



What is different about JMP® 9?

JMP 9 expands your analytic options with connections to SAS®, Microsoft Excel and R. It also lets you display your data on geographic maps and has an updated interface on Microsoft Windows. A new edition of the software – JMP Pro – adds powerful new capabilities designed for advanced analytics users who need data mining techniques to create robust predictive models.

Why is JMP® 9 important?

JMP 9 brings data visualization and deep analytics to desktops around the world. Interactive and easy to use, JMP 9 makes data exploration and discoveries visual, informs decision making, and helps you communicate your findings to others. With this cutting-edge release, JMP 9 becomes the analytic hub for building and sharing custom applications that leverage JMP's dynamic graphics and your other favorite tools. JMP 9 comes from SAS, the leader in business analytics and services that give organizations worldwide THE POWER TO KNOW®.

Who should use JMP® 9?

Anyone who's curious to find the stories hidden in data. Anyone who wants to explore data and communicate discoveries to others. Anyone who understands the value of experimentation and modeling to create better products and processes. Across any organization, scientists, statisticians and business analysts alike will uncover answers that spreadsheets and databases with limited analytical horsepower cannot provide.

www.jmp.com

New in JMP® 9

Data visualization and deep analytics for the desktop – software that now reaches out to users of Microsoft Excel, R and advanced data mining and modeling techniques

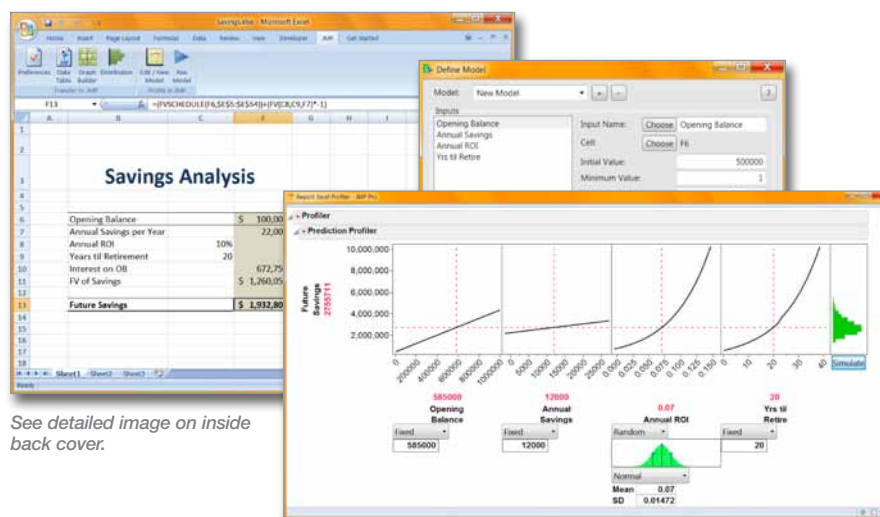
Your analytic options continue to expand with JMP 9. You get powerful new ways of understanding, visualizing and communicating what your data is telling you. And when you make JMP your analytic hub, you can leverage your other favorite tools: SAS, Excel and R. You can also incorporate geographic maps into your JMP visualizations. Plus, an updated interface on Microsoft Windows makes for a fresh user experience.

Now you also choose the JMP version that suits your needs best. JMP 9 is the latest version of the interactive, dynamic software for statistical discovery that analytics users worldwide know and love – with lots of major enhancements. And JMP Pro contains

everything in JMP 9 plus advanced analytic techniques for data mining and predictive modeling.*

Bring JMP® and Excel together

With the JMP Add-In for Microsoft Excel, you can easily take your data from Excel into JMP. You can also bring the power of the JMP Profiler visualization to your Excel spreadsheets. Interactively explore what-if scenarios using the Profiler as Excel calculates the model in the background, receiving inputs from JMP and sending back outputs. Use JMP's optimizer to find the best solutions to your stickiest problems and get instant insight into the key factors influencing risk with the simulator built into the Profiler.



See detailed image on inside back cover.

Bring the power of the JMP Profiler to your Excel spreadsheets and interactively explore what-if scenarios using the Profiler as Excel calculates the model in the background.

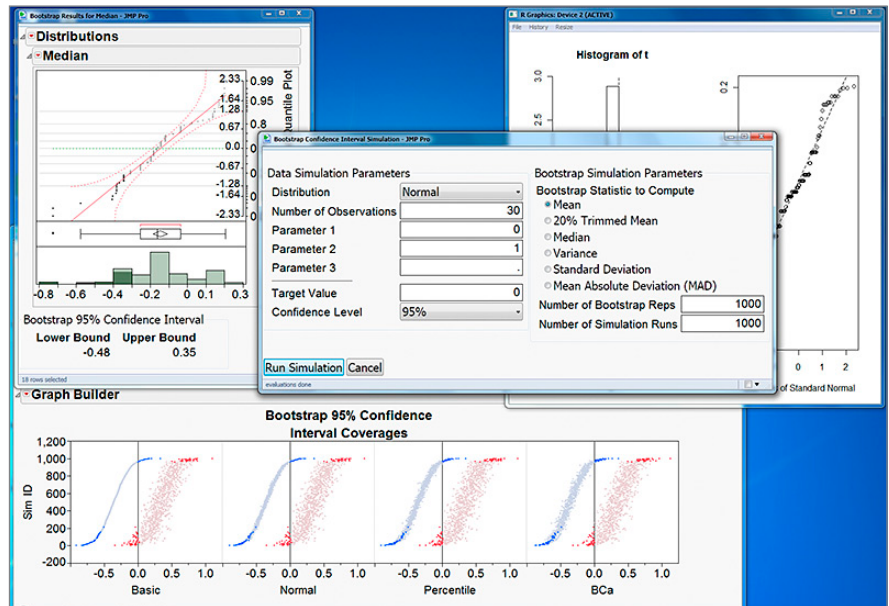
Make JMP® your analytic hub

As a member of the SAS family, JMP has long been able to seamlessly leverage the unparalleled analytic capabilities of SAS. Now you can also use JMP 9 with the open-source statistical programming language R. You can display analytic results from R using JMP's interactive graphics. R programmers can now build user interfaces in JMP 9 to deliver programs to broader audiences.

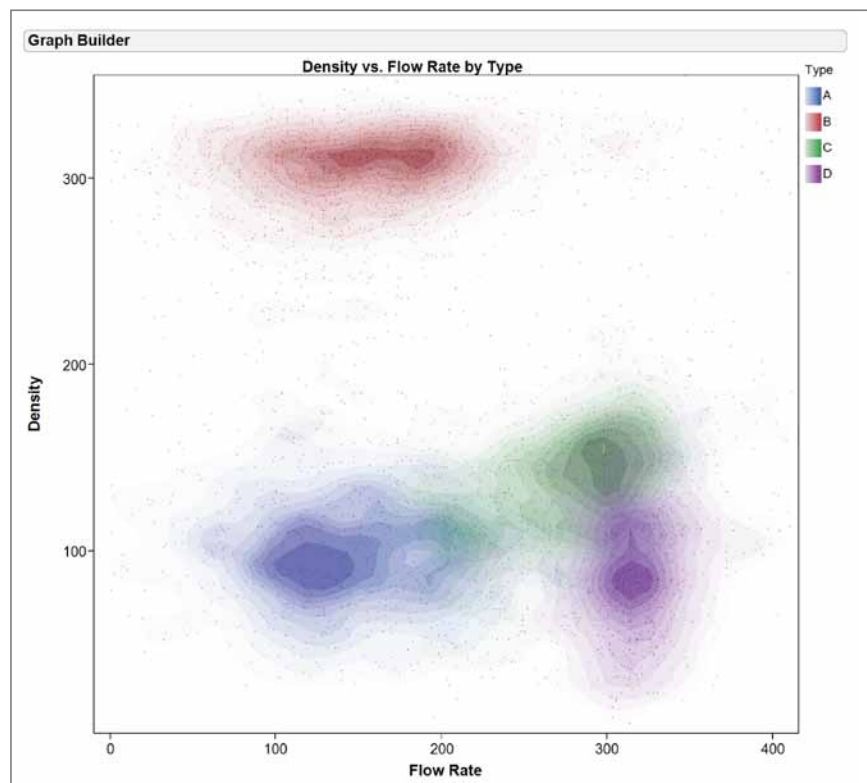
Get powerful data mining and modeling

The revamped Neural platform in JMP 9 includes techniques to help you mine and model your data with greater accuracy and flexibility. JMP Pro adds even more options. You decide which data to use for cross-validation.* You get rich diagnostics and the ability to fit one- and two-layer* networks with your choice of activation functions.* You can also automate the handling of missing values.*

The addition of bootstrap forests* and boosted trees* to the Partition platform in JMP Pro allows you to safeguard against making predictions that are overly optimistic or skewed by the specific data used. This means the predictive models you build are more likely to generalize well, often with improved classification accuracy as quantified by the usual measures of association.*



JMP 9 brings the interactive graphics and deep statistics of JMP to R users to enhance the analytic experience by providing flexible, dynamic visualizations.



The new nonparametric density contours in Graph Builder easily display data density.

*This feature is available only in JMP Pro.

JMP 9 makes it easy to visualize your geographic data on a map.

Map out your data

If you've got geographic data, JMP 9 makes it easy to visualize it on a map. Choose from built-in high-quality images, or use your favorite Web Map Service (WMS) to get custom map images from the Internet on the fly. For even more options, JMP 9 includes shape files for borders of many geographic regions and lets you add your own custom shapes, such as for a manufacturing plant or campus.

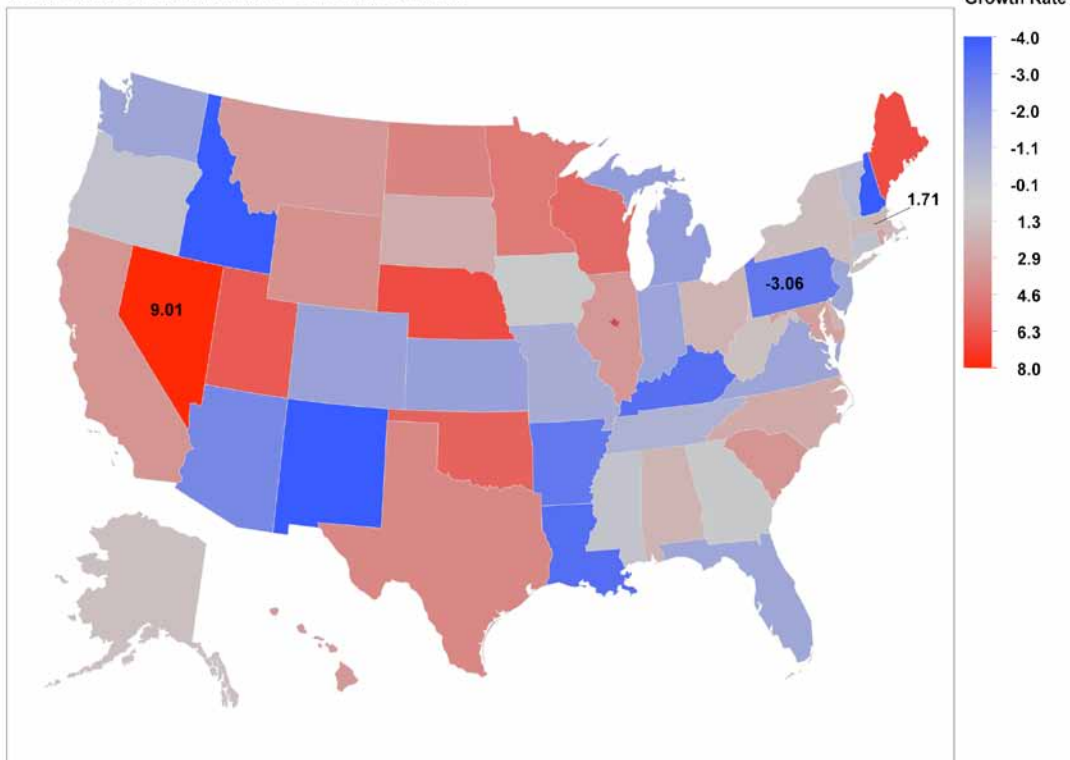
Flexibly arrange JMP® windows

Enjoy the updated look and flexibility of JMP 9 on Microsoft Windows. JMP windows now float freely instead of residing within a single parent window. Each window is independent of others, so you can arrange and manipulate JMP windows across multiple monitors or side by side on the same monitor. A number of new auto-arrangement features also ease the process of discovery when using multiple views of your data. And JMP's new Home window gets you into your work efficiently by helping you navigate all open JMP windows and listing files you opened recently.

Make and share custom add-ins

With JMP 9, it's easier than ever to extend the use of powerful analytics throughout your organization. You can create JMP add-ins – custom analytic applications – to share with other JMP users. You can even customize menus and toolbars for your JMP add-in. Look for add-ins that enhance JMP's capabilities at www.jmp.com/addins.

Home Price Growth Rate - Current Quarter

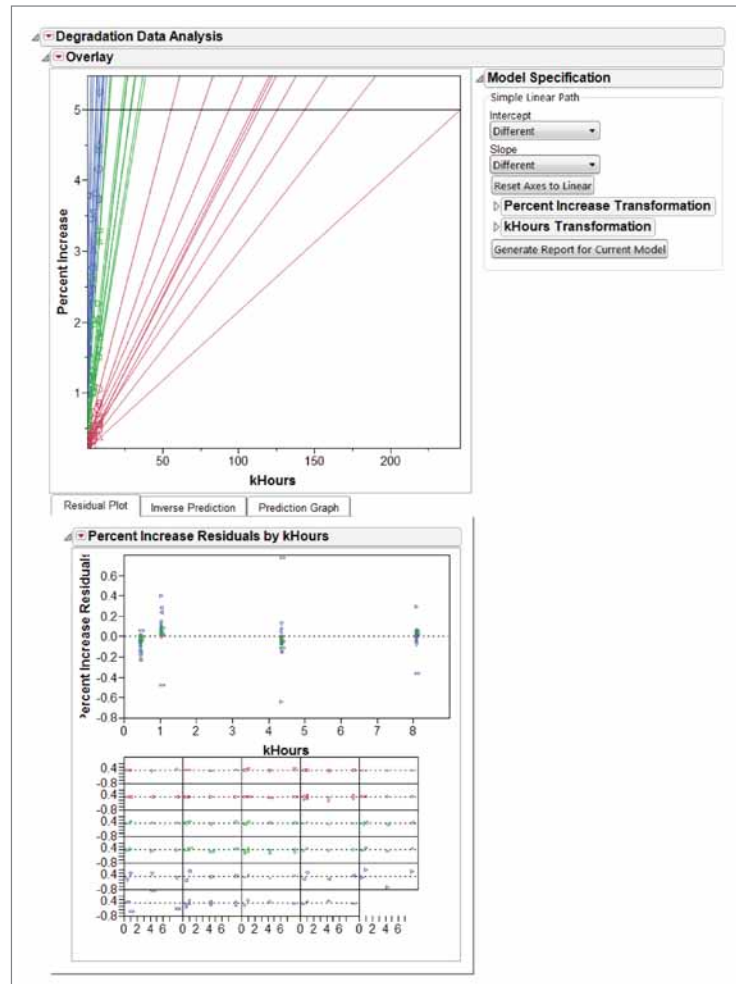


Use maps to find and display patterns in your geographic data.

Predict product quality

The new Degradation platform in JMP 9 lets you analyze product deterioration data over time to help predict product quality and warranty risk. JMP 9 can analyze data resulting from both non-destructive – repeated measures or stability analysis – and destructive testing.

Using these techniques, you can make performance predictions before products and components become ineffective or fail altogether. Define the best model (linear or nonlinear), create pseudo-failure times, and then analyze with the Life Distribution and Fit Life by X platforms to predict and improve reliability, cut costs and prevent catastrophic failure.



A new Degradation platform for repeated-measures analysis can generate pseudo-failures for further analysis with the Life Distribution and Fit Life by X platforms.

Key Features

New Platforms

- The new Degradation platform lets you analyze product deterioration data over time to help you predict product quality and warranty risk.
- The new Neural platform replaces the Neural Net platform and adds enhancements such as richer diagnostics, including several measures of fit and diagnostic plots. With JMP Pro, choose which data to use for cross-validation.* Also in JMP Pro, get automated handling of missing data and automated transformation of input variables.*

Microsoft Excel Add-In

- Use the JMP Profiler to visualize models contained in Excel spreadsheets.
- Optimize and simulate using your Excel spreadsheets.
- Use the add-in toolbar to copy data from Excel into JMP directly.

Interface to R

- Interact with R using JMP Scripting Language (JSL).
- Submit statements to R from within a JSL script.
- Exchange data between JMP and R.
- Display graphics produced by R.

Your analytic options continue to expand with JMP 9. You get powerful new ways of understanding, visualizing and communicating what your data is telling you.

Key Features (continued)

Graph Builder

- Incorporate geographic maps into graphs.
- Graph two independent Y variables on separate axes.
- Work with subsets of large data tables using the new Sampling function.
- See the shape of your data using density contours.
- Plot error bars and confidence intervals.
- A new drop zone under the Group Y area supports a Frequency (or Weight) variable.
- Graph Builder uses new custom color scale and gradient capabilities.

New Windows Environment

- User interface for Microsoft Windows has been completely revamped.
- All windows are now independent of one another, so it's easier to use JMP on multiple monitors.
- The Home window lists JMP files opened recently and all open JMP windows.

Partition

- Use bootstrap forests* to help ensure your predictions will generalize well.
- Employ boosted trees* to increase the accuracy of your predictions.
- Use a cross-validation column* to easily compare different model types and make sure that predictions generalize well.

Design of Experiments (DOE)

- In Custom Design, choose a new optimality criterion: Minimum Aliasing Design.
- In Custom Design, model and alias terms are available, and an alias model always appears.
- In Custom Design, a color map of correlations of all model terms and aliasing terms appears.
- Accelerated Life Test Design, a new DOE platform, lets you design high stress tests to simulate failure quickly – so you can find product weaknesses more easily and faster.
- In demonstration plans, design a test to compare the reliability of a new product to a standard.
- In reliability test plans, determine the sample size or length of study needed to obtain a given precision about a fitted quantile or probability.

Distribution

- Save linked histograms for the Adobe Flash platform for use in presentations and Web pages.
- Fit multi-modal data using a mixture of normal distributions.

JMP® Scripting Language

- Enhanced scoping of variables means that each script can have its own namespace.
- Custom namespaces provide extra flexibility and avoid name collisions when writing production scripts.

Contingency

- Test for trends in binomial proportions across levels of a single variable using the Cochran Armitage Trend Test.*
- Compare response proportions using analysis of means (ANOM).
- Get many different measures of association.

Oneway

- Compare means and variances across several groups with analysis of means (ANOM).
- Compare group means using nonparametric multiple comparison tests.

Bivariate

- New residual graphs provide diagnostics.

Time Series

- Fit a range of ARIMA models simultaneously.
- Updated Model Comparison report simplifies iterative modeling.

Scatterplot Matrix

- Display simple regression lines.
- Show nonparametric density contours to map where most of your data is.

Cell Plot

- Cell Plot uses new custom color scale and gradient capabilities.

Graphics/Display

- Add custom color themes to JMP.
- Geographic scaling options for axes are available in the Axis Specification window.
- Leverage powerful image manipulation and processing.
- Import ESRI SHP files.

Features exclusive to JMP® Pro, Version 9

Support for tens of millions of data points on 64-bit machines
Validation column role in many modeling platforms
Contingency platform
Exact measures of association
Oneway platform
Nonparametric exact tests
Partition platform
Bootstrap forest and boosted tree techniques
Generate SAS DATA Step scoring code
Uses train, validate and test methodology
Neural platform
Uses train, validate and test methodology
Automated handling of missing cells
Automatic selection of the number of hidden units using boosting
Automated transformation of input variables
Outlier-resistant loss function
Ability to fit both one- and two-layer neural nets
Ability to choose from three activation functions
Save transformed covariates
Save randomly generated cross-validation columns
Generate SAS DATA Step scoring code
Fit Model platform
Confusion Matrix option for Nominal and Ordinal Logistic
Stepwise regression uses train, validate and test methodology

Supported operating systems

JMP 9 and JMP Pro, Version 9, run on Microsoft Windows and Macintosh computers.

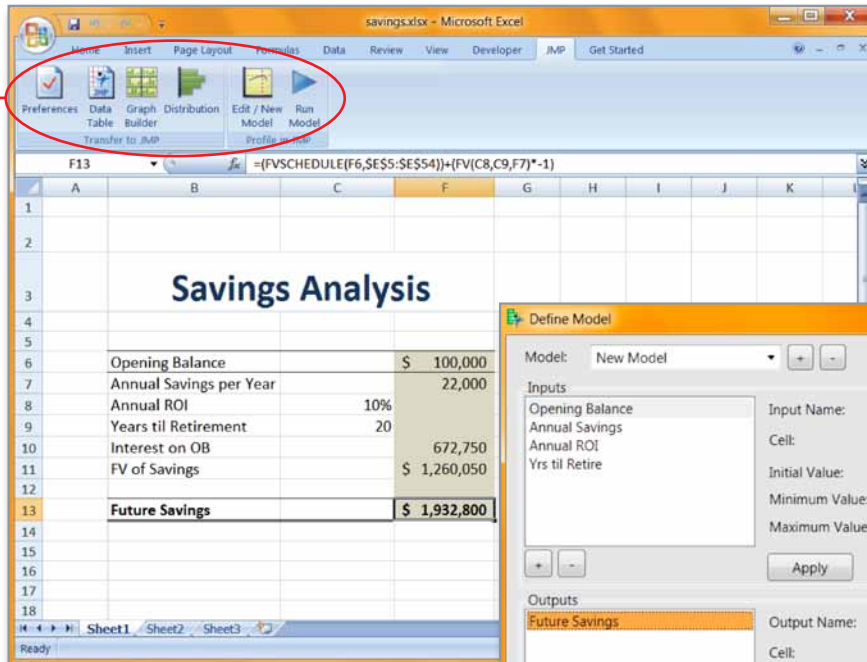
See jmp.com/system for complete system requirements.

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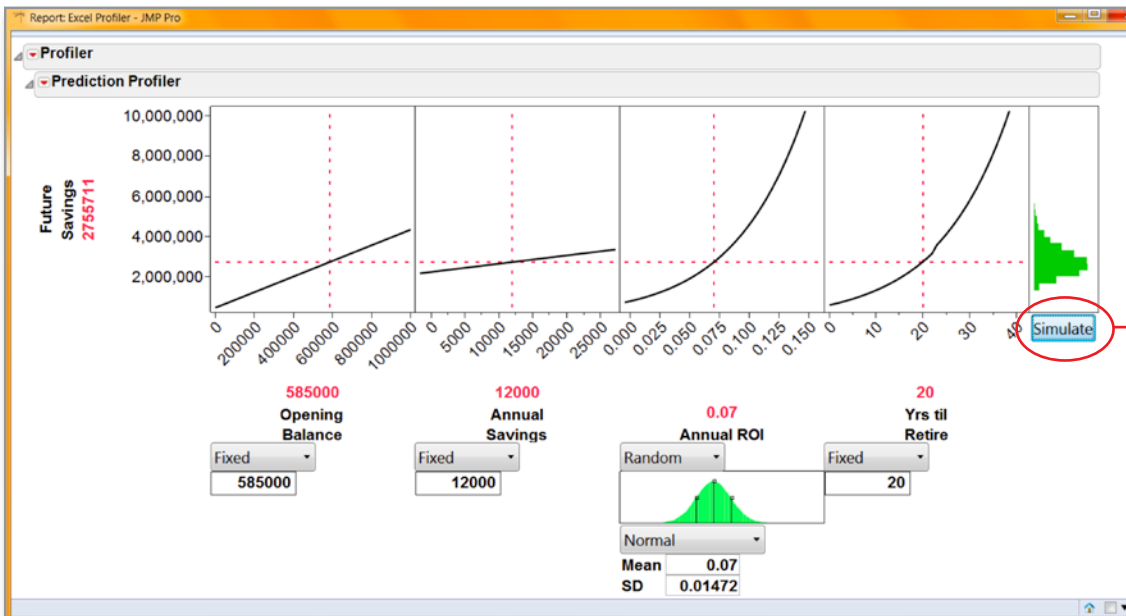
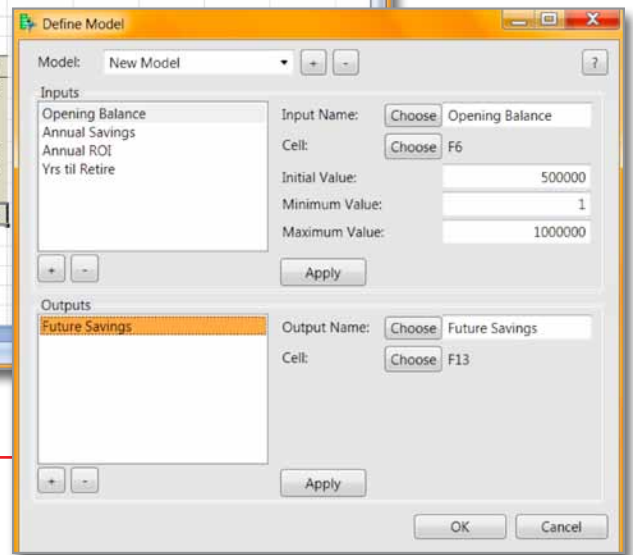
Visit www.jmp.com/addins.

JMP® Add-In for Microsoft Excel

Use the new JMP ribbon in Microsoft Excel to launch an interactive what-if analysis using JMP's Prediction Profiler.



Define the parameters of your model.



Get instant insight into the key factors influencing risk with the simulator built into the Profiler in JMP.



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