

Teradata and SPSS

Creating a visual solution for data mining success and profitable payback from your data warehouse

The saying that “hindsight is 20/20” could have been written about data mining, which enables businesses to create a clearer vision of the future based on past patterns and relationships.

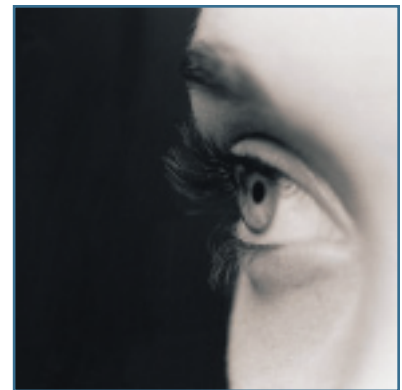
The Teradata® solution, powered by data warehousing, advances this vision. Teradata Corporation, combined with Clementine® data mining workbench from SPSS® allows you to develop predictive models that draw critical data from a unified storehouse of historical data.

Teradata and Clementine Hand-in-Hand

Recognizing the strategic value of mining data from a single repository, companies are making the necessary investments in technology. The Teradata solution, combined with Clementine data mining, opens new revenue opportunities and increases return on investment for businesses.

For instance, when British Telephone (BT) launched a direct mail campaign to stay ahead of competitors, their data mining efforts improved the response rate by

100 percent. Data mining helped the U.S. Defense Finance and Accounting Service pinpoint fraud cases for investigators. And GUS Home Shopping saved 3.8 percent over regression methods when they used data mining to predict catalogue sales more accurately.



Teradata and SPSS in a Snapshot:



As the global leader in data warehousing and analytic technologies, Teradata solutions make smarter companies smarter. Teradata gives companies the people, technology, innovation and a world-class network of customers and partners enabling them to gain competitive advantage to master their markets.

SPSS Inc., the makers of Clementine, is a multinational software and services company. SPSS possesses a strong commitment to data mining and customer relationship management in vertical markets, while also helping organizations leverage information to increase revenues and improve processes.

- > Leaders in forging data mining standards (founding members involved in developing CRISP-DM, Cross-Industry Standard Process model for Data Mining)
- > Improve return on investment on your data warehouse
- > Flexible and highly scalable solutions

Leveraging Strengths

The Teradata and SPSS solution addresses issues that affect your profit and revenue streams. Teradata, with Clementine, works together to efficiently process large amounts of stored customer data, helping you identify critical information for:

- > managing and driving customer relations
- > avoiding risk and fraud
- > predicting customer behavior and preferences

Clementine's distinctive functionality plays to Teradata's strengths. Because the Teradata solution can manage growing amounts of data with ease, Clementine and Teradata Warehouse Miner provide a powerful solution that enables data preprocessing and transformation in the Teradata Database while building and deploying the model through Clementine. By simplifying data mining with visual programming, Clementine allows you to apply data mining techniques to business knowledge to provide your business with new insights.

By combining Clementine with Teradata Warehouse Miner, you spend less time on data mining. These highly scalable products integrate to create a knowledge wellspring that is the basis of more profitable, targeted marketing programs and business analysis.

The Teradata solution with Clementine enables you to:

- > Predict customer behavior for customer relationship management activities, risk analysis and exception detection.
- > Mine web data to capture and predict clickstreams (the paths visitors take through your web site) and redesign your site to maximize profitability.
- > Classify your customers into specific categories, like high/low profit or churn/loyal, to provide offers for your best customers.
- > Identify likely cases of fraud or non-compliance to recoup more money for your organization.
- > Forecast sales or service usage and apply your resources where they're most needed.
- > Pinpoint similar groups of customers or citizens to personalize offerings for each group.
- > Perform market-basket analysis to discover which types of products or services customers purchase together.

Interactive Stream

Specifically, Clementine provides a visual map of the entire data mining process, through which you can search for a solution. You actually can see every step in the process, like a data stream, and you can explore new ideas while you interact with the stream.

Once you have gathered your data mining results, you can deploy them quickly to appropriate players. Analysts can monitor the effectiveness of the solution on new data from the field, fine tuning and making changes as necessary.

Teradata and Clementine combined offer an integrated, end-to-end solution for understanding your customers and predicting what they will do, enabling successful strategy.

To learn more about the value of Teradata and SPSS, contact your local Teradata representative, or visit Teradata.com.

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