

Quick Start Guide

This guide gets you started with IBM Predictive Customer Intelligence.

Product overview

IBM® Predictive Customer Intelligence gives you the information and insight that you need to provide proactive service to your customers. The information can help you to develop a consistent customer contact strategy and improve your relationship with your customers.

1 Step 1: Access the software and documentation



The software is provided on a universal serial bus (USB) hard disk drive. The installers for the server, artifacts, and client components are on the same USB hard disk drive.

You can also download IBM Predictive Customer Intelligence from IBM Passport Advantage® by following the instructions in the Download Document (www.ibm.com/support/docview.wss?uid=swg24037301).

The documentation is available from IBM Knowledge Center (www.ibm.com/support/knowledgecenter/SSCJHT_1.0.0).

2 Step 2: Evaluate the hardware and system configuration



The IBM Predictive Customer Intelligence server components must be installed on computers that are running Red Hat Enterprise Linux Server Edition version 6.5 (x86_64) 64-bit operating systems or Microsoft Windows 2008 operating systems.

Extra software is required on the Linux server computers. For information about the requirements, see the IBM Predictive Customer Intelligence Installation Guide in the IBM Knowledge Center. You can verify that your servers meet the requirements from the Launchpad application.

You must use four computers or virtual machine images to install the IBM Predictive Customer Intelligence server components.

The Predictive Customer Intelligence client components must be installed on computers that are running Microsoft Windows 7 operating systems.

3 Step 3: Install IBM Predictive Customer Intelligence server components



Use the IBM Predictive Customer Intelligence server Deployment Wizard to install the server components on Linux operating systems. On Microsoft Windows operating systems, the Deployment Wizard copies the installation files to the computer, and then you must run each installer separately.

Attention: During the installation process on Linux operating systems, you select target computers. It is important to click the Test connection button after you select each target computer to ensure that the connections are working correctly.

After the server components are installed, you must perform the following configuration tasks:

- Configure the settings for IBM Cognos® Business Intelligence in the WebSphere® Integrated Solutions Console.
- Save the configuration setting for IBM Cognos Business Intelligence in IBM Cognos Configuration.

4 Step 4: Install IBM Predictive Customer Intelligence artifacts



Use the IBM Predictive Customer Intelligence artifacts Deployment Wizard to install artifacts on a computer running a Microsoft Windows operating system.

To set up the artifacts, you must:

- Create a PCI database.
- Create a database connection in IBM Cognos Business Intelligence and deploy the reports.
- Copy the Enterprise Marketing Management and Next Best Action Optimizer connectors to the appropriate locations.

5 Step 5: Install IBM Predictive Customer Intelligence client components



Use the IBM Predictive Customer Intelligence client Deployment Wizard to copy the client installation programs to a computer running a Microsoft Windows operating system. Then, you must run the installer for each client component you want to install.

At a minimum, you must install the following client components:

- IBM SPSS® Collaboration and Deployment Services Deployment Manager
- IBM SPSS Modeler Client, if you are using the Next Best Action Optimizer connector.

6 Step 6: Set up samples for IBM Predictive Customer Intelligence



Sample data is provided for IBM Predictive Customer Intelligence. The samples must be installed to a computer running a Microsoft Windows operating system. For more information about setting up the sample data, see the IBM Predictive Customer Intelligence Solution Guide in the IBM Knowledge Center.

More information



For more information, see the following resources:

- IBM Business analytics product and feature information (www.ibm.com/software/products/us/en/category/SWQ00).

IBM Predictive Customer Intelligence

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