Deloitte Analytics and SAS® Software
Increasing performance through insight

Going deep for uncommon insights
Business analytics capabilities today are at the heart of any business, producing uncommon insights that can help drive smarter, faster decisions. That’s the essence of deep analytics, and it can change the path to performance in organizations around the world.

Analytics insights are powered by deep sector knowledge, broad functional capabilities, and sophisticated analytical technology — such as SAS — that span the stack from data management and predictive modeling to visualization and beyond.

This powerful combination can promptly place insights in the hands of those who need them most. Just as important, it can help decision makers tap insights that cross organizational borders, accounting for the ecosystem in which they exist, from social and economic issues to environmental and political concerns.

Navigating the analytics journey
Chances are your organization is already moving along on its analytics journey. But if yours is like many, there are still plenty of unanswered questions.

• Where will we find the talent we need to drive and sustain our analytics investments?
• How will our processes and systems need to change?
• How should we structure our analytics organization?
• What technologies should we deploy?

This is where Deloitte can help. Our comprehensive analytics approach is fueled by deep industry knowledge, broad functional experience, and efficient application of technology — including leading business analytics software from SAS.
Combining the strength of two leaders

Our alliance combines Deloitte’s deep industry knowledge and recognized leadership in analytics services with a pioneer and leader in analytics software. Deloitte has been recognized by Gartner, IDC and Kennedy for global leadership in analytics, and we complement this analytics experience with our deep industry knowledge. This combination of skills, which includes technical depth and proficiency in deploying and using SAS software, enables us to create statistical models that address the most sophisticated business challenges in the industries we serve.

SAS is a leader in analytics software as reported by Gartner and IDC and provides an entire enterprise-level framework for analytics as well as a user community with a strong knowledge base. From data mining and data visualization to forecasting and statistical analysis, SAS software includes many ready-to-go capabilities that address common business issues.

SAS software also offers sophisticated modeling capabilities that Deloitte practitioners can use to create customized solutions to address your unique business needs. SAS also offers products with in-memory processing both inside and alongside the Hadoop platform, which enables analysis of massive amounts of structured and unstructured data.

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<tr>
<th>Deloitte strengths</th>
<th>SAS strengths</th>
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<td>Front-end strategy to map solution requirements to key business issues.</td>
<td>Comprehensive enterprise-level analytics software platform and industry solutions, including proven leadership in key cross-industry areas:</td>
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<td>Industry experience and insights into top issues for executives.</td>
<td>– Fraud management and prevention.</td>
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<td>Vast set of tools and accelerators to enable rapid delivery.</td>
<td>– Enterprise risk management.</td>
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<td>Demonstrated methodology for executing and delivering complex projects.</td>
<td>– Customer intelligence.</td>
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<td>Industry reference architectures that enable real-time decision making.</td>
<td>Global leader in advanced analytics software for almost 40 years.</td>
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<td>Predefined business and data models with MDM-based data integration patterns and mappings.</td>
<td>Comprehensive framework for big data, including Hadoop, leveraging powerful analytics to know more, faster, for better decisions.</td>
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<td>Cloud computing services and support.</td>
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Our experience is your path to success

As a SAS US Platinum Alliance Member, Deloitte has teamed with SAS in a strategic alliance since 2004, bringing significant experience and knowledge in using SAS technology to help our clients solve their biggest business issues. Together, we combine our technology and application know-how with deep industry experience to help you identify which questions matter and where to find the answers. Experience has shown us the key indicators and metrics that can identify customer interest in your products or point to opportunities for enhancing profitability.

Deloitte also has a strong global presence, with more than 800 skilled SAS professionals across diverse geographies and industries, including over 190 with federal or financial services experience. We’ve delivered more than 350 SAS implementations and support more than 200 SAS clients globally.

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Target application areas
Here are some of the areas where Deloitte services and SAS software solutions can help deliver uncommon insights and breakout value:

| Customers and growth | • Pricing and profitability.  
|                      | • Customer segmentation.  
|                      | • Brand and sentiment analysis.  
|                      | • Marketing optimization and automation.  

| Supply chain | • Supplier and procurement analysis.  
|             | • Supply chain optimization.  
|             | • Demand-driven forecasting.  
|             | • Product profitability.  

| Finance | • Financial performance management.  
|         | • Advanced forecasting.  
|         | • Governance, risk and compliance.  

| Workforce | • Performance management.  
|          | • Workforce alignment.  
|          | • Compensation and benefits.  

| Risk and regulatory | • Regulation and compliance.  
|                     | • Fraud and forensics.  
|                     | • Cyber and reputational risk.  

Joint solutions: Deloitte Retail Banking Growth Engine
Deloitte and SAS are also investing in specific go-to-market industry solutions that will enable us to jointly pursue key application areas. One example is the Deloitte Retail Banking Growth Engine, which is a modular suite of advanced customer analytics models designed to help retail banks gain deeper insights from their data.

The solution addresses growth challenges throughout the entire life cycle for banking customers, from acquisition to retention. Its modular architecture allows it to be implemented in phases starting with the five core modules and adding optional components to address specific needs as desired. Banks can use the Deloitte Retail Banking Growth Engine to actively develop customer relationships and improve individualized servicing, including presenting targeted cross-sell and up-sell opportunities.

About the Deloitte Analytics practice
Deloitte has been widely recognized as a leader in business analytics (See Deloitte at a Glance sidebar). Our Analytics practice uses a fully integrated approach to analytics that can unlock the value buried deep in your data. We combine the science of business analytics with strategy-level insights and an understanding of how to bring analytics to the front lines of your organization.

Our services address an overall information management strategy, as well as support seamless integration across the domains of technology, processes and people. We bring an extensive set of capabilities that involves reporting applications, portals, information delivery, and basic as well as advanced analytics — all grounded in a deep understanding of the business issues that drive the industries and sectors we serve.

Kennedy named Deloitte the leader in Analytics IT Consulting in its IT Consulting: Analytics 2014 report. It noted, “Deloitte’s analytics portfolio, including IT consulting, is robust, mature, deep and broad, with a special focus on ensuring it can address analytics needs across all client business functions for each industry.”

Deloitte at a Glance

- Deloitte is the largest privately held professional services organization in the world based on headcount and breadth of capability, delivering audit, enterprise risk, tax, finance, strategy and operations, human capital, and technology services.

- Deloitte was named a global leader in Business Analytics Services based on capabilities by Gartner. ¹

- Deloitte was named a global leader in Business Analytics Consulting and Systems Integration Services by IDC. ²

- Deloitte named the global leader in Analytics IT Consulting based on capabilities by Kennedy. ³

- Deloitte is the largest Consulting organization in the world. ⁴, ⁵

- Deloitte is the largest IT consulting organization in the world. ⁵

- Deloitte is a global leader in Technology Transformation.

- Deloitte is on Fortune magazine’s list of “100 Best Companies to Work For” for the 14th year (Deloitte LLP and its subsidiaries).

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Learn more

Analytics insights can help you tackle your biggest business problems and opportunities — and the best time to start is now. To learn more about how Deloitte and SAS can help you improve business performance by garnering greater insights from your data, please contact one of the following:

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⁴ Includes S&O, HR, IT, Risk, FA, Audit, and Tax advisory capabilities; excludes regulatory audit and tax compliance.