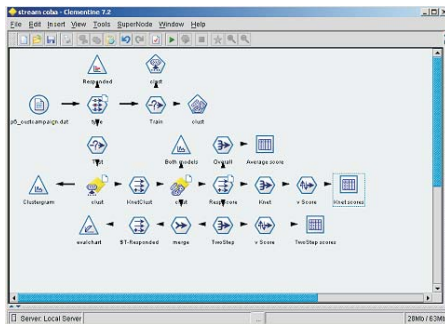


➤ Develop predictive models using your business expertise

Clementine is a widely used, integrated workbench that facilitates the entire data mining process. It enables data miners and analysts to quickly access and prepare data for modeling, build, and rapidly compare models, and immediately deploy models into a real-time operational environment. Clementine provides decision makers with the ability to seamlessly integrate it with other business processes and systems to gain a complete view of current conditions and shed light on future events.

Confidently and productively explore your data

Clementine's workflow interface enables you to add your business knowledge - the key to successful data mining - to your process. Its highly visual user interface makes "train of thought" analysis possible. Clementine produces streams, the visual map of your data mining steps, to automatically document the analytical process. You can quickly explore hunches or ideas by interacting with the stream. This makes it possible for you to focus on knowledge discovery rather than on performing technical tasks, such as writing code, and reach results in the shortest amount of time possible.



Select from an unparalleled breadth of techniques

Clementine offers a full range of machine-learning and statistical techniques for clustering, classification, association, and prediction. SPSS Inc. has more than 35 years experience in predictive analytics, and its algorithms are verified and calibrated to deliver powerful data mining results. You can be assured of having the depth and breadth of analytical techniques needed to attain the best results for all of your data mining tasks.

Put results to work in your organization

SPSS offers several deployment options to meet your needs for real-time or in-database scoring. Clementine exports all data mining steps, including data access, modeling, and post-processing - not just the model - to save your organization time and money. Save predictive model markup language (PMML), an industry standard for exchanging predictive models, and embed it into your system. You can publish processes or streams and transparently deliver results to other software applications.

Easily integrate Clementine into your existing systems

With Clementine, there's good news for your IT staff. Because it's an open, standards-based system, Clementine easily integrates into your organization's existing operational systems and databases. Clementine leverages your organization's database investment by pushing much of the data preprocessing tasks, typically

80-90 percent of your data mining efforts, back into the database. And because preprocessing occurs on the database tier and not the server tier or the client tier, network traffic is minimized.

Get better results with application best practice templates

Get better results from your data mining projects using Clementine Application Templates (CATs). These templates follow the industry-standard CRISP-DM methodology for data mining and use real-world application experience, so you can be confident that your project will benefit from a proven methodology and best practices.

Available best practice templates include:

- CRM CAT
Targeted customer acquisition and growth, improve response rates and reduce attrition
- Web mining CAT
Analyze clickstreams and visitor behavior
- Telco CAT
Customer retention and cross-selling
- Crime CAT*
Analyze crime and offender characteristics to locate incident hotspots and link related crimes
- Fraud CAT*
Detect fraud and suspicious anomalies in financial transactions and claims
- Microarray CAT*
Find patterns of genes related to diseases and treatment

(*) Available as a Clementine add-on module

System requirements

Clementine Client:

- Operating system: Microsoft® Windows® Me, Windows XP Home or Professional, Windows 2000, Windows 2003, or Windows NT® 4.0 with Service Pack 6
- Minimum RAM: 256MB are recommended. 512MB are recommended when using CATs or other large datasets.
- Minimum free disk space: 320MB
- Web browser: Internet Explorer version 5.x or Netscape® 6, for running the online help system

Clementine Server, Clementine Solution Publisher Runtime (optional), and Clementine Batch Mode:

- Operating system: Windows 2000 Professional or Advanced Server; Windows NT 4.0 with Service Pack 6 or later; SunSM SolarisTM 2.7, 2.8, or 2.9; HP-UX 11i; IBM® AIX® 4.3.3 or 5.2; or IBM OS/400[™] (iSeries[™]) V5R2 with OS/400 Portable Applications Solution Environment (PASE, 5722-SS1 Option 33)
- Hardware: Pentium®-compatible processor, SPARC® for Solaris (Sun UltraSPARC® 2 hardware or better if running on Solaris), HP Workstation for HP-UX (PA-RISC processor; HP 9000 server if running on HP-UX), IBM RS/6000® for AIX (PowerPC® 233MHz or better if running on AIX), or IBM eServer iSeries[™] for OS/400
- Minimum RAM: 256MB; 512MB recommended
- Minimum free drive space: 128MB of available disk space are required for installation. Additional free disk space is required to run the program (for temporary files). 1GB is recommended.

Contact Us:

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