

### Overview

ModelMAX® is an automated predictive and descriptive modeling application. Robust, yet easy to use, ModelMAX® empowers business users and statisticians alike to efficiently tackle a wide range of analytical problems including predicting customer behavior, segmentation analysis, risk management, and fraud prevention.

ModelMAX® saves tremendous amounts of time and effort. More importantly, it produces outstanding results that generate significant revenue.

### Speed, Convenience, Accuracy and Power—Everything You Want When it Comes to Analytics

ModelMAX® remains unmatched in how quickly and accurately it creates models because the most time consuming, difficult aspects are automated *and safeguarded*.

Universal Data Transformation (UDT) is a well established technology exclusive to ASA. It bins variable values into optimal groups and a new Meta-Variable framework derives new variables, strengthening a model and ensuring the best possible outcome. When a model is deployed ModelMAX manages all UDT elements in the scoring process, including Meta-Variables. Integrating predictive and descriptive analytics with decision processes couldn't be easier.

ModelMAX® is packed with valuable features and functions. Business users appreciate the automation, technical users appreciate the speed and control, and everyone appreciates its accuracy.

- **Single, streamlined app**—Statistical packages require special components but ModelMAX® does it all. Clustering, segmentation, classification, and of course, discrete and continuous predictive models.
- **Optimal variable selection, a ModelMAX® exclusive**—UDT handles and selects variables with such efficiency that this feature alone convinces even highly experienced statisticians to add ModelMAX to their tool box.
- **Iterative modeling, another ModelMAX® exclusive**—Simply set your target criteria, click, and ModelMAX® does the rest delivering the best model possible based on your specs, such as a specific upper limit for  $R^2$ .
- **Analytical Hybrid, yet another ModelMAX® exclusive**—Proven, but never duplicated, a unique combination of analytical techniques take the work (and the worry) out of predictive modeling. ModelMAX knows precisely how and when to use statistical regression, CHAID-like analysis, and neural networks.
- **Open Data Access**—Simply point to the source, including SAS datasets.
- **Integrated scoring and deployment**—Putting models and scores into action is fully automated. Everything, including special steps such as custom data preparation and data transformation routines are handled. Consequently adding predictive and descriptive analytics to any decision process is fast, convenient, and reliable.
- **Share project details**—Excel workbooks are separated into worksheets. Create management reports, perform special calculations for your business, or distribute results complete with documentation.
- **Integrated reports & charts**—Graphical displays make documentation and data visualization a snap.
- **Manipulate data**—Perform recodes, transformations, and other mathematical functions with ease.
- **Project tracking**—All modeling operations are logged as they occur, instantly documenting your work. Open a model at any later point and the full project history is at your fingertips.
- **Intuitive graphical interface**—Even novice users quickly navigate the analytical process.