

IBM SPSS Modeler Advantage Enterprise Marketing
Management Edition
Version 8 Release 0
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Installation Guide



Note

Before using this information and the product it supports, read the information in "Notices" on page 23.

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Chapter 1. Installation overview

An installation of IBM® SPSS® Modeler Advantage Marketing Edition is complete when you install, configure, and deploy IBM SPSS Modeler Advantage Marketing Edition. The IBM SPSS Modeler Advantage Marketing Edition Installation Guide provides detailed information about installing, configuring, and deploying IBM SPSS Modeler Advantage Marketing Edition.

Use the Installation Roadmap section to obtain a broad understanding about using the IBM SPSS Modeler Advantage Marketing Edition Installation Guide.

Installation roadmap

Use the installation roadmap to quickly find the information that you need for installing IBM SPSS Modeler Advantage Marketing Edition.

You can use Table 1 to scan the tasks that must be completed for installing IBM SPSS Modeler Advantage Marketing Edition. The **Information** column in the following table provides links to the topics that describe the tasks for installing IBM SPSS Modeler Advantage Marketing Edition:

Table 1. IBM SPSS Modeler Advantage Marketing Edition installation roadmap

Chapter	Information
Chapter 1, "Installation overview"	This chapter provides the following information: <ul style="list-style-type: none">• "How the installers work" on page 2• "Modes of installation" on page 2• "IBM SPSS Modeler Advantage Marketing Edition documentation and help" on page 3
Chapter 2, "Planning the IBM SPSS Modeler Advantage Marketing Edition installation," on page 5	This chapter provides the following information: <ul style="list-style-type: none">• "Prerequisites" on page 5• "IBM SPSS Modeler Advantage Marketing Edition installation worksheet" on page 7
Chapter 3, "Installing IBM SPSS Modeler Advantage Marketing Edition," on page 9	This chapter provides the following information: <ul style="list-style-type: none">• "Installing IBM SPSS Modeler Advantage Marketing Edition by using the GUI mode" on page 9• "Installing IBM SPSS Modeler Advantage Marketing Edition by using the console mode" on page 14• "Installing IBM SPSS Modeler Advantage Marketing Edition silently" on page 16.
Chapter 4, "Uninstalling IBM SPSS Modeler Advantage Marketing Edition," on page 19	This chapter provides information about how to uninstall IBM SPSS Modeler Advantage Marketing Edition.

How the installers work

Use the IBM EMM installer with the IBM SPSS Modeler Advantage Marketing Edition installer when you install IBM SPSS Modeler Advantage Marketing Edition.

The IBM EMM suite installer starts the individual product installers during the installation process.

Use the following guidelines to install IBM SPSS Modeler Advantage Marketing Edition:

- Make sure that the IBM EMM installer and the IBM SPSS Modeler Advantage Marketing Edition installer are in the same directory on the server where you want to install IBM SPSS Modeler Advantage Marketing Edition. When multiple versions of the IBM SPSS Modeler Advantage Marketing Edition installer are present in the directory with the IBM EMM installer, the IBM EMM installer shows the latest version of IBM SPSS Modeler Advantage Marketing Edition on the IBM EMM Products screen in the installation wizard.
- If you are planning to install a patch immediately after you install IBM SPSS Modeler Advantage Marketing Edition, make sure that the patch installer is in the same directory as that of the IBM EMM and the IBM SPSS Modeler Advantage Marketing Edition installer.

IBM SPSS Modeler Advantage Marketing Edition is installed in one of the following directories by default:

- /IBM/EMM (for UNIX)
- C:\IBM\EMM (for Windows)

However, you can change the directories during installation.

Modes of installation

The IBM EMM suite installer can run in one of the following modes: GUI mode, console mode, or silent mode (also called the unattended mode). Select a mode that suits your requirements when you install IBM SPSS Modeler Advantage Marketing Edition.

GUI mode

Use the GUI mode for Windows or the X Window System mode for UNIX to install IBM SPSS Modeler Advantage Marketing Edition by using the graphical user interface.

Console mode

Use the console mode to install IBM SPSS Modeler Advantage Marketing Edition by using the command-line window.

Note: To display the Installer screens correctly in console mode, configure your terminal software to support UTF-8 character encoding. Other character encoding, such as ANSI, will not render the text correctly, and some information will not be readable.

Silent mode

Use the silent or unattended mode to install IBM SPSS Modeler Advantage Marketing Edition multiple times. The silent mode uses response files for installation, and does not require user input during the installation process.

IBM SPSS Modeler Advantage Marketing Edition documentation and help

IBM SPSS Modeler Advantage Marketing Edition provides documentation and help for users, administrators, and developers.

Table 2. Get up and running

Task	Documentation
View a list of new features, known issues, and workarounds	<i>IBM IBM SPSS Modeler Advantage Marketing Edition Release Notes</i>

Table 3. Get help

Task	Instructions
Open online help	<ol style="list-style-type: none">1. Choose Help > Help for this page to open a context-sensitive help topic.2. Click the Show Navigation icon in the help window to display the full help.
Obtain PDFs	Use either of the following methods: <ul style="list-style-type: none">• Choose Help > Product Documentation to access Campaign PDFs.• Choose Help > All IBM EMM Suite Documentation to access all available documentation.
Get support	Go to http://www.ibm.com/ and click Support & downloads to access the IBM Support Portal.

Chapter 2. Planning the IBM SPSS Modeler Advantage Marketing Edition installation

When you plan your IBM SPSS Modeler Advantage Marketing Edition installation, you must ensure that you have set up your system correctly, and that you have configured your environment to deal with any failures.

IBM SPSS Modeler Advantage Marketing Edition components

IBM SPSS Modeler Advantage Marketing Edition has the following components:

- SPSS Modeler
- SPSS Decision Management
- SPSS Collaboration and Deployment Services (C&DS)

Prerequisites

Before you install or upgrade any IBM EMM product, you must ensure that your computer complies with all the prerequisite software and hardware.

System requirements

For information about system requirements, see the *Recommended Software Environments and Minimum System Requirements* guide.

Network domain requirements

The IBM EMM products that are installed as a suite must be installed on the same network domain to comply with the browser restrictions that are designed to limit the security risks that can occur with cross-site scripting.

JVM requirements

IBM EMM applications within a suite must be deployed on a dedicated Java™ virtual machine (JVM). IBM EMM products customize the JVM that is used by the web application server. If you encounter errors that are related to the JVM, you must create an Oracle WebLogic or WebSphere® domain that is dedicated to the IBM EMM products.

Knowledge requirements

To install IBM EMM products, you must have a thorough knowledge of the environment in which the products are installed. This knowledge includes knowledge about operating systems, databases, and web application servers.

Internet browser settings

Make sure that your internet browser complies with the following settings:

- The browser must not cache web pages.
- The browser must not block pop-up windows.

Access permissions

Verify that you have the following network permissions to complete the installation tasks:

- Administration access for all necessary databases
- Read and write access to the relevant directory and subdirectories for the operating system account that you use to run the web application server and IBM EMM components
- Write permission for all files that you must edit
- Write permission for all directories where you must save a file, such as the installation directory and backup directory if you are upgrading
- Appropriate read/write/execute permissions to run the installer

Verify that you have the administrative password for your web application server.

For UNIX, all installer files for IBM products must have full permissions, for example, `rwxr-xr-x`.

JAVA_HOME environment variable

If a **JAVA_HOME** environment variable is defined on the computer where you install an IBM EMM product, verify that the variable points to a supported version of JRE. For information about system requirements, see the *Recommended Software Environments and Minimum System Requirements* guide.

Make sure that the **JAVA_HOME** environment variable points to JRE 1.6. If the **JAVA_HOME** environment variable points to an incorrect JRE, you must clear the **JAVA_HOME** variable before you run the IBM EMM installers.

You can clear the **JAVA_HOME** environment variable by using one of the following methods:

- Windows: In a command window, enter **set JAVA_HOME=** (leave empty) and press Enter.
- UNIX: In the terminal, enter **export JAVA_HOME=** (leave empty) and press Enter.

export JAVA_HOME= (leave empty)

After the environment variable is cleared, the IBM EMM installers use the JRE that is bundled with the installers. You can reset the environment variable after the installation is complete.

Marketing Platform requirement

You must install Marketing Platform before you install any IBM EMM products. For each group of products that work together, you must install Marketing Platform only once. Each product installer checks whether the required products are installed. If your product or version is not registered with Marketing Platform, a message prompts you to install or upgrade Marketing Platform before you proceed with your installation. Marketing Platform must be deployed and running before you can set any properties on the **Settings > Configuration** page.

IBM SPSS Modeler Advantage Marketing Edition installation worksheet

Use the IBM SPSS Modeler Advantage Marketing Edition installation worksheet to gather information about the other IBM EMM products that are required for the installation of IBM SPSS Modeler Advantage Marketing Edition.

Checklist for IBM Marketing Platform database

The installation wizards for each IBM EMM product must be able to communicate with the Marketing Platform system table database to register the product. Each time that you run the installer, you must enter the following database connection information for the Marketing Platform system table database:

- JDBC connection URL
- Database host name
- Database port
- Database name or schema ID
- User name and password for the database account

Chapter 3. Installing IBM SPSS Modeler Advantage Marketing Edition

You must run the IBM EMM installer to start the installation of IBM SPSS Modeler Advantage Marketing Edition. The IBM EMM installer starts the IBM SPSS Modeler Advantage Marketing Edition installer during the installation process. Make sure that the IBM EMM installer and the product installer are saved at the same location.

Each time that you run the IBM EMM Suite installer, you must first enter database connection information for the Marketing Platform system tables. When the IBM SPSS Modeler Advantage Marketing Edition installer starts, you must enter the required information for IBM SPSS Modeler Advantage Marketing Edition.

Note: The IBM EMM installer requires information about Marketing Platform. However, IBM SPSS Modeler Advantage Marketing Edition does not require Marketing Platform to be installed.

Important: Before you install IBM SPSS Modeler Advantage Marketing Edition, make sure that the available temporary space on the computer where you install IBM SPSS Modeler Advantage Marketing Edition is more than three times the size of the IBM SPSS Modeler Advantage Marketing Edition installer.

Installation files

The installation files are named according to the version of the product and the operating system on which they must be installed, except UNIX. For UNIX, different installation files exist for the X Window System mode and the console mode.

The following table displays examples of the installation files that are named according to the product version and the operating system:

Table 4. Installation files

Operating system	Installation file
UNIX: X Window System mode	<i>Product_N.N.N.N_solaris64.bin</i> , where <i>Product</i> is the name of your product, and <i>N.N.N.N</i> is the version number of your product.
UNIX: Console mode	<i>Product_N.N.N.N.bin</i> , where <i>Product</i> is the name of your product, and <i>N.N.N.N</i> is the version number of your product. This file can be used for installation on all UNIX operating systems.

Installing IBM SPSS Modeler Advantage Marketing Edition by using the GUI mode

For Windows, use the GUI mode to install IBM SPSS Modeler Advantage Marketing Edition. For UNIX, use the X Window System mode to install IBM SPSS Modeler Advantage Marketing Edition.

Make sure that the IBM EMM installer and the IBM SPSS Modeler Advantage Marketing Edition installers are in the same directory on the computer where you want to install IBM SPSS Modeler Advantage Marketing Edition.

Before you install IBM SPSS Modeler Advantage Marketing Edition, make sure that you have configured the following elements:

- An application server profile
- A database.

Complete the following actions to install IBM SPSS Modeler Advantage Marketing Edition by using the GUI mode:

1. Go to the folder where you have saved the IBM EMM installer and double-click the installer to start it.
2. Click **OK** on the first screen to see the Introduction window.
3. Follow the instructions on the installer, and click **Next**. Use the information in the following table to take the appropriate actions on each window in the EMM installer:

Table 5. IBM EMM installer GUI

Window	Description
Introduction	<p>This is the first window of the IBM EMM suite installer. You can open the IBM SPSS Modeler Advantage Marketing Edition installation and upgrade guides from this window.</p> <p>Click Next to go to the next window.</p>
Response Files Destination	<p>Click the Generate Response File check box if you want to generate response files for your product. Response files store the information that is necessary for the installation of your product. You can use response files for an unattended installation of your product.</p> <p>Click Choose to browse to a location where you want to store the response files.</p> <p>Click Next to go to the next window.</p>
IBM EMM Products	<p>In the Install Set list, select Custom to select the products that you want to install.</p> <p>In the Install Set area, you can see all the products whose installation files are in the same directory on your computer.</p> <p>In the Description field, you can view the description of the product that you select in the Install Set area.</p> <p>Click Next to go to the next window.</p>
Installation Directory	<p>Click Choose to browse to the directory where you want to install IBM EMM.</p> <p>Click Next to go to the next window.</p>

Table 5. IBM EMM installer GUI (continued)

Window	Description
Select Application Server	Select one of the following application servers for the installation: <ul style="list-style-type: none"> • IBM WebSphere • Oracle WebLogic Click Next to go to the next window.
Platform Database Type	Select the appropriate Marketing Platform database type. Click Next to go to the next window.
Platform Database Connection	Enter the following information about your database: <ul style="list-style-type: none"> • Database host name • Database port • Database name or System ID (SID) • Database user name • Database password Click Next to go to the next window. Important: If IBM EMM products are installed in a distributed environment, you must use the machine name rather than an IP address in the navigation URL for all of the applications in the suite.
Platform Database Connection (continued)	Review and confirm the JDBC connection. Click Next to go to the next window.
Preinstallation Summary	Review and confirm the values that you added during the installation process. Click Install to start the installation process.

4. The IBM SPSS Modeler Advantage Marketing Edition installer opens. Use the information in the following table to navigate the IBM SPSS Modeler Advantage Marketing Edition installer:

Table 6. IBM SPSS Modeler Advantage Marketing Edition installer GUI

Window	Description
Introduction	This is the first window of the IBM SPSS Modeler Advantage Marketing Edition installer. You can open the IBM SPSS Modeler Advantage Marketing Edition installation and upgrade guides from this window. Click Next to go to the next window.
Software Licence Agreement	Carefully read the agreement. Use Print to print the agreement. Click Next after you accept the agreement.

Table 6. IBM SPSS Modeler Advantage Marketing Edition installer GUI (continued)

Window	Description
IBM SPSS MA Marketing Edition Components	<p>Select the components that you want to install. You can select one or more components from the following list:</p> <ul style="list-style-type: none"> • SPSS Collaboration and Deployment Services (CnDS). <p>Select the SPSS C&DS server installation and the SPSS C&DS server configuration check boxes to enable the SPSS C&DS tool to install and configure C&DS at once.</p> <p>If you want to configure SPSS C&DS later, do not select the SPSS C&DS server configuration check box.</p> <ul style="list-style-type: none"> • SPSS Modeler Server • SPSS Decision Management <p>Click Next to go to the next window.</p>
Installation Directory	<p>Click Choose to browse to the directory where you want to install IBM SPSS Modeler Advantage Marketing Edition.</p> <p>Click Next to go to the next window.</p>
Preinstallation Summary	<p>Review and confirm the values that you added during the installation process.</p> <p>Click Install to start the installation process.</p> <p>You can see the installation progress on the Installing IBM SPSS MA Marketing Edition window. During the installation of IBM SPSS Modeler Server, the IBM SPSS Collaboration and Deployment Services Configuration Tool (C&DS configuration tool) opens.</p>

5. Use the information in the following table to navigate the IBM SPSS Collaboration and Deployment Services Configuration Tool window:

Table 7. IBM SPSS Collaboration and Deployment Services Configuration Tool GUI

Window	Description
Welcome	Click Next to start the configuration.
Application Server	<p>Select one of the following application servers:</p> <ul style="list-style-type: none"> • IBM WebSphere • Oracle WebLogic • JBoss <p>Configure the appropriate information for your application server.</p> <p>Click Next to go to the next window.</p>

Table 7. IBM SPSS Collaboration and Deployment Services Configuration Tool GUI (continued)

Window	Description
Database	<p>In the Database Type field, select your database type.</p> <p>Enter the following information in the corresponding fields:</p> <ul style="list-style-type: none"> • Host name • Port • Database name • User name • Password <p>Click Next to go to the next window.</p>
Existing data	<p>If the database contains existing data, complete one of the following actions by selecting the corresponding check box:</p> <ul style="list-style-type: none"> • Preserve existing data • Erase existing data <p>Click Next to go to the next window.</p>
Encryption	<p>Assign a password for your Java Virtual Machine (JVM) or select the Reuse existing keystore check box to use an existing keystore. If you select the Reuse existing keystore check box, in the Keystore path field, you must browse and select the keystore file.</p> <p>Click Next to go to the next window.</p>
Repository Admin	<p>Enter the password for the repository administrator.</p> <p>Click Next to go to the next window.</p>
Deployment mode	<p>Make sure that you select the Automatic radio button.</p> <p>Click Next to go to the next window.</p>
Configuration summary	<p>Review the values that you selected.</p> <p>Click Configure to start the deployment and configuration.</p> <p>The deployment and configuration process might need several minutes to complete. After the deployment and configuration is complete, you can see the Installation Complete window in the IBM SPSS Modeler Advantage Marketing Edition installer.</p>
Configuration successful	<p>Click Finish to exit the IBM SPSS Collaboration and Deployment Services Configuration Tool.</p>

6. In the SPSS Components Installation Summary window, click **Done** to exit the IBM SPSS Modeler Advantage Marketing Edition installer and go back to the EMM installer.
7. Follow the instructions on the EMM installer to finish installing IBM SPSS Modeler Advantage Marketing Edition. Use the information in the following table to take the appropriate actions on each window in the IBM EMM installer.

Table 8. EMM installer GUI

Window	Description
Deployment EAR file	Specify whether you want to create an enterprise archive (EAR) file to deploy your IBM EMM products. Click Next to go to the next window.
Package EAR file	You can see this window if you select Create an EAR file for deployment in the Deployment EAR file window. Select the applications that you want to package in the EAR file.
EAR file details	Enter the following information for your EAR file: <ul style="list-style-type: none"> • Enterprise application identifier • Display name • Description • EAR file path
EAR file details (continued)	Select Yes or No to create an additional EAR file. If you select Yes , you must enter the details for the new EAR file. Click Next to complete the installation of your product.
Deployment EAR file	Specify whether you want to create another EAR file to deploy your IBM EMM products. Click Next to go to the next window.
Installation Complete	This window provides the locations of the log files that are created during installation. Click Previous if you want to change any installation details. Click Done to close the IBM EMM installer.

Installing IBM SPSS Modeler Advantage Marketing Edition by using the console mode

Use the console mode to install IBM SPSS Modeler Advantage Marketing Edition by using the command-line window. You can select various options in the command-line window to complete tasks such as selecting the products to install, or selecting the home directory for the installation.

Before you install IBM SPSS Modeler Advantage Marketing Edition, make sure that you have configured the following elements:

- An application server profile
- A database.

To display the Installer screens correctly in console mode, configure your terminal software to support UTF-8 character encoding. Other character encoding, such as ANSI, will not render the text correctly, and some information will not be readable.

Complete the following actions to install IBM SPSS Modeler Advantage Marketing Edition by using the command-line window:

1. Open a command-line prompt window and navigate to the directory where you have saved the IBM EMM installer and the IBM SPSS Modeler Advantage Marketing Edition installer.
2. Complete one of the following actions:
 - For Windows, enter the following command:
`ibm_emm_installer_full_name -i console`
 For example, `IBM_EMM_Installer_9.1.0.0 -i console`
 - For Unix, invoke the `ibm_emm_installer_full_name.sh` file.
 For example: `IBM_EMM_Installer_9.1.0.0.sh`
3. Follow the directions that are displayed in the command-line prompt. Use the following guidelines when you have to select an option in the command-line prompt:
 - The default options are defined by the symbol [X].
 - To select or clear an option, type the number that is defined for the option, and then press Enter.

For example, suppose the following list displays the components that you can install:

- 1 [X] Marketing Platform
- 2 [X] Campaign
- 3 Contact Optimization
- 4 Interaction History

If you want to install Interaction History, and do not want to install Campaign, enter the following command: **2,4**

The following list would then display the options that you selected:

- 1 [X] Marketing Platform
- 2 Campaign
- 3 Contact Optimization
- 4 [X] Interaction History

4. The IBM EMM installer launches the IBM SPSS Modeler Advantage Marketing Edition installer during the installation process. Follow the instructions in the command-line prompt window of the IBM SPSS Modeler Advantage Marketing Edition installer.
5. After you enter `quit` in the IBM SPSS Modeler Advantage Marketing Edition installer command-line prompt window, the window shuts down. Follow the instructions in the command-line prompt window of the IBM EMM installer to complete the installation of IBM SPSS Modeler Advantage Marketing Edition.

Note: If any error occurs during the installation, a log file is generated. You must exit the installer to view the log file.

Installing IBM SPSS Modeler Advantage Marketing Edition silently

Use the unattended or silent mode to install IBM SPSS Modeler Advantage Marketing Edition multiple times.

Before you install IBM SPSS Modeler Advantage Marketing Edition, make sure that you have configured the following elements:

- An application server profile
- A database

When you install IBM SPSS Modeler Advantage Marketing Edition by using the silent mode, response files are used to obtain the information that is required during installation. You must create response files for a silent installation of your product. You can create response files by using one of the following methods:

- Using the sample response files as a template for creating your response files. The sample response files are included with your product installers in the ResponseFiles compressed archive. For more information about sample response files, see “Sample response files.”
- Running the product installers in the GUI (Windows) or X Window System (UNIX) mode or the console mode before you install the product in the silent mode. One response file is created for the IBM EMM suite installer, and one or more response files are created for your product installer. The files are created in the directory that you specify.

Important: For security reasons, the installer does not save database passwords in the response files. When you create response files, you must edit each response file to enter database passwords. Open each response file and search for PASSWORD to find where you must edit the response file.

When the installer runs in the silent mode, it looks for the response files in the following directories sequentially:

- In the directory where the IBM EMM installer is saved.
- In the home directory of the user who installs the product

Make sure that all response files are in the same directory. You can change the path where response files are read by adding arguments to the command line. For example: `-DUNICA_REPLAY_READ_DIR="myDirPath" -f myDirPath/installer.properties`

Use the following command for Windows:

- `IBM_EMM_installer_full_name -i silent`

For example:

```
IBM_EMM_Installer_9.1.0.0_win.exe -i silent
```

Use the following command for Unix or Linux:

- `IBM_EMM_installer_full_name_operating_system.bin -i silent`

For example:

```
IBM_EMM_Installer_9.1.0_unix.bin -i silent
```

Sample response files

You must create response files to set up a silent installation of IBM SPSS Modeler Advantage Marketing Edition. You can use sample response files to create your response files. The sample response files are included with the installers in the ResponseFiles compressed archive.

The following table provides information about sample response files:

Table 9. Description of sample response files

Sample response file	Description
installer.properties	The sample response file for the IBM EMM master installer.
<i>installer_product initials and product version number.properties</i>	<p>The sample response file for the IBM SPSS Modeler Advantage Marketing Edition installer.</p> <p>For example, installer_ucn.n.n.n.properties is the response file of the Campaign installer, where n.n.n.n is the version number.</p>
<i>installer_report pack initials, product initials, and version number.properties</i>	<p>The sample response file for the reports pack installer.</p> <p>For example, installer_urpc.properties is the response file of the Campaign reports pack installer.</p>

Chapter 4. Uninstalling IBM SPSS Modeler Advantage Marketing Edition

Run the IBM SPSS Modeler Advantage Marketing Edition uninstaller to uninstall IBM SPSS Modeler Advantage Marketing Edition. When you run the IBM SPSS Modeler Advantage Marketing Edition uninstaller, the files that were created during the installation process are removed. For example, files such as configuration files, installer registry information, and user data are removed from the computer.

When you install IBM EMM products, an uninstaller is included in the `Uninstall_Product` directory, where *Product* is the name of your IBM product.

If you manually remove the files in your installation directory instead of running the uninstaller, the result might be an incomplete installation if you later reinstall an IBM product in the same location. After uninstalling a product, its database is not removed. The uninstaller only removes default files that are created during installation. Any file that is created or generated after installation is not removed.

Note: On UNIX, the same user account that installed IBM SPSS Modeler Advantage Marketing Edition must run the uninstaller.

Complete the following tasks to uninstall IBM SPSS Modeler Advantage Marketing Edition:

1. Make sure that the IBM SPSS Modeler Collaboration and Deployment Service (C&DS) is uninstalled.

Open the Installation Manager and verify that C&DS is uninstalled. If C&DS is not uninstalled, use the IBM Installation Manager to uninstall C&DS.

2. Complete one of the following steps to uninstall IBM SPSS Modeler Advantage Marketing Edition:
 - Double-click the IBM SPSS Modeler Advantage Marketing Edition uninstaller that exists in the `Uninstall_Product` directory. The uninstaller runs in the mode in which you installed IBM SPSS Modeler Advantage Marketing Edition.
 - In a command-line window, navigate to the directory where the uninstaller exists, and run the following command to uninstall IBM SPSS Modeler Advantage Marketing Edition by using the console mode:
Uninstall_Product -i console
 - In a command-line window, navigate to the directory where the uninstaller exists, and run the following command to uninstall IBM SPSS Modeler Advantage Marketing Edition by using the silent mode:
Uninstall_Product -i silent
When you uninstall IBM SPSS Modeler Advantage Marketing Edition by using the silent mode, the uninstallation process does not present any dialogs for user interaction.

Note: If you do not specify an option for uninstalling IBM SPSS Modeler Advantage Marketing Edition, the IBM SPSS Modeler Advantage Marketing Edition uninstaller runs in the mode in which IBM SPSS Modeler Advantage Marketing Edition is installed.

Before you contact IBM technical support

If you encounter a problem that you cannot resolve by consulting the documentation, your company's designated support contact can log a call with IBM technical support. Use these guidelines to ensure that your problem is resolved efficiently and successfully.

If you are not a designated support contact at your company, contact your IBM administrator for information.

Information to gather

Before you contact IBM technical support, gather the following information:

- A brief description of the nature of your issue.
- Detailed error messages that you see when the issue occurs.
- Detailed steps to reproduce the issue.
- Related log files, session files, configuration files, and data files.
- Information about your product and system environment, which you can obtain as described in "System information."

System information

When you call IBM technical support, you might be asked to provide information about your environment.

If your problem does not prevent you from logging in, much of this information is available on the About page, which provides information about your installed IBM applications.

You can access the About page by selecting **Help > About**. If the About page is not accessible, check for a `version.txt` file that is located under the installation directory for your application.

Contact information for IBM technical support

For ways to contact IBM technical support, see the IBM Product Technical Support website: (http://www.ibm.com/support/entry/portal/open_service_request).

Note: To enter a support request, you must log in with an IBM account. This account must be linked to your IBM customer number. To learn more about associating your account with your IBM customer number, see **Support Resources > Entitled Software Support** on the Support Portal.

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