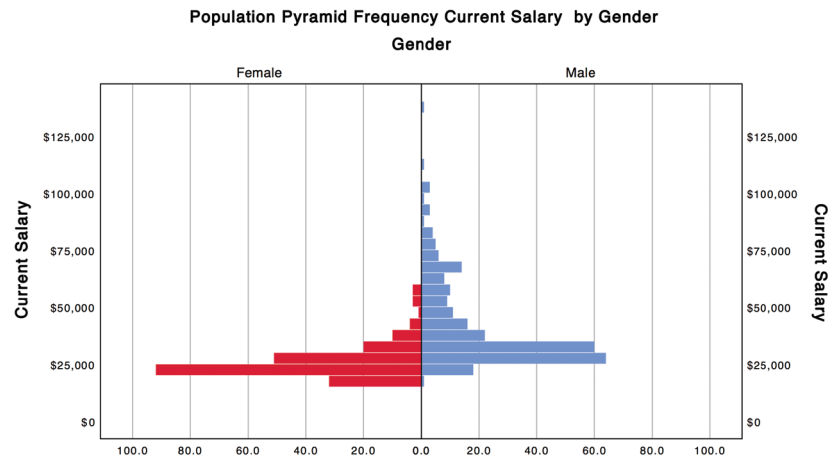


Figure 3. Output example

Functional enhancements

GENLINMIXED now provides:

- Random effects solution results (EBLUPs)
- Continuous time AR covariance structures

GLM/UNIANOVA now provides:

- Profile Plots with error bars, bar/line charts, option to include grand mean, option to force chart to include 0 on Y axis
- White's test for heteroskedasticity
- Robust standard errors
- Access to EM MEANS outside of the options dialog

GLM/UNIANOVA/REPEATED MEASURES

now provides:

- Support for nested models in dialogs
- Data editor copy/paste enhancements
- Added ability to copy data with variable names or labels
- Added ability to paste data with variable labels
- Updated Merge user interface
- New simplified Add Variables dialog
- Simplified toolbars
 - Removed toolbar buttons by default that were infrequently used
 - Added buttons to go to active syntax window, go to active output viewer window
 - Added toolbar button to customize the toolbar

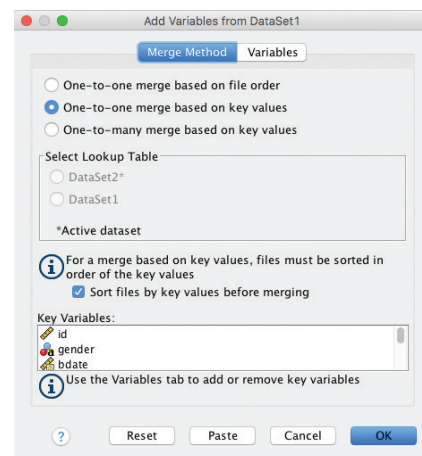


Figure 4. Updated merge user interface

About IBM Analytics

IBM Analytics software delivers data-driven insights that help organizations work smarter and outperform their peers. This comprehensive portfolio includes solutions for business intelligence, data science, decision optimization, predictive analytics, performance management and risk management. IBM Analytics solutions enable companies to identify and visualize trends and patterns—in areas such as customer analytics—that can have a profound effect on business performance. They can compare scenarios; anticipate potential threats and opportunities; better plan, budget and forecast resources; balance risks against expected returns; and work to meet regulatory requirements. By making analytics widely available, organizations can align tactical and strategic decision making to achieve business goals. For further information please visit:

ibm.com/analytics

For more information

To learn more about IBM SPSS Statistics, to start a free trial or to make a purchase, visit:

ibm.biz/GetStats



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