



IBM Analytic Answers delivers predictive and prescriptive information directly to your business

Table of contents

1 Overview	3 Publications
1 Key prerequisites	3 Technical information
2 Planned availability date	4 Ordering information
2 Description	5 Terms and conditions
2 Program number	7 Prices

At a glance

Analytic Answers includes the following features and benefits:

- Delivers high-value, actionable predictive and prescriptive information directly to the business; no need to be a statistician or learn modeling software
- Leverages IBM's deep analytics expertise but tailored for your business, using your data
- Built and hosted on IBM's leading analytic platform for unsurpassed scalability, analytic power, and performance
- Purchase only the answers you need; software licensing costs no longer need be a barrier to analytics adoption
- Can help produce fast time to value as a result of efficient delivery using assets that encapsulate IBM® experience and intellectual property (IP)
- Users upload data and download results via a simple web-based user interface; no analytics expertise necessary

Overview

Analytic Answers removes barriers to the adoption of analytics and helps minimize time to value by leveraging IBM's deep analytics expertise and leading analytics platform to create a solution tailored to your business, using your data. Multiple types of answers address a variety of business objectives across a number of industries, such as insurance renewals, retail purchase analysis and offer targeting, student retention, and prioritized debt collection.

Typical barriers to analytics adoption include the high cost of software licensing and hosting infrastructure, heavy reliance on external experts, and long implementation times. With an Analytic Answers subscription, you are insulated from these challenges, needing only to upload data to a simple web-based user interface and then download the results or "answers." You can get up and running quickly and enjoy fast time to value: no need to be a statistician, learn analytics software, or undergo any disruptive technology infrastructure implementations.

Key prerequisites

None

Planned availability date

December 11, 2012

Description

Analytic Answers delivers high-value, predictive and prescriptive information and is designed for the non-statistician business user. The answers are expressed in terms that can be directly acted on, such as identifying which products to offer a customer, or which incentive will keep an insurance policy holder loyal.

Traditional analytics solutions require the purchase of software and an investment in both infrastructure and ramp-up time. Analytic Answers is a pay-as-you-go model that enables you to answer a specific business question in a cloud-based solution that gets you up and running quickly. It offers the scalability you need to grow with your business.

Subscribers upload data and download results via a simple web-based user interface; no analytics expertise is necessary. The results delivered by Analytic Answers offer predictions and recommendations at the level of individual cases. They can be used by other systems and applications such as workflow systems or CRM tools to drive actions that result in better outcomes and higher returns. They can also be easily imported into business intelligence tools such as IBM Cognos® Insight, enabling you to explore the patterns, relationships, and insights behind the analytical results. This might involve, for example, studying the profiles of loyal customers versus those most likely to defect, or observing how potential customer value varies by location.

Because Analytic Answers uses IBM's platform and deep analytics expertise, you can usually get up and running quickly while still benefitting from a solution tailored to your business. By eliminating the need to purchase software or hosting infrastructure, you can potentially adopt analytics at a lower cost and with accelerated time to value.

IBM is not other aware of any other analytics provider in the marketplace today that offers a solution that delivers advanced analytics in this way.

Section 508 of the US Rehabilitation Act

A US Section 508 Voluntary Product Accessibility Template (VPAT) can be requested via the IBM website.

http://www.ibm.com/able/product_accessibility/index.html

Program number

Program number	Program name
5725I56	IBM Analytic Answers

Offering Information

Product information is available via the Offering Information website

<http://www.ibm.com/common/ssi>

Also, visit the Passport Advantage® website

<http://www.ibm.com/software/passportadvantage>

Publications

No publications are shipped with this program.

The IBM Publications Center

<http://www.ibm.com/shop/publications/order>

The Publications Center is a worldwide central repository for IBM product publications and marketing material with a catalog of 70,000 items. Extensive search facilities are provided. Payment options for orders are via credit card (in the US) or customer number for 20 countries. A large number of publications are available online in various file formats, and they can all be downloaded by all countries, free of charge.

Technical information

Specified operating environment

Software requirements

There are no software requirements for this release.

The program's specifications and specified operating environment information may be found in documentation accompanying the program, if available, such as a README file, or other information published by IBM, such as an announcement letter. Documentation and other program content may be supplied only in the English language.

Planning information

Direct customer support

For technical support or assistance, contact your IBM representative or send an email to ASPTech@us.ibm.com.

Packaging

Packaging information does not apply because IBM Analytic Answers is a cloud offering.

Software Services

IBM Software Services has the breadth, depth, and reach to manage your services needs. You can leverage the deep technical skills of our lab-based, software services team and the business consulting, project management, and infrastructure expertise of our IBM Global Services team. Also, we extend our IBM Software Services reach through IBM Business Partners to provide an extensive portfolio of capabilities. Together, we provide the global reach, intellectual capital, industry insight, and technology leadership to support a wide range of critical business needs.

To learn more about IBM Software Services or to contact a Software Services sales specialist, visit

<http://www.ibm.com/software/sw-services/>

Ordering information

Product group: IBM Analytic Answers

Product Identifier Description (PID)

IBM Analytic Answers 5725I56

Product Software as a Service

Charge metric

Program name	Part number or PID number	Charge metric
Analytic Answers	CC012783	100 Thousand Record Lines
Analytic Answers	CC012784	50 Thousand Record Lines
Analytic Answers	CC012785	5 Thousand Record Lines
Analytic Answers	CC012786	20 Thousand Record Lines

Thousand Record Lines

Thousand Record Lines is a unit of measure by which the IBM SaaS can be obtained. A Record is the data that represents any physical or electronic document managed by the IBM SaaS, including but not limited to call detail records, invoices, plans, purchase orders, quotes, receipts, returns, sales orders, schedules, and shipments. Record lines are the line items with the Record processed using the IBM SaaS. Sufficient Thousand Record Line entitlements must be obtained to cover the total number of Record Lines processed by the IBM SaaS during the measurement period specified in the customer's Proof of Entitlement (PoE) or Transaction.

- Student Retention: 5 Thousand Record Lines
- Prioritized Collections: 20 Thousand Record Lines
- Retail Purchase Analysis and Offer Targeting: 50 Thousand Record Lines
- Insurance Renewals: 100 Thousand Record Lines

Passport Advantage

Program name/Description	Part number
Analy Anwrs Insurnc Rnw per 100 Thousand Rec Lns PER MONTH	D0WGZLL
Analy Anwrs Insurnc Rnw per DAILY FEE PARTL MONTH	D0WH0LL
Analy Anwrs Insurnc Rnw per 100 Thousand Rec Lns OVERAGE	D0WH1LL
Analy Anwrs Rt Pur Analy OT per 50 Thousd Rec Lns PER MONTH	D0WH2LL
Analy Anwrs Rt Pur Analy OT per DAILY FEE PARTL MONTH	D0WH3LL
Analy Anwrs Rt Pur Analy OT per 50 Thousd Lns OVERAGE	D0WH4LL
Analy Anwrs Student Retention per 5 Thousd Rec Lines PER MONTH	D0WH5LL
Analy Anwrs Student Retention per DAILY FEE PARTL MONTH	D0WH6LL
ANALY Anwrs Student Retention per 5 Thousd Rec Lns OVERAGE	D0WH7LL
Analy Anwrs Prioritzd Clctns per 20 Thousd Rec Lns PER MONTH	D0WH8LL
Analy Anwrs Prioritzd Clctns per DAILY FEE PARTL MONTH	D0WH9LL
Analy Anwrs Prioritzd Clctns per 20 Thousd Rec Lns OVERAGE	D0WHALL

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<http://www.ibm.com/software/sla/sladb.nsf>

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Limited warranty applies

Yes

Limited warranty

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http://www.ibm.com/software/support/acceleratedvalue/SaaS_Handbook_V18.pdf

IBM will maintain this information for at least one year after the original licensee acquires the program (warranty period).

Money-back guarantee

Does not apply to IBM SaaS

Volume orders (IVO)

No

Passport Advantage applies

Yes, and through the Passport Advantage website at

<http://www.ibm.com/software/passportadvantage>

Usage restriction

Yes

For additional information, refer to the Terms of Use document that is available on the IBM Software License Agreement website

<http://www.ibm.com/software/sla/sladb.nsf>

Software Subscription and Support applies

Yes. Software Subscription and Support (also referred to as Software Maintenance) is included through Passport Advantage and Passport Advantage Express . For technical support or assistance contact your IBM representative or send an email to ASPTech@us.ibm.com.

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http://www.ibm.com/software/support/acceleratedvalue/SaaS_Handbook_V18.pdf

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<http://www.ibm.com/software/passportadvantage>

IBM Operational Support Services - SoftwareXcel

No

System i Software Maintenance applies

No

Variable charges apply

No

Educational allowance available

Not applicable

Statement of good security practices

IT system security involves protecting systems and information through prevention, detection, and response to improper access from within and outside your enterprise. Improper access can result in information being altered destroyed or misappropriated or can result in misuse of your systems to attack others. Without a comprehensive approach to security, no IT system or product should be considered completely secure and no single product or security measure can be completely effective in preventing improper access. IBM systems and products are designed to be part of a comprehensive security approach, which will necessarily involve additional operational procedures, and may require other systems, products, or services to be most effective. IBM does not warrant that systems and products are immune from the malicious or illegal conduct of any party.

Prices

Program name/Description	Part number
IBM Analytic Answers	5725-I56

For current prices, contact your IBM representative.

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