



# An Introduction to UNICOM Intelligence Reporter

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## Predictive Analytics for Smarter Business



- Premium, accredited partner to IBM specialising in the SPSS Advanced Analytics suite.
- SAS Business Partner
- Expertise in open source analytical technologies & big data
- Team each has 15 to 20 years of experience working in the predictive analytic space



# Today's Objective

Provide a broad view of the main capabilities of  
UNICOM Intelligence Reporter

# Background

- UNICOM Intelligence Suite
  - Formerly IBM/SPSS Data Collection
  - Formerly SPSS Dimensions
  - Formerly Vision 2000
- UNICOM acquired IBM/SPSS DC in 2015



# Background – Intelligence Reporter

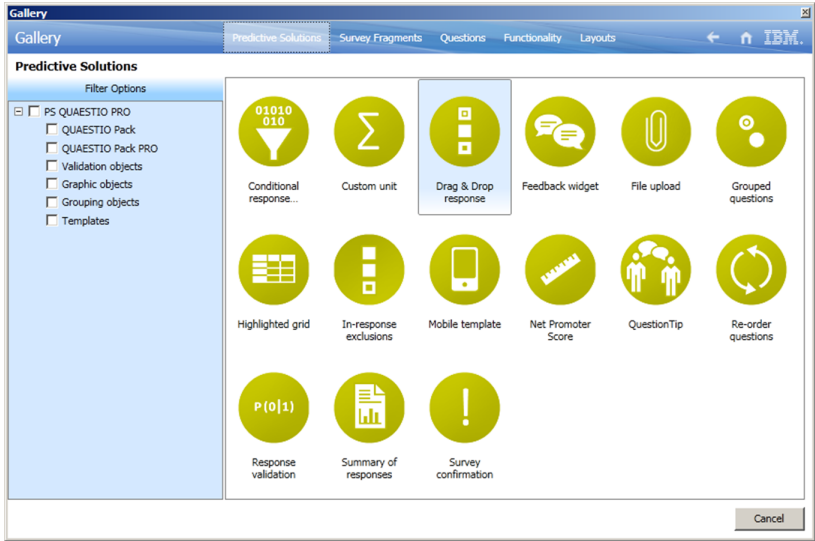
- UNICOM Intelligence Reporter
  - Was IBM/SPSS Data Collection Survey Reporter
  - Intended for a researcher/analyst
- In many ways the Quanvert Replacement
  - Interactive reporting/charting/tabulating
    - Optionally scripted
  - Accessible Data Preparation
  - Governed distribution of results
  - Publish to MS office suite or online
    - Online via UNICOM Reporter Publisher



**Demo**  
**UNICOM**  
**Intelligence Reporter**

# PS Quaestio Pro

- SmartVision supplies UNICOM Intelligence Reporter as part of the PS Quaestio Pro bundle
  - This includes **IBM/SPSS Statistics** and custom add-on apps to add value to the survey/analysis process





# Working with Smart Vision Europe Ltd.

- We can assist with every aspect of almost any analytical project
  - Selection, implementation & support of analytical tools
  - Guided consulting & training to develop in house skills
  - Identification & recruitment of analytical skills into your organisation
- As experts in Advanced Analytics / Predictive Analytics we will
  - deliver classroom training courses
  - offer side by side training support
  - offer “skills transfer” consulting
  - run booster and refresher sessions to get more from your existing technology
  - offer ‘no strings attached’ technical and business advice relating to analytical activities



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# Thank you