SPSS Marketing Research & Data Mining Partner **RIVERS**

- Rivers' predecessor was established in 2000 and because of its excellent performance in marketing research field, rivers was authorized by SPSS – (the most famous company in Marketing Research field) as the SPSS marketing research and data mining partner in China.

- SPSS Inc. [NASDAQ: SPSS] is the world's leading provider of predictive analytics software and solutions.

- More than 250,000 SPSS users rely on SPSS technology to combine CRM perfectly with Business Intelligence.