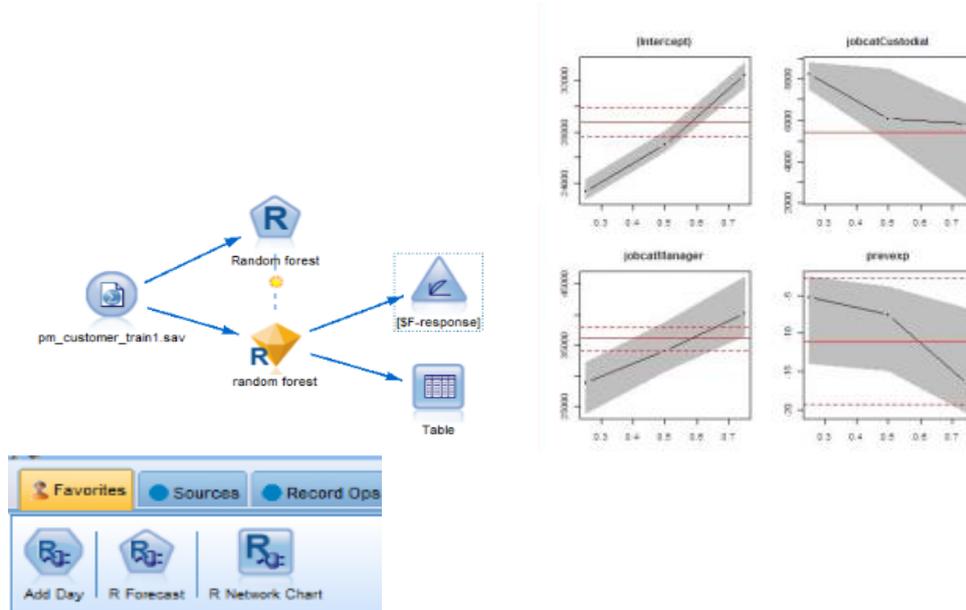# IBM SPSS Modeler en open source zoals R

- Native — first-class citizen
- Robust — data preparation, build/scoring and output
- Scale — score in-database and in-Hadoop with no data movement

Custom Dialog Builder

Predictive Extensions Demonstration

- Catalogue of extensions made available through community. Use what's there, add your own

- Take advantage of tutorials, usage examples, expertise, events, other downloads and more

Extend the Use of R

- Build and score R models through Modeler GUI
- Scale R execution by leveraging database vendor provided R engines
- Use R processes and generate output
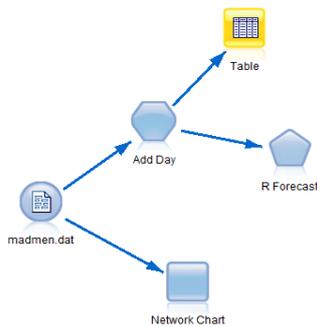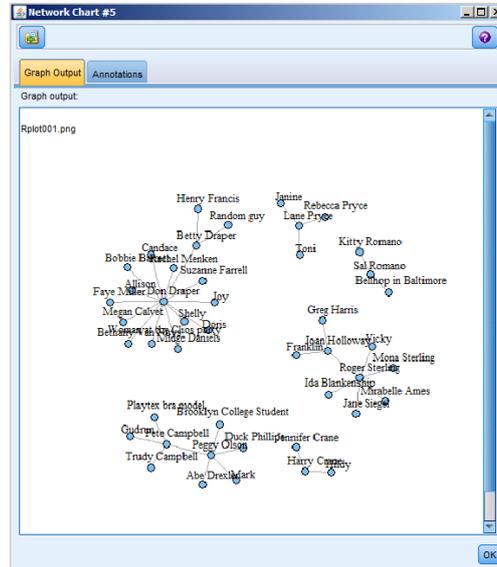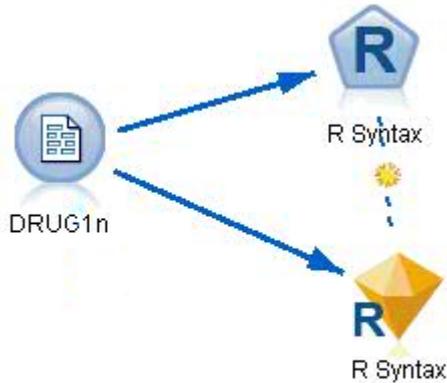
R is growing in popularity.

Results for the most recent Rexer Analytics Annual Data Mining Survey had R usage at approximately 70% of respondents. So if you haven't come across it at an opportunity yet, you are either very new, or not trying hard enough.

Though its popularity it is not the only tool they are using, and in most cases, not their primary tool either!

For those that aren't familiar with R, it is an open source programming language used for analytics. As its programming based, it doesn't have the sexy GUI of Modeler, but what it does have is a large dedicated user base that is constantly creating and publishing R procedures or packages. Version 16 of Modeler allows users to build and score models through the GUI, which means that the potential number of algorithms in Modeler just got a whole lot larger.

And with the use of vendor provided R extensions, can allow R to be scaled inside the database which will improve performance.

Finally if there are specific R outputs that are required, they can be generated also from Modeler.

Extend the Use of R

- Custom Dialog Builder for R
- Provides the ability to create new Modeler Algorithm nodes and dialogs that run R processes
- Makes R usable for non-programmers
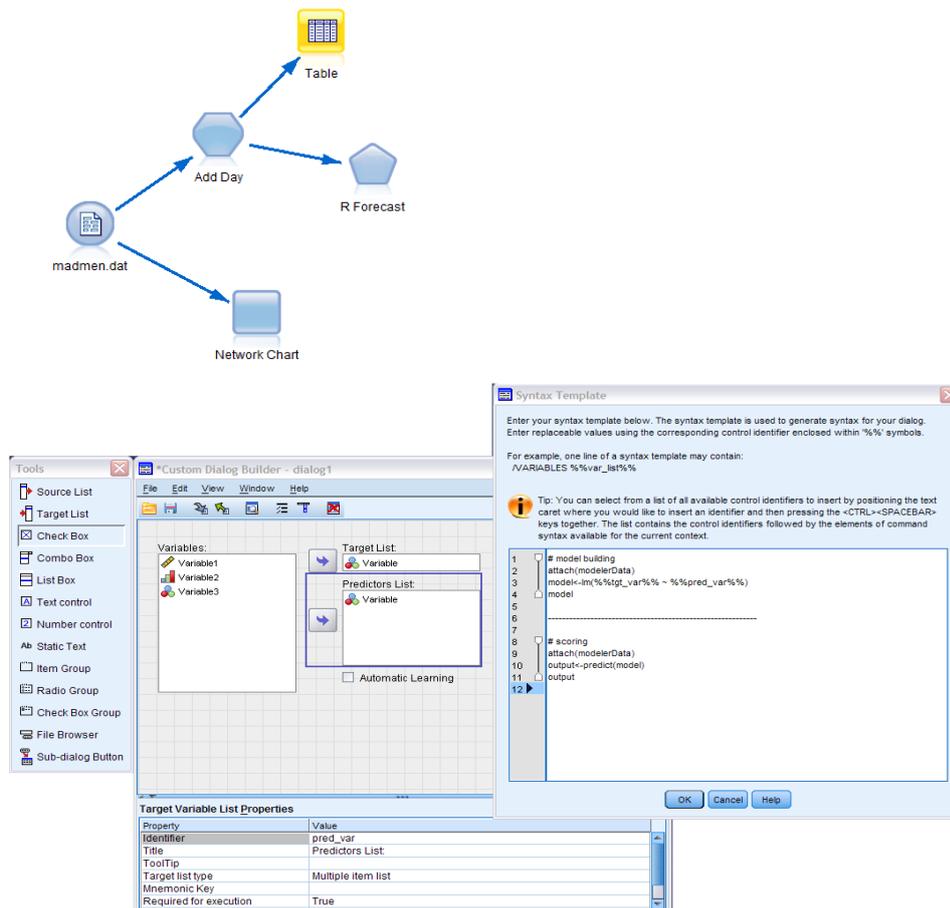
Programming R is not going to appeal to everyone. They may not have the skill, they may prefer to use a GUI, or they may have used it that much at university or college that they just don't like it. So the custom dialog builder will be right up their alley.

Similar to the capability that was added in Statistics many versions ago, you can now create a dialog box and use it for R.

This means that not only are we appealing those users that want to use R in addition to Modeler, Modeler becomes appealing to those that could or need to use R but can't.

This means that when you encounter R in an account, rather than viewing it as your competition and trying to displace it - embrace it.

We are a leader in deploying predictive analytics - adding R just strengthens the breadth of analytics that we can use - we make it very easy to use R and very scalable.   On top of that, our other features enable you to do more with R - i.e. ease of data preparation - leverage ensembles, etc. And we have 40+ years of proven technology. The argument that we compete with R can really be used with a lot of what we do - you could say we compete with Netezza, etc - but our focus is analytics and allowing customers to build and deploy the best analytics - this allows them to pick and choose between our algorithms, netezza, R, etc and when you add Analytic Server to the mix, you can scale R to big data... to add the most business value.