



## JMP® Family of Products

Visual and interactive. Comprehensive and extendible.  
Discover the stories hidden in your data.

### What started as a single product has grown into a family:

- **JMP**, the original statistical discovery software, is visual, extendible and complete with deep analytics – characteristics that all members of the JMP family share.
- **JMP Pro** includes powerful new capabilities for advanced analytics users who need data mining techniques to create robust predictive models.
- **JMP Clinical** software can shorten the drug development process by streamlining safety reviews of clinical trials data – using JMP and SAS together.
- **JMP Genomics** analyzes and visualizes genomics data, combining the power of JMP with SAS Analytics and customized applications tailored for vast genomic data sets.

**No matter how much or what kind of data you have, there is a JMP solution for you.**

[www.jmp.com](http://www.jmp.com)

Today, people who need to understand data of any sort turn to JMP. That includes analysts, researchers, scientists and engineers in almost every industry worldwide.

Everyone can relate to “aha” moments – those instances of clarity when, all of a sudden, something makes perfect sense. Because every day should be filled with those moments, SAS created **JMP statistical discovery software**. It's the SAS® software that brings dynamic data visualization and deep analytics to the desktop. Pronounced “jump,” its name suggests a leap in interactivity, a move in a new direction.

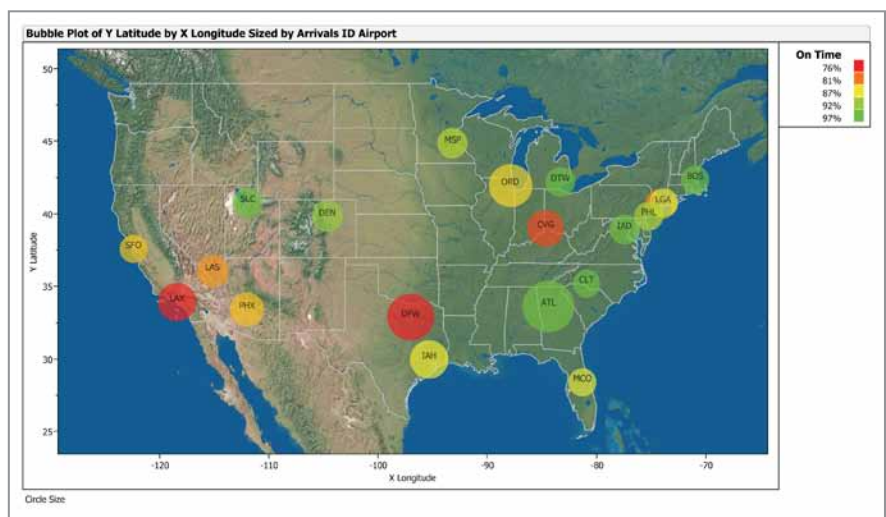
The first users of JMP were primarily scientists and engineers. That was in 1989. Today, people who need to understand data of any sort turn to JMP. In fact, analysts, researchers, scientists and engineers in almost every industry worldwide use JMP or one of the specialized solutions in the JMP family of products.

JMP holds data in memory, so analyses are immediate and responsive. JMP users rely on this responsiveness and the software's comprehensive analytics to interactively explore, visualize and understand their data. They use that understanding to guide their statistical analyses and make truly data-driven decisions. And they share the compelling graphics in JMP with colleagues to communicate discoveries and solutions.

### What can JMP® products do for you?

#### Understand your data

You shouldn't have to be a statistician to get information from your data. With JMP, you don't have to be. JMP is more than a different data analysis tool. It's an entirely different



Visualize your geographic data over time in a graphic that combines a Bubble Plot and a high-quality built-in map image.

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, spot trends, dig into areas that interest you and move in directions that you hadn't before considered.

### Spur innovation

Wouldn't you like to experience more product breakthroughs, fewer bottlenecks and a quicker time to market? To do that, your organization needs to move forward more quickly, decisively and confidently, exploring your opportunity space efficiently and exhaustively – and then making the right choice. JMP lets you see your data to gain instantaneous insight into the relationships it contains.

A leader among software for discovery and innovation in the life sciences, chemical, semiconductor, consumer products and aerospace industries, JMP can help your researchers develop robust product designs that are more easily transferred into manufacturing – reducing risk and improving first-pass yields. When just one person uses JMP, that person can make wonderful discoveries. What happens when an entire organization has the power of JMP? Synergy across the organization replaces pockets of excellence.

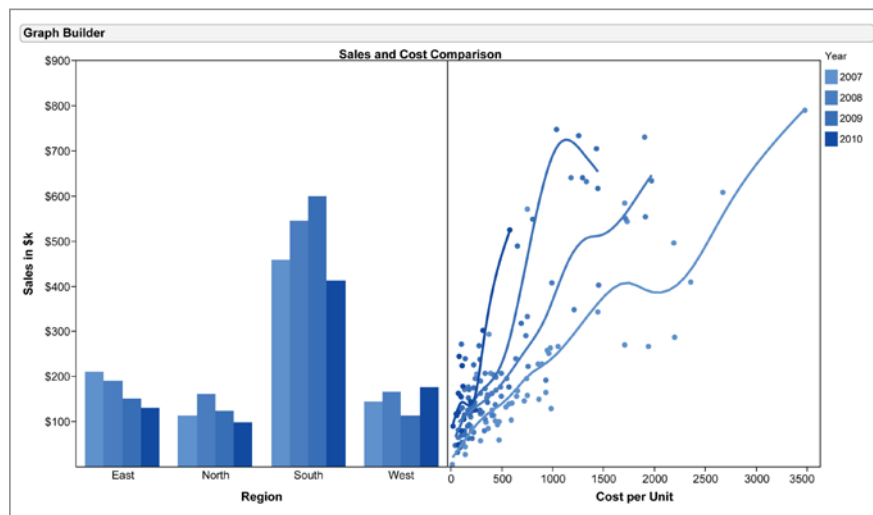
### Drive quality

The market demands continual improvement in many aspects of performance. You strive to avoid unnecessary costs and 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 root causes 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 throughout your organization, from product development to production and into the marketplace.

### Discover the unexpected

Explore data from every angle possible and move rapidly from one visualization to another, from one discovery to the next. With JMP, you make and refine your graphs interactively, or quickly build a brand new graph. Watch your graph instantly emerge as you click and drag variables. No more switching between windows to make comparisons and explore your data. Just drag and drop your way to "aha" moments.

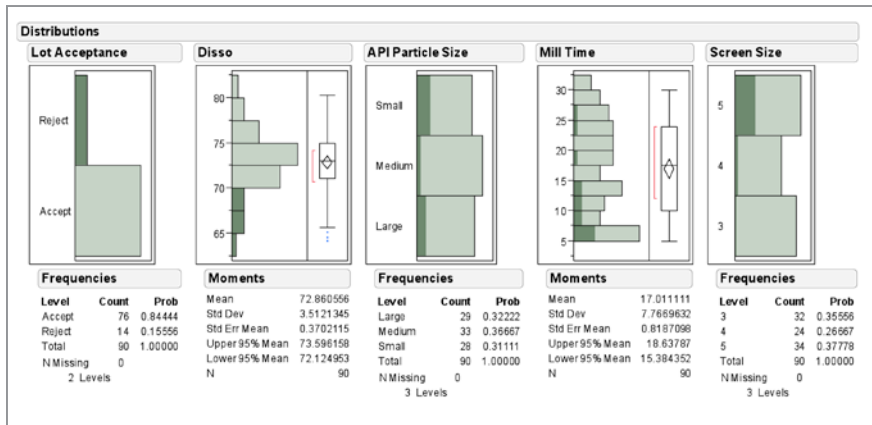


Construct graphs interactively and see many dimensions in one graph. You get instantaneous feedback as you drag and drop, exploring your data and making comparisons.

### What makes JMP® products so different?

#### Visualization and dynamic linking: See and believe

Unexplored data is a missed opportunity. By dynamically linking statistics with graphics, JMP makes your data accessible in ways you may never have thought possible. JMP lets you grab your data and bring it alive in a 3-D plot or an animated graphic showing change over time. JMP has an attitude toward data that is close and personal.



The dynamically linked graphs in JMP make it easy to spot relationships, trends, outliers and patterns.

The software has the immediacy of a spreadsheet, but it allows you to interact with graphs and not just tables.

Imagine what's possible when you can manipulate a graph at will, changing your viewpoint to identify natural groupings, using colors and markers to show what you find most interesting. JMP enables you to see important patterns of variation, no matter how many variables you have.

Construct and modify graphs on the fly, or make a new graph with just a few clicks and a drag of your mouse. Get instant feedback as you slide variables onto a graph. Visually compare across grouping levels using small multiples with elements such as scatterplots, bar charts and histograms. Or create a graph that displays data on a geographic map.

### Deep analytics: Find robust solutions

Whether you want to understand market preferences, make products that last, streamline your processes or pre-

dict customer behavior, JMP has the analytics to tackle the project. JMP presents options contextually at the appropriate time in the analytic process. You don't have to know the proper analytic method when assigning variable roles. Modeling types in JMP ensure the appropriate treatment of factors, taking the burden off you.

With extensive modeling capabilities for linear, nonlinear or mixed models, JMP has you covered. If you prefer data mining models, take advantage of the tree-building techniques in the Partition platform. And for true flexibility, JMP offers neural network models. JMP Pro supports model building using training, test and validation sets so you can find the predictive model that works best for you.

No matter which model-building technique you choose, the Prediction Profiler shows you exactly how the model behaves under any condition. This innovative method for visualizing models lets you easily explore tradeoffs

when you need to optimize multiple responses. Plus, the Profiler helps you share your findings with others – so you can drive deeper understanding and greater insight throughout your organization.

If you need even more, the Simulator built into the Profiler gives you complete control of Monte Carlo simulation of your model. Try different scenarios to find the most robust solution for your toughest problems.

### Custom experimentation: Create optimal designs

The best way to discover something new is through experimentation. And the best way to experiment is to have an efficient design. The state-of-the-art design of experiments (DOE) platforms in JMP make it easy to design the most efficient experiment for your needs.

Classical design tools require you to adjust your problem to meet the inflexible requirements of textbook experiments. They strand you in the terminology of traditional experiments and limited designs.

With the Custom Designer in JMP, you find an optimal design for your specific problem. You no longer have to compromise your expectations and needs to fit an outdated methodology. Instead, you tell JMP exactly what your experimental factors are and how many trials you can afford, and you get an experiment designed especially for your situation. Combine mixture terms, categorical factors that have any number of levels, and as many continuous

factors as you need in the most flexible experimental design tool available.

Once you've conducted your experiment, JMP makes the analysis painless. Because JMP stores the analytic model used to design the experiment along with the data, you always get the appropriate results.

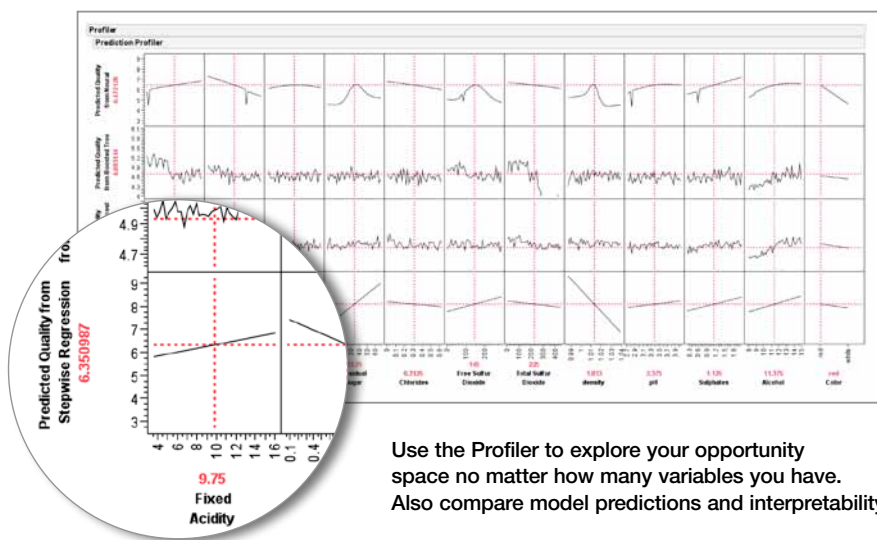
### Integration with other software: No software is an island

By itself, JMP is a powerful statistical and graphical analysis tool. However, by easily connecting to other software, JMP expands your analytic options.

The [SAS Business Analytics Framework](#) enables strategic decisions that optimize performance across your organization. When you use JMP in this framework, you get both unparalleled predictive analytics and rich exploratory data visualization.

At many organizations, critical business data is locked away in Microsoft Excel. Now it's easier than ever to discover the treasures in your Excel spreadsheets using JMP. With the Profiler in JMP, you can more fully understand the relationships modeled in your Excel files. You can also use Monte Carlo simulation to conduct sensitivity analysis.

In addition, JMP integrates with the R open-source statistical programming language. This means R programmers can leverage the dynamic graphics in JMP that interactively link data to visuals. R programmers can also build JMP add-ins that make advanced R capabilities accessible to non-programmers.



Use the Profiler to explore your opportunity space no matter how many variables you have. Also compare model predictions and interpretability.

### Communication: Show them the money

JMP helps your data communicate with you, and you can also use JMP to communicate with others. You can save JMP graphics in a variety of formats, including interactive animations and other appealing visualizations. Then you can easily move graphics into your favorite word processor or presentation tool to share your findings with others and influence decision makers to take action.

### Extendibility: Make JMP® your own... or somebody else's

You don't have to be a programmer to use JMP. But if you are, you can use the rich scripting language in JMP to extend the software beyond its built-in capabilities. The JMP Scripting Language (JSL) lets you tailor the software specifically for your data and analytic needs, and enables you to spread the use of the powerful analytics in JMP throughout your organization.

You can automate your favorite analyses and customize reports via JSL. You can also use JSL to create sophisticated user interfaces and JMP add-ins – custom analytic applications – to share with other JMP users. Find an add-in or contribute one of your own at [www.jmp.com/addins](http://www.jmp.com/addins).

### How can you make a difference with JMP® products?

JMP users make amazing discoveries. They save endangered species, create life-saving drugs, develop money-making financial services and design energy-efficient products. JMP users are adventurers who explore their data interactively and bring greater understanding to the world. Shouldn't you be using JMP?



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To contact your local JMP office, please visit: [www.jmp.com](http://www.jmp.com)

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