



What is different about JMP® 8?

JMP 8 lets you interactively explore your data, instantly visualize it using powerful analytics and easily share your discoveries with others. JMP 8 comes from SAS, the leader in business analytics that give organizations worldwide THE POWER TO KNOW®. So JMP also integrates beautifully with other SAS® products.

Why is JMP® 8 important?

The new interactive Graph Builder in JMP 8 enables you to build visualizations and explore data with instantaneous results. JMP 8 allows you to design and analyze choice studies to determine which product features consumers value most. Also included are more reliability analysis platforms to help you make products that last. Communicating results is easier than ever with Flash export of Bubble Plot and Profiler.

Who should use JMP® 8?

Anyone who's curious to find out what his or her data knows. 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. These are the people who should use JMP 8. Across any organization, statisticians and business analysts alike will uncover answers that ordinary spreadsheets with limited analytical horsepower cannot provide.

New in JMP® 8

Statistical discovery software that's fast, powerful and totally interactive. So you can get to 'aha' quicker.

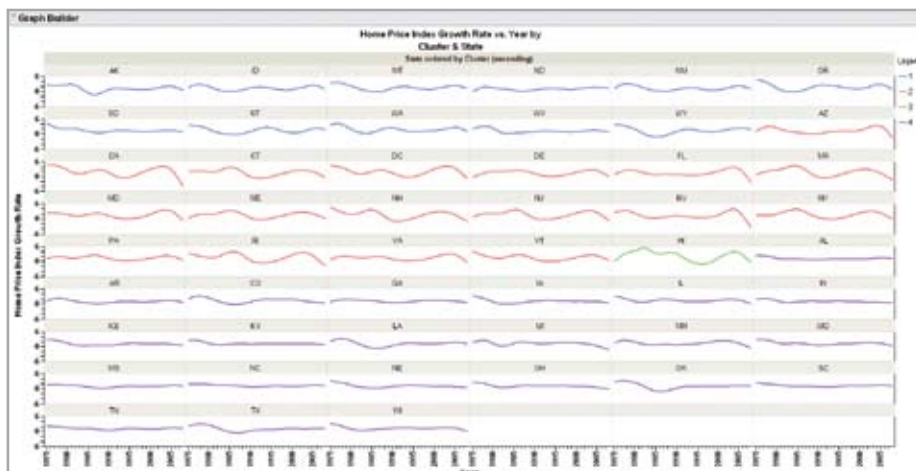
With JMP 8, you'll make discoveries – and decisions – faster than ever before.

You'll understand your customers' preferences. You'll make your products last. You'll get meaningful visual analyses to answer your business questions. You'll streamline your process to eliminate waste and reduce costs. You'll explore vast amounts of data stored on your desktop, in databases or on a SAS server.

As always with JMP, your breakthroughs will happen visually, dynamically, interactively. And you'll be able to easily communicate them with others.

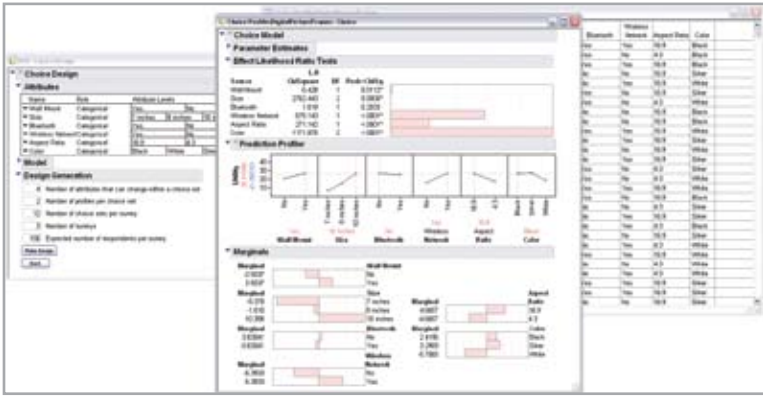
Drag and drop to construct graphs and explore data

It's OK if you don't know what kind of graph your data needs or even what story it can tell. With JMP 8, you don't need to know. The Graph Builder in JMP 8 lets you construct and modify graphs interactively, or make a new graph with just a couple of clicks and drags of your mouse. You get instantaneous feedback as you drag variables onto a graph. Compare visually across grouping levels – all in one plot composed of small multiples with elements such as scatter-plots, bar charts and histograms. Forget about switching between windows to make comparisons and explore your data. Just drag and drop your way to understanding.



Graph Builder gives you instant feedback as you drag variables onto a graph.

**STATISTICAL
DISCOVERY.™
FROM SAS.**



With the Choice platform in JMP 8, you can design and analyze choice studies – so you can find out which product features your customers want most.

Identify what your customers value

Who wants to waste time and money developing products and services that fail to interest or satisfy consumers? You can avoid that risk using JMP 8 to design and analyze choice experiments. You can design surveys that ask respondents to choose among sets of prospective product features. Learn which features your customers want most and how much they are willing to pay for each additional feature. Plus, you can tailor your products and services to the needs of specific market segments.

Share discoveries with colleagues

Your meetings and Web pages will get livelier with JMP 8. Now you can export interactive Bubble Plots and Profilers as Adobe Flash animations to insert into

presentations, Web pages and other documents. Show your colleagues what you've discovered and let them interact with the visualizations – and see for themselves.

Make products that last with more reliability analyses

JMP's reliability analysis has for years helped you understand how a product or system will perform under certain conditions. But in JMP 8, new platforms add powerful new capabilities. Examine the distributional properties of lifetime events with the new Life Distribution platform. Discover failure causes in a system and understand the effects of repair with the new Competing Causes platform. Fit Life by X lets you analyze the effect of an acceleration factor – such as temperature, pressure or humidity – on the lifetime of products and parts under a rich set of assumptions.

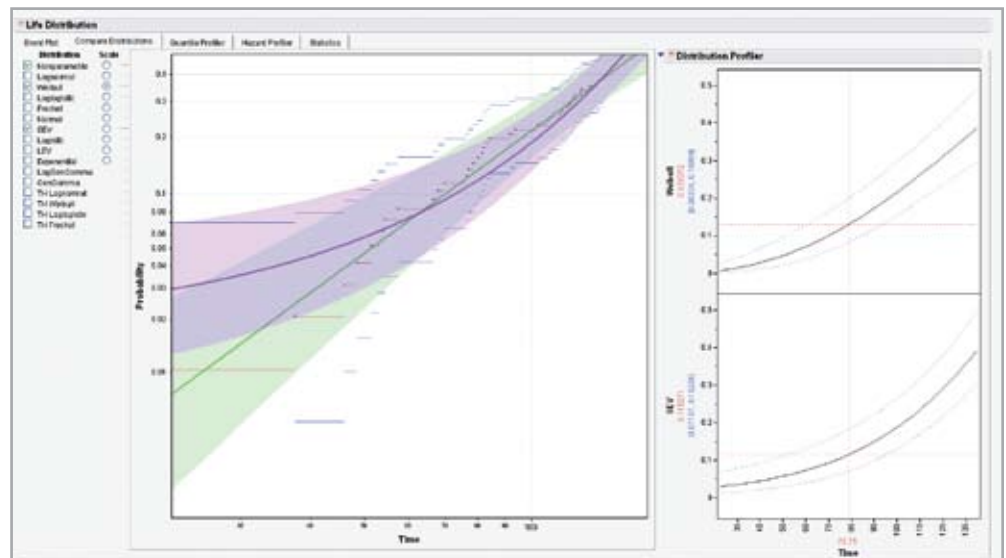
Explore *all* of your data

JMP 8 keeps pace with your data and computing demands. The software processes up to 2 billion columns and an unlimited number of rows. That means JMP can handle your real-world problems. With JMP 64-Bit Edition, Version 8, for Windows, Macintosh and Linux systems, data size is not a concern.

Dynamically interact with SAS®

Using JMP and SAS together is even easier with JMP 8. Connect to the latest SAS servers, both SAS 9.1.3 and SAS 9.2. Get faster access to SAS features via a new SAS toolbar. Browse data from a local SAS connection using the familiar JMP interface. SAS statistical graphics now flow seamlessly into JMP, making SAS analyses better than ever.

Reliability analysis is even more powerful in JMP 8. New platforms make it even easier to understand how a product, part or system will perform over its lifetime.



Key Features

New Platforms

- The new Graph Builder platform lets you construct graphs interactively as you explore your continuous and categorical data.
 - Drag and drop to instantly create scatterplots, bar charts, histograms, trend lines, box plots and more.
 - Visually compare across grouping levels for insightful analysis.
 - Partition data by both continuous and categorical variables to easily see interactions.
- The new Choice platform helps you discover consumer preferences so you can tailor the features of products and services to consumer desires.
 - Discover differences in market segments to create targeted offerings.
 - Use what you know about consumer preferences to design your study.
 - The integrated Profiler helps you understand, visualize and optimize products and services.
 - Get utility scores for segmenting/clustering your data.
 - Use Firth bias-corrected maximum likelihood estimators.
- New additions to the Reliability platform improve your understanding of product and part lifetimes.
 - Use Fit Life by X to analyze lifetime events for accelerated test data. Compare different distributions at the same factor level or the same distribution across different factor levels.
 - Use Life Distribution to find the most suitable distributional model for your time-to-event data and make predictions. Weibull, Lognormal, Fréchet, Extreme Value and other distributions are available.
 - Use Competing Causes analysis to explore failure causes in a system and understand the effects of repair.
- Mixture Profiler shows response contours for mixture experiment models, where three or more factors in the experiment are components in a mixture.
 - Visualize and optimize response surfaces resulting from mixture experiments.

Integration with SAS®

- JMP 8 works with SAS 9.1.3 and SAS 9.2.
- A new SAS toolbar provides convenient access to SAS features.
- See and import data from your local SAS server connection in the Browse SAS Data window and through JSL.
- Take stratified random samples (using PROC SURVEYSELECT) when importing data from SAS.
- Get SAS results in HTML, PDF or RTF when you submit SAS code.
- New data sets created by submitted SAS code are now tracked and imported into JMP automatically.
- Get SAS procedure output in the familiar JMP report format.

Flash Output

- Export Bubble Plots and Profilers as Adobe Flash animations for use in Web pages, presentations and other documents.

Graphs

- Use new Bubble Plot Trail Lines to connect bubble trails for enhanced visualization of change over time.
- Contour Plot now has a Color Theme menu.
- All Control Charts can now shade zones.
- Surface Plot interface has been simplified.

Design of Experiments

- Design optimal Choice experiments for analysis in the Choice platform.
- Use the new design diagnostics outline node for all JMP designs.

Automatic recalculation

- Auto Recalc is now available in more platforms.

Variability and gauge charts

- A frequency column option is now available in the Variability launch window.
- The Variability platform has a new way to compute variance components using Bayesian estimation.
- A new bias report and graph shows the bias by each standard reference value used.
- Misclassification probabilities are now available for the Gauge R&R studies.
- Specify limits in Gauge R&R.
- Get parameter-estimates-type reports in the linearity report.
 - Test both the slope and intercept.
 - Test the slope to look for linearity issues.
- Make variability and standard deviation graphs vertical.

Capability analysis

- Goal plots can now draw a defect rate contour and shade Cpk regions.
- Interactively change the displayed Cpk threshold using a slider bar.
- Points appearing in goal plots now link directly to their respective columns in the original data table.

JMP® 8 Technical Requirements

Windows

OS: Windows XP w/ SP2, Windows Vista (except Vista Home Basic edition)
CPU: Intel Pentium 4, AMD Athlon or higher
RAM: 512 MB minimum (1 GB or more recommended)
Drive Space: 130 MB free disk space (200 MB recommended)
Browser: Microsoft Internet Explorer 6.0 or higher
Recommended Display Settings: True (24 bit+) color with resolution of 1024x768 or greater (video card with hardware accelerated 2D and 3D drivers recommended)
Database: UNICODE compliant ODBC 3.0 or higher (required only if connecting to a database)

Macintosh

CPU: Macintosh computer with an Intel, PowerPC G5 or PowerPC G4 (867 MHz or faster) processor
OS: Mac OS X 10.5 or higher
RAM: 512 MB of memory (1 GB or more recommended)
Drive Space: 110 MB free disk space
Database: UNICODE compliant ODBC 3.0 or higher (required only if connecting to database)

Linux

OS: SuSE 10.x or higher, Red Hat Enterprise Linux 4 or higher, Fedora 6 or higher
Linux Kernel: 2.6.x or higher
CPU: Intel Pentium 4, AMD Athlon 4 or higher (MMX and SSE Support)
RAM: 512 MB minimum (1 GB or more recommended)
Drive Space: 125 MB or more (50 MB to 75 MB per language translation installed)
Recommended Display Settings: 24-bit color (accelerated 3D drivers highly recommended)
Database: UNICODE compliant ODBC 3.0 or higher (required only if connecting to database)

JMP® 64-Bit Edition, Version 8, Technical Requirements

64-bit Windows

OS: Windows XP 64-Bit Edition w/SP2, Windows Vista 64-Bit Edition, Windows Server 2003 SP2 64-Bit Edition
CPU: x64 processor (Intel Xeon, Core 2; AMD Opteron, Athlon, Turion)
Browser: Microsoft Internet Explorer 6.0 or higher
RAM: 1 GB memory (4 GB or more recommended)
Drive Space: 170 MB free disk space
Recommended Display Settings: True (24 bit+) color with resolution of 1024x768 or greater (video card with hardware accelerated 2D and 3D drivers recommended)
Database: UNICODE compliant ODBC 3.0 or higher (required only if connecting to database)

64-bit Macintosh

CPU: Macintosh computer with a 64-bit-capable Intel processor
OS: Mac OS X 10.5 or higher
RAM: 1 GB memory (4 GB recommended)
Drive Space: 110 MB free disk space
Database: UNICODE compliant ODBC 3.0 or higher (required only if connecting to database)

64-bit Linux

OS: SuSE 10.x or higher, Red Hat Enterprise Linux 4 or higher, Fedora 6 or higher
Linux Kernel: 2.6.x and higher
CPU: 64-bit: AMD x86_64 (Athlon 64, Opteron, Turion 64 or higher), Intel EM64T (Pentium 4 6xx, Core 2, or higher)
RAM: 1 GB memory (4 GB or more recommended)
Drive Space: 125 MB or more (50 MB to 75 MB per language translation installed)
Display: 24-bit color (accelerated 3D drivers highly recommended)
Database: UNICODE compliant ODBC 3.0 or higher (required only if connecting to database)



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