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**STATISTICAL  
DISCOVERY.  
FROM SAS.**

## JMP® Statistical Discovery Software

Discover dynamic data visualization. Discover things you never expected.

We can all relate to “aha” moments—those moments of clarity when, all of a sudden, something makes total sense. Because SAS thinks every day should be filled with those moments, we created JMP statistical software. It’s the SAS® software designed for dynamic data visualization on the desktop. Pronounced “jump,” it is named to suggest 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. It 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 who put JMP to work to visualize and understand their data. That was in 1989. Today, people who need to understand data of any sort are turning to JMP. In fact, more than 100,000 analysts, researchers, scientists and engineers in almost every industry imaginable now use JMP. They rely on

its comprehensive visual analysis to interactively explore, visualize and better understand their data, using 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. Its immediacy and responsiveness come from the fact that it holds all data in memory rather than having to wait while data is moved from and to disk. With the May 2007 release of JMP version 7, all limitations on table sizes have been removed, so that you are now only limited by your operating system and your computer’s RAM. JMP 7 also takes advantage of multithreading, so that it works faster on multiprocessor machines. Now tens of millions of rows can be analyzed routinely.

JMP is often deployed as a standalone desktop tool accessing data stored in many formats. But when also used in conjunction with other SAS offerings, users experience the best of every world: the robustness of the SAS Enterprise Intelligence Platform, the unparalleled depth of SAS Analytics and the unique visualization capabilities of JMP. We think that unexplored data equals missed opportunity, and we see the seamless integration between the new version of JMP and other SAS products as an opportunity to further leverage your SAS investment. Opportunity is knocking. Are you answering?

## What can JMP® do for you?

### Business visualization

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 be led in new directions that you hadn't yet considered. JMP brings your data to life—and your business more clearly into focus.

### R&D 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, pharmaceutical, 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, wonderful discoveries are made. What can happen when an entire R&D organization has the power of JMP at their fingertips? Pockets of excellence are replaced by organizationwide synergy.

### 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 their root cause and resolve issues before they become customer problems. JMP allows you to drive quality improvement through your organization, from product development to production and into the marketplace.

### Six Sigma success

Ready to spend less time learning statistical theory and more time solving problems? Want to avoid burn-out and resistance? Seeking quick success for prospective Black Belts? In the real world, with volumes upon volumes of real data, textbook statistical tools used in traditional Six Sigma approaches can become useless quickly. That's why JMP for Visual Six Sigma is the next step in the natural evolution of process and product improvement programs.

Whether your Six Sigma programs are still young or fairly mature, you need the best tools possible to achieve results. Using JMP for Visual Six Sigma, you can literally “see” the important patterns of variation that have occurred, no matter how many columns you have. You can then use interactive, exploratory data mining and other techniques to suggest the important factors, perhaps identifying better operating conditions for your process from the data you already have.

### Statistical discoveries that count

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

