



Seeing is believing.

See for yourself.

www.jmp.com



**STATISTICAL
DISCOVERY.
FROM SAS.**

JMP® Statistical Discovery Software

Discover dynamic data visualization. Discover things you never expected.

Everyone can relate to “aha” moments –those moments of clarity when, all of a sudden, something makes perfect sense. Because every day should be filled with those moments, SAS created JMP statistical software. It’s the SAS® software designed for dynamic data visualization on the desktop. Pronounced “jump,” its name suggests a leap in interactivity, a leap in a new direction.

Because JMP dynamically links statistics with graphics, it makes your data accessible in ways you might never have thought possible. JMP lets you grab your data and make it come alive. JMP has an attitude toward data that is close, personal and intimately interactive. The software has the immediacy of a spreadsheet, but allows you to interact with graphs and not just tables.

If a picture is worth a thousand words, imagine what’s possible when you can manipulate the picture at will, changing your viewpoint to identify natural groupings, using colors and markers to show what you find most interesting. JMP allows you to literally see the important patterns of variation that have occurred, no matter how many variables you have.

JMP’s first users were primarily scientists and engineers. That was in 1989. Today, people who need to understand data of any sort are turning to JMP. In fact, analysts, researchers, scientists and engineers in almost every industry worldwide now use JMP, which has interfaces in English, Japanese, Chinese, French, German and Korean. JMP users rely on the software’s comprehensive

visual analysis to interactively explore, visualize and better understand their data, and they use this understanding to inform their statistical analyses and to be genuinely data-driven. After all, understanding data is the key to making informed decisions.

JMP runs on Windows, Macintosh and Linux. The immediacy and responsiveness of JMP come from the fact that it holds all data in memory rather than having to wait while data is moved from and to disk. JMP also takes advantage of multithreading, so it works faster on multiprocessor machines. You can analyze virtually unlimited amounts of data. No matter what size your data is, there is a JMP solution for you.

JMP is often deployed as a standalone desktop tool accessing data stored in many formats. But when you use JMP in conjunction with other SAS offerings, you experience the best of all worlds: the robustness of the SAS Enterprise Intelligence Platform, the unparalleled depth of SAS Analytics and the unique visualization capabilities of JMP. Unexplored data is a missed opportunity, and the seamless integration between JMP and other SAS products is an opportunity to further leverage your SAS investment. Opportunity is knocking. Are you answering?

What can JMP® do for you?

Visualize answers

You shouldn't have to be a statistician to get information from your data. With JMP, you don't have to be. That's because 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. 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 move in new directions that you hadn't yet considered. Then JMP lets you easily communicate your discoveries to colleagues using Flash animations.

Spur innovation

Wouldn't you like to experience more product breakthroughs, fewer R&D bottlenecks and a quicker time to market? To do so, your R&D group needs to move forward more quickly, decisively and confidently, exploring your opportunity space efficiently and exhaustively – then making the right choice. To do that, R&D needs JMP to see data and gain instantaneous insight into the relationships it contains. Already the leading software for discovery and innovation in the biotech, chemical, phar-

maceutical, semiconductor, consumer products, aerospace and automotive industries, JMP can help you develop robust product designs that are more easily transferred into manufacturing to reduce risk and improve first-pass yields. When just one person uses JMP, that person can make wonderful discoveries. What happens when an entire R&D organization has the power of JMP? Synergy across the organization replaces pockets of excellence.

Drive quality

The market demands continual improvement in many aspects of performance. You strive to avoid unnecessary costs and to speed your time to market, all the while protecting your brand, reducing warranty costs and delivering products and services that consistently meet, or exceed, customer expectations. That's why the software at the heart of your quality program should incorporate a wide range of statistical and graphical techniques – design of experiments, predictive analytics, interactive analysis and reporting – to allow you to identify emerging issues, determine their root cause and resolve issues before they become customer problems. Whether you call it Six Sigma, TQM, Lean or something else, JMP enables you to drive quality improvement through your organization, from product development to production and into the marketplace.

Discover the unexpected

Get ready to explore data from every angle possible and to move rapidly from one visualization to another – from one discovery to the next. With JMP, you can create and modify graphs interactively, or make a new graph with just a few clicks and drags of your mouse. You get instantaneous feedback as you drag variables onto a graph. You can compare visually across grouping levels – all in one plot composed of small multiples with elements such as scatterplots, bar charts, trend lines and histograms. Forget about switching between windows to make comparisons and explore your data. Just drag and drop your way to “aha” moments.

Make a difference

JMP users make the most amazing discoveries. They're saving endangered species, creating life-saving drugs, developing money-making financial services and designing energy-efficient products. JMP users are adventurers who explore their data interactively and bring understanding to the world.



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