



### What does JMP® do for business visualization?

Instead of being stuck with static spreadsheets that can help only with simple queries and communicating snippets of information, JMP enables you to interact with your data—all of it—to explore relationships, see where trends take you, dig into areas that interest you, and even be led in new directions that you hadn't yet considered.

### Why is JMP® important for business visualization?

JMP's first users were primarily scientists and engineers, who put JMP to work to visualize and understand their data. That was 18 years ago. Today, people who need to get a better understanding of their business data are turning to JMP's point-and-click functionality and dynamic data visualization.

### Who uses JMP® for business visualization?

JMP can be used as a standalone desktop program or as a piece of the SAS® Enterprise Intelligence Platform. Anybody who needs to make intelligent decisions based on business data will want to use JMP. You shouldn't have to be a statistician to get information from your data. With JMP, you don't have to be.

### How does JMP® integrate with the SAS® Enterprise Intelligence Platform?

When JMP is used as an interface to the SAS®9 platform, you tap into the full power of SAS Analytics while enjoying interactive data visualization that's unequaled by any other software. You get richer graphics and filtering through graphical interfaces like the animated bubble plot, the scatter matrix and 3D scatterplot.

## Business Visualization with JMP® 7

You shouldn't have to be a statistician to get information from your data. JMP statistical discovery software from SAS brings your data to life—and your business more clearly into focus.

We bet your gut instincts are pretty good; they've helped drive business to this point. In fact, your data analysis projects—what you analyze, how you analyze it, what you look for—are probably largely guided by instinct and experience. That's great.

What's not so great is that the tools you've been using to visualize that data are probably outdated. Even the very concept of using spreadsheets to try to understand and communicate business trends is antiquated. More than anything, it's simply a way to confirm what you already know. And that's fine for simple queries and communicating snippets of information.

But wouldn't you like to interact with your data—all of it—to explore relationships, see where the trends take you, delve into areas that interest you, and even be led in new directions that you hadn't yet considered?

Picture yourself as an adventurer ready to explore your business: You look at data to know what works, what doesn't work and how things could work better. Your old data visualization tools just scratch the surface. But with JMP, you're able to dig deep into your data.

You'll unearth your company's history, and more importantly, you'll discover its future.

JMP is more than a different data analysis tool. It's an entirely different way of approaching data: It's dynamic, it's interactive, and it's visual.

### Key benefits

**Data should work for you—you shouldn't have to work to understand it.**

We help organizations around the world put data to work for them. More than 100,000 users rely on our unique visualization capabilities to drive business decisions. We approach the problem by helping you:

- Explore virtually unlimited amounts of data. Spreadsheets stop you at 65,000 rows and 256 columns.
- Query the data visually for whatever questions you can think to ask.
- Interact with the data, gaining instantaneous insight into relationships and patterns.
- See long-term trends instead of a limited year-to-date view.

**STATISTICAL  
DISCOVERY.™  
FROM SAS.**

- Create graphics with many distinct variables—and watch as trends become clear.
- Make smarter, quicker decisions based on your insights.

Whether you're focusing on payroll, purchasing or product development, the benefits of interactive analysis and advanced business visualization will become clear—right before your eyes.

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## Product overview

### How JMP® enriches the SAS® Enterprise Intelligence Platform

Unexplored data equals missed opportunity. And, if your organization is like most successful organizations, you've already invested heavily in collecting that data. You may even have invested in the SAS Enterprise Intelligence Platform. That's a smart move. Business intelligence from SAS provides insightful reporting and advanced analytics.

Now, with the launch of JMP 7 and its seamless integration with other SAS products, you have an opportunity to leverage that investment further.

JMP connects to SAS and brings your business data to you in whatever way you like. The point-and-click interface allows you to interact with your data. When you view data through JMP, you see trends and movement, and you discover hidden relationships.

We think you shouldn't have to be a statistician to get information from your data. With JMP as your interface, you don't have to. Right away, you'll start seeing your data—and your business itself—in a whole new light. Then you'll realize that you've just begun to

experience the depth of JMP's analytic capabilities. And you might even catch yourself having fun.

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## Case study

### Shedding light on HR data

#### Situation

Human resources data analysts in a FORTUNE 500 company were working too hard to understand employee and salary information—for too little reward. To evaluate employment trends, they had been dumping data into Excel or Access and then examining average salaries for certain job functions, calculating employee turnover rates, and gathering stats for federal reports.

#### Solution

To derive better information from this data, these analysts turned to JMP statistical discovery software. Using JMP, they now boast of time savings, increased functionality and better information. They can:

- Conduct analyses in minutes and with no programming. Some of these analyses used to require days—and some were once impossible.
- Explore relationships within data on any given issue, such as employee turnover rates. They are empowered to find correlations and also rule out factors that don't affect turnover.
- Examine data clusters for patterns in salaries, length of service or other areas. They can eliminate outliers and determine averages that reflect the truth rather than a skewed version of the data.
- Empower executives and other managers to make better decisions.

## Result

Managers gain better advice and more complete information for hiring, payroll and management decisions. Executives, too, see trends, relationships and patterns in human resource data, empowering them to make decisions about policies, procedures and benefits that not only affect the HR division, but also have an impact on the entire corporation.

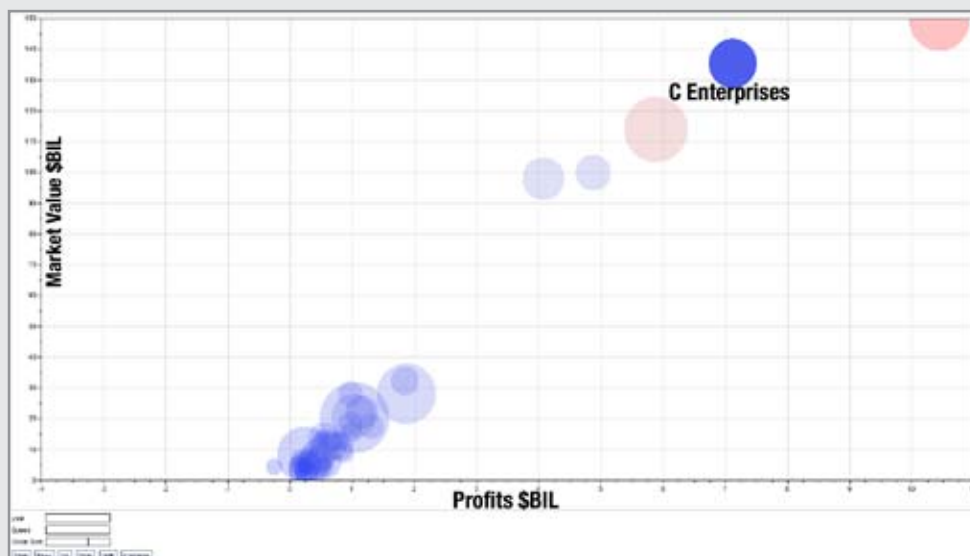
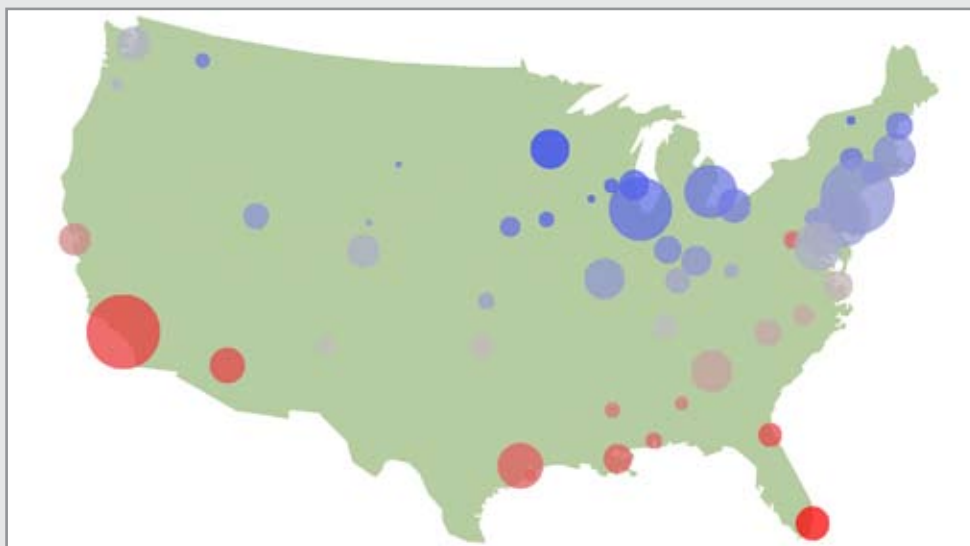
## Key Features

### Dynamic visualization with bubble plots

Graphs are normally thought of as static entities, even if they have drill-down and customization features. A graph isn't usually a story with action, either, where you see things happen across time. But when you put graphs in motion, you have a more compelling and engaging experience. You also have more sensitivity to the data.

The bubble plot, a motion-enabled graph, harnesses and displays up to six dimensions of data. There are the X and Y dimensions of the graph axes and the size and color of the bubbles, for a total of four dimensions. Then there are time and aggregation variables. The time variable lets you play the graph in continuous time, with the positions, colors and sizes interpolated across the time data points into smooth motion.

Now, over the course of a minute or more, you can watch a story unfold from your data. The story repeats so you can absorb more detail. You see the movers and shakers among the data points. You see which points are leaders, which are followers and which are contrarians. You aggregate groups and disaggregate them to see whether a group behaves as a group or whether its components behave as individuals.

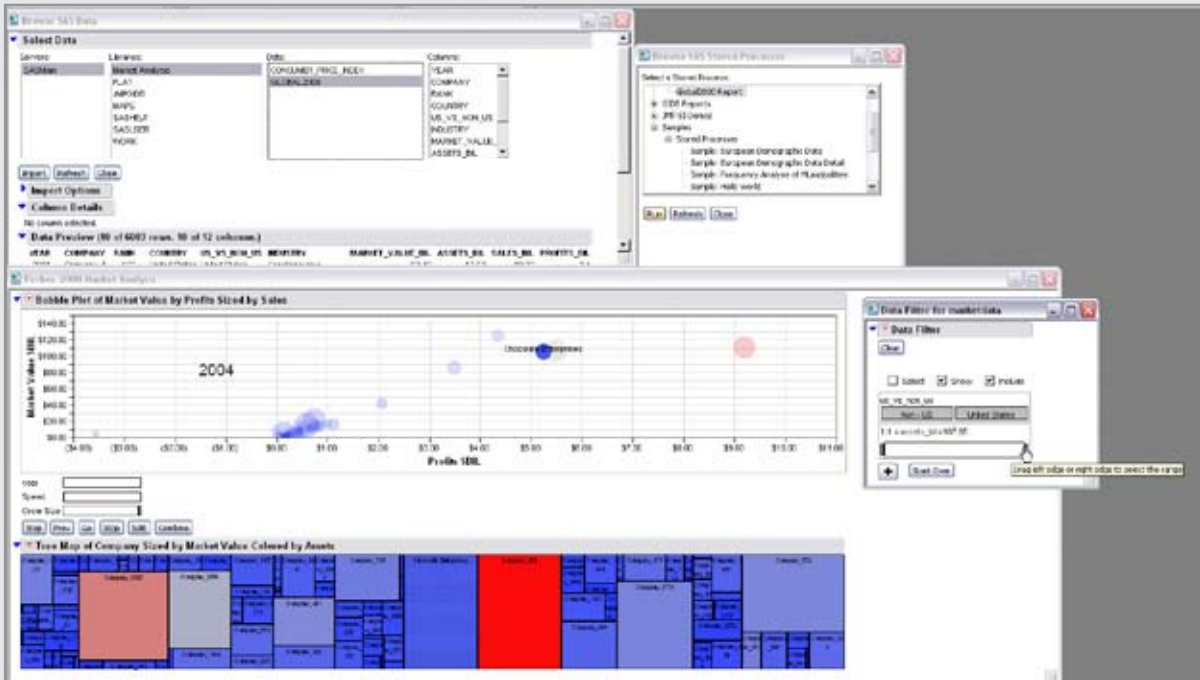


## Key Features

### JMP® integration with the SAS® Enterprise Intelligence Platform

JMP is grounded in the same SAS talents, is produced by SAS and has the same overall analytics theme: THE POWER TO KNOW®.

And now JMP connects to other SAS products. JMP users can tap into the full power of SAS. SAS users can gain immediate insights into their data through JMP's interactive graphics.



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