

Improve your entire survey research process — from designing the survey to publishing the results

Deliver better, faster survey research reports with SmartViewer Web Server

When you're doing survey research, you need support throughout the entire survey research process. SPSS data collection and analysis tools allow you to easily build the survey, collect data and analyze results. What if you could seamlessly share your results with anyone using a standard Web browser? And what if people could interact with those results so they could make more informed, timely decisions?

Easily interact with and share your survey results

SmartViewer Web Server enables you to easily create interactive analytical reports from survey research — and distribute them in a way that others can actually use. When you use SmartViewer Web Server together with SPSS Data Entry, SPSS Missing Value Analysis and SPSS, you can seamlessly complete the entire survey research process.

- SPSS Data Entry enables you to do flexible survey design and data collection via paper, keyboard and Web
- SPSS Missing Value Analysis helps you detect patterns in missing data and impute values through statistical algorithms.
- SPSS lets you drive decisions with better analysis

With the combination of these four tools, you can drastically reduce the amount of time the process takes — allowing you to put the results to work more quickly.

Put your results to work more quickly

Stop printing, copying and distributing paper reports. SmartViewer Web Server eliminates the limitations of static, paper-based reports and maximizes the power of your survey results. SmartViewer Web Server enables you to:

- **Create dynamic, interactive reports** from your survey research with a minimum of work. Because SmartViewer Web Server is designed to work with SPSS, you can instantly create interactive Web-based reports from your SPSS results. You'll no longer have to manually format, print, copy and distribute reports every time you run a report. And since others can access these reports immediately, you'll save time, money — and hassle.

- **Find answers instantly** by interacting with reports. SmartViewer Web Server enables you — and others — to view graphs and charts and interact with tables. It gives each viewer the ability to pivot rows, columns and layers and drill down to see results in meaningful ways. This saves time, because you won't have to create a new report each time someone wants a different view of the information. Now, they can create the view they want all by themselves.
- **Easily share information** with customers, partners and the public. Using a standard Web browser, others can easily view your reports — no special downloads, plug-ins or installations are needed.
- **Reduce the time your survey research takes.** By using SmartViewer Web Server with SPSS Data Entry, SPSS and SPSS Missing Value Analysis you can streamline the entire survey research process. All four products are designed to work together seamlessly, so you can automatically proceed from survey design to data collection to analysis to reporting.
- **Keep critical information secure.** SmartViewer Web Server's security gives you total control over who sees your results — so you don't have to worry about information falling into the wrong hands. You specify individual access, group membership and document-viewing privileges. And you can choose the Web-standard secure socket layer (SSL) encryption to protect the traffic between SmartViewer Web Server and the Web browser.

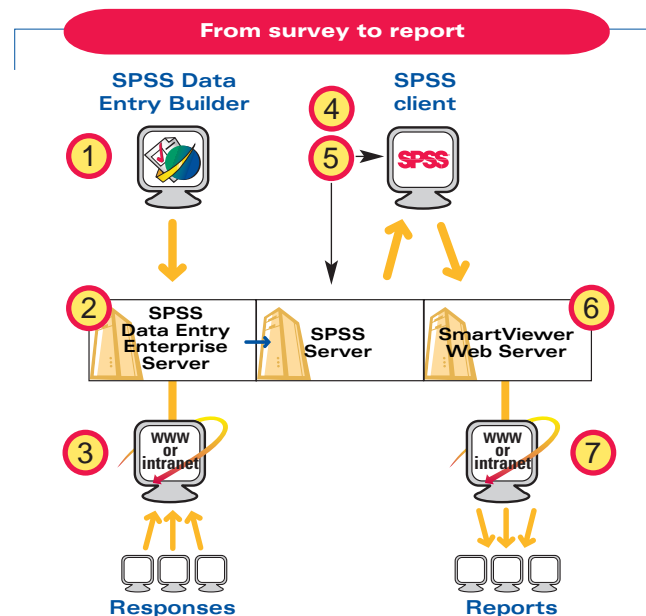


Put valuable results to work quickly and securely

Use SmartViewer Web Server to easily complete the survey research process

- 1 Step 1: Create survey/form in SPSS Data Entry Builder**
Create a survey or form in SPSS Data Entry Builder. The drag and drop user interface make form and survey creation quick and easy — greatly reducing your data preparation time before analysis.
- 2 Step 2: Post file to SPSS Data Entry Enterprise Server**
Export the file for use over the Web and/or through multiple SPSS Data Entry Station sessions — or print the survey or form for paper administration.
- 3 Step 3: Enter data through WWW or SPSS Data Entry Station**
Implement SSL (secure socket layer) certificates to encrypt communication between browsers and SPSS Data Entry Enterprise Server.
- 4 Step 4: Get data ready for analysis using SPSS Missing Value Analysis**
Uncover missing data patterns in SPSS Missing Value Analysis. Then, estimate summary statistics and impute missing values through statistical algorithms.
- 5 Step 5: Analyze data in SPSS Server**
In SPSS, simply “open” your file from SPSS Data Entry Enterprise Server — no data preparation needed. This ensures you get to the analysis stage faster.
- 6 Step 6: Post results to SmartViewer Web Server**
Simply chose “Publish to Web” from the SPSS “File” menu to deploy output to SmartViewer Web Server.
- 7 Step 7: Information consumers view and interact with results**
Interactive tables published on the Web enable information consumers to slice and dice results themselves.

See for yourself how SmartViewer Web Server works at www.spss.com/svws.



The SPSS BI survey research package

SPSS Data Entry — survey design and data collection software — helps companies quickly and securely gather the clean, complete data they need through paper, network and web-based forms and surveys.

SPSS Missing Value Analysis — fill in the blanks to draw more valid conclusions — a critical tool for anyone concerned about the validity of data, it offers six tailor-made displays for detecting patterns in your missing data.

SPSS — enterprise-strength statistical analysis software — offers a wealth of proven, scalable statistical techniques for analytical reporting and predictive modeling.

SmartViewer Web Server — analytical report deployment solution — enables your organization to securely share interactive analytical reports with decision makers over the Web.

Learn more about SPSS

Contact your nearest SPSS office or visit us at www.spss.com.

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About SPSS Inc.

SPSS Inc. (Nasdaq: SPSS) headquartered in Chicago, IL, USA, is a multinational computer software company providing technology that transforms data into insight through the use of predictive analytics and other data mining techniques. The company's solutions and products enable organizations to manage the future by learning from the past, understanding the present, as well as predicting potential problems and opportunities. For more information, visit www.spss.com.

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