



THE
POWER
TO KNOW®





SAS is the leader in business analytics software and services, and the largest vendor in the business intelligence market. Through innovative solutions delivered within an integrated framework, SAS helps customers at more than 45,000 sites improve performance and deliver value by making better decisions faster. Since 1976, SAS has been giving customers around the world THE POWER TO KNOW®.



Seize opportunities

by proactively enabling your business
to embrace change

Today's executives are faced with huge challenges: a full-blown, worldwide economic crisis, ever-increasing regulations and heightened global competition. But with every problem, in every downturn, there is opportunity – *if* you make the right decisions and make them quickly.

Organizations everywhere are gathering lots of data about their customers, their operations, their performance and more. If that data could be used to create information that supports competitive decision making, it would make a huge difference to your top and bottom lines. You would also be better able to navigate turbulence and prosper, even in difficult times.

To seize opportunities and get ahead of the competition, you need agile strategies, proactive decision making and the ability to focus scarce resources in every area of your organization on the activities that are most likely to bring success.

SAS can help you achieve this level of performance. How? By delivering world-class business analytics software and services through a single, flexible framework that enables you to navigate today's challenges and capitalize on tomorrow's opportunities.

SAS® Business Analytics delivers competitive insights that are gleaned from data, enabling you to:

- Solve complex business problems.
- Manage performance to achieve measurable business objectives.
- Drive sustainable growth through innovation.
- Anticipate and manage change.

“The value of business analytics to organizational performance continues to gain followers among corporate leaders, who according to our research, continue to invest in solutions that yield better decisions.”

Source: IDC, *Worldwide Business Analytics Software 2008-2012 Forecast and 2007 Vendor Shares*, Doc # 214904, November 2008

Solve complex problems with SAS® Business Analytics

SAS provides an integrated framework of technologies, solutions and services that enable you to solve your most complex organizational problems. The flexibility of the SAS Business Analytics Framework lets you address the most critical issues right away and add new functionalities over time – all from one vendor, all through one framework. As you add capabilities, the benefits multiply while your total cost of ownership decreases. The SAS Business Analytics Framework encompasses everything we provide – enabling the strategic business decisions that optimize performance across your organization. The framework includes:

Data integration. Our comprehensive data integration environment meets the full spectrum of data integration needs – from small tactical projects to large strategic business initiatives. And SAS can combine structured and unstructured data – such as e-mail, voice mail, call center records and information from social networking sites – providing the integrated, accurate information your organization requires.

Analytics. For more than three decades, SAS has helped organizations use predictive analytics to make proactive decisions. Instead of asking what *did* happen, you can answer questions like: “What will happen next?” and “What is the best that can happen?” We apply predictive analytics across all SAS solutions so you can ask forward-looking questions, gain predictive insights and seize new opportunities – before your competitors do.

Reporting. Everyone recognizes the importance of getting the right information to the right person at the right time. This enables fact-based decision making. With SAS, unlike traditional business intelligence vendors, reporting is part of a seamless process for creating and sharing intelligence. Decision makers can get answers to sophisticated questions, format high-quality results and easily communicate their findings.

Business solutions. Our organizational and industry-specific solutions address issues common to all organizations – achieving greater ROI, optimizing supply chains, enhancing customer relationships, managing risks, etc. These packaged solutions incorporate the combined strengths of SAS software, our domain and industry expertise, professional services, training and ongoing support. They can make a real difference to your organization’s success.

“SAS remains the best game in town for fully integrated, high-end analytics from a single vendor.”

Source: Forrester Research Inc. *The Forrester Wave*: Enterprise Business Intelligence Platforms, Q3 2008



Get faster answers

with organizational solutions

In every area of your organization, decision makers need answers to the questions that are crucial to competing successfully, such as:

- Who are our best customers, and what can we do to keep them?
- How can we improve the accuracy of our financial forecasts?
- How can we cut supply chain costs without compromising quality?
- How can we effectively manage risk across the enterprise?
- Is our IT capacity sufficient to handle peak demands?

SAS organizational solutions help you answer the tough questions that other software cannot. With our extensive domain expertise and best practices built in, you can address critical issues faster and at far lower cost than with custom-built alternatives. Our packaged applications provide data management, predictive analytics and reporting capabilities specifically targeted to core organizational areas, including:

Customers. SAS' award-winning customer intelligence solutions help you generate a comprehensive picture of customer behavior, risk and profitability so you can craft the best offers for individuals and produce more profitable marketing campaigns.

Finance and human capital. SAS financial management and strategy solutions help you create a cohesive, holistic view of costs, profits, regulatory compliance, forecast scenarios and optimization strategies – enabling you to improve the accuracy of plans and budgets.

Operations. SAS supply chain and sustainability solutions let you analyze spending and supplier performance across many dimensions; make strategic sourcing decisions; optimize your supplier base; and predict and respond to environmental, social and economic risks and opportunities.

Risk. With SAS' market-leading risk intelligence suite, you can accurately identify, measure, monitor, control and report risks across all areas of your organization. Our suite enables your organization to go beyond silo approaches and merely satisfying regulatory requirements by enabling organizational risk management in areas such as credit, market and operations.

IT. SAS solutions for IT intelligence assess the real costs and value of your information assets, helping you identify the best mix of resources to meet strategic goals while managing risk and minimizing delivery costs.

With SAS[®], you get:

- The *power* to access relevant, reliable, consistent information.
- The *power* to apply predictive analytics to solve specific business problems.
- The *power* to achieve sustainable, repeatable performance.

Identify and act on opportunities

with industry-specific solutions

For information to yield maximum value, it must be relevant to the unique challenges you encounter in your industry. For example:

- Financial services firms strive for effective capital management, customer profitability, risk management and regulatory compliance.
- Retailers seek to create high-value customer relationships while offering the right mix of products at the right price.
- Communications providers contend with issues of network utilization, customer churn and technology obsolescence.
- Pharmaceutical companies are challenged to discover new compounds, bring them to market quickly and recoup R&D costs before patents expire.

To turn industry-specific challenges into opportunities for competitive advantage, you need more than generic reports, queries and sorting tools. You need specialized business analytics software that can help you dive deeper into data to solve the complex challenges your organization faces.

SAS industry solutions are tailored to address industry-specific business issues. SAS offers solutions for many industries, including:

- Banking
- Communications
- Education
- Gaming & Hospitality
- Government
- Healthcare
- Insurance
- Life Sciences
- Manufacturing
- Oil & Gas
- Retail

These solutions incorporate our domain expertise and best practices, as well as data structures and analytic models tuned to help solve the critical issues for specific industries. In addition, they provide reporting templates and key performance indicators (KPIs) that reflect our decades of industry experience.

Our industry expertise and proven, packaged software solutions reduce project risks, streamline deployment and accelerate the process of gaining productive insights and ROI.

“With its singular focus on analytics and broad portfolio of industry-specific solutions, SAS is well-positioned to grow even in a troubled economy.”

Source: IDC, *Worldwide Business Analytics Software 2008-2012 Forecast and 2007 Vendor Shares*, Doc # 214904, November 2008.

Optimize your entire enterprise

by managing and improving performance

Today's expanded view of performance management focuses on more than just financial costs. Successful organizations must measure, manage, align and optimize every decision and process.

But performance management isn't a silver bullet; it is a journey with multiple phases. Many vendors focus on surfacing historical information that allows organizations to see what *has* happened, and then manage and report on performance. SAS goes further to help you improve, learn and evolve based on facts, not intuition.

SAS solutions, built on a common framework with world-class data integration, analytics and reporting capabilities, are designed to help organizations achieve both financial and operational excellence. Start with a single solution and evolve at a pace that suits your needs. You can manage and improve performance across the board whether you are looking at customer churn, employee retention, risk exposure or financial performance.

With SAS, performance management becomes a continuous process for improvement across the organization, not a superficial, one-time analysis. You know which actions to take based on holistic performance assessments and accurate foresight; something your competitors cannot match with their multiple views of data and hindsight-based reporting.

Furthermore, SAS enables a strategic approach to enterprise performance management by optimizing business processes for specific industries and functional areas.

Let us help you discover innovative ways to increase profits, manage risks and improve performance – no matter what your industry or business function. We are here to help you be the best you can be.

Analyst firm Yphise names SAS® Strategic Performance Management No. 1

“SAS Strategic Performance Management demonstrates its commitment to integrating nonfinancial and intangible objectives into enterprise performance management. It provides an easy-to-use and easy-to-customize strategy management model that helps manage any kind of objectives. SAS also provides predefined templates according to compliance issues, risks, vertical sectors or business departments; these accelerate strategy definition.”

Source: Yphise, *Software Product Assessment, Strategy Management*, December 2008

The SAS® difference ...

insights for fact-based decision making

How does SAS deliver what your organization needs to thrive, especially in these turbulent economic times?

Flexible framework. SAS provides a flexible business analytics framework that grows over time to support your performance objectives and changing market dynamics. Eventually, while solving more and more business problems, improving performance and evolving the business, your organization can expand the business analytics framework into a platform tailored to its needs.

Integration. SAS is the only business analytics vendor with a range of industry and organizational solutions as well as award-winning data integration, analytics and reporting technologies that you can put to work by themselves, or as part of your specially built solutions. This integration enables a single, seamless framework that can grow with your organization.

Predictive analytics. Analytics has become an overused term; almost any vendor can provide analytics that help your organization look at the past. SAS' unique value proposition is our ability to help organizations use capabilities such as forecasting, predictive modeling and optimization to become proactive instead of reactive. This enables you to predict with accuracy and seize opportunities ahead of the competition.

Maximized return on investments. Getting the most from business analytics calls for more than just software. The SAS Business Analytics Framework integrates our software solutions with the industry's most comprehensive range of consulting, training and support services to ensure you gain maximum return on your IT investments. Additionally, SAS enables optimal integration of the individual technology components that already exist within your IT infrastructure.

Industry and domain expertise. SAS provides a depth of industry and organizational solutions unequalled by any other vendor. We offer tailor-made solutions for industries and business functions designed to meet specific requirements, helping you quickly get the answers you need to improve all areas of your organization.

Commitment to sustainable development

SAS is an active and committed partner in the communities where we live, work and conduct business. As a company, we are dedicated to operating in an environmentally responsible manner. The *SAS Corporate Social Responsibility Report* highlights our company's sustainability efforts; our progress in conserving resources; and our commitment to SAS customers, our employees and the communities in which we operate. Please visit www.sas.com/corporate/corpgovernance for more information.

Choose SAS

as your proven partner

SAS is one of the largest software companies in the world. With 33 consecutive years of revenue growth and profitability, SAS has the depth of resources to sustain excellence in product development and customer support. While many of our competitors have merged, changed ownership or simply vanished, privately held SAS has remained focused on delivering superior software and enhancing relationships with our customers. We are here to help you achieve true competitive differentiation.

Global reach, local presence

SAS solutions are used at more than 45,000 sites in 115 countries, including 91 of the top companies in the 2008 FORTUNE Global 500®, to develop more profitable relationships with customers and suppliers; to enable better decisions; and to move forward with confidence and clarity. More than 11,000 SAS employees in more than 400 SAS offices around the world provide local support for global implementations.

Award-winning customer support

SAS customers receive a full suite of support services at no extra charge, including skilled telephone technical support and unlimited, around-the-clock online technical support. Our online Customer Support Center provides always-on access to a wealth of technical support, reference information, free online documentation, educational resources and user communities.

Continuous knowledge sharing

SAS offers a rich variety of resources to help you build your SAS skills so you can explore and apply the full power of SAS software. Knowledge sharing is continuously available through seminars, podcasts, Webcasts and an expansive selection of training courses. In addition, we blend our award-winning software with flexible business and technical consulting services to help you quickly achieve your strategic objectives.

Financial stability and strength

SAS' record of revenue growth in every year of our existence not only makes us a stable partner, but has also enabled us to annually reinvest more than 20 percent of revenues in R&D – nearly twice the industry average – so we can continually improve our products. This commitment to innovation is one reason why 98 percent of our customers renew their software licenses with SAS every year.

9 out of 10 SAS customers:

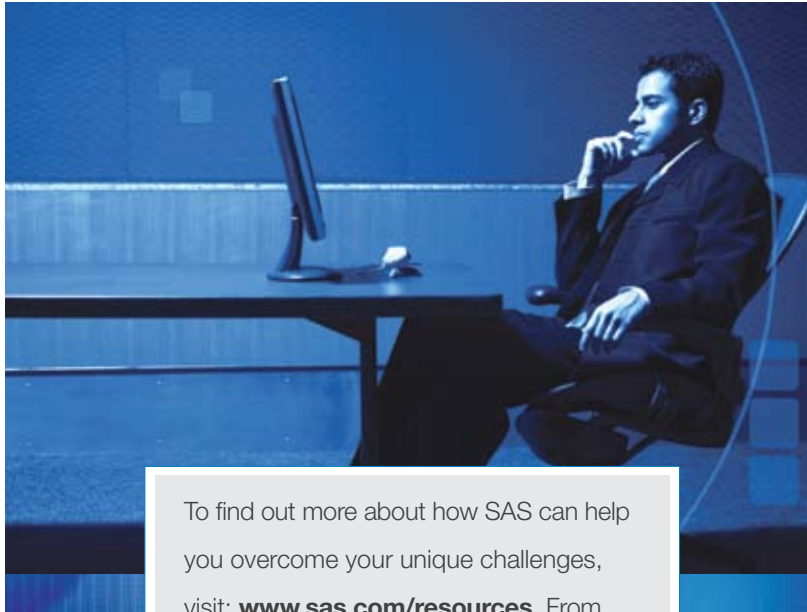
- Would recommend SAS to others.
- Are satisfied with their software.
- Would recommend renewing their SAS software license.

Source: SAS North America Customer Survey 2008.

One of the best ...

For the 12th consecutive year, SAS has been named to *FORTUNE* magazine's annual list of the "100 Best Companies to Work For in America," listed at No. 20 on the 2009 list.

In addition, SAS offices around the world continue to receive recognition as best places to work. SAS CEO Jim Goodnight believes that a high level of employee satisfaction contributes to world-class products and better relationships with customers.



To find out more about how SAS can help you overcome your unique challenges, visit: www.sas.com/resources. From here, you can access analyst reports, learn about customer successes, download white papers, watch Webcasts and more.



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