

Welcome to SAS Partner Forum





- 14.00 Welcome by Russ Cobb, Vice President of SAS Global Alliances and Channel
- 14.10 Randy Guard, Chief Marketing Officer, SAS with Ron Tolido, CTO, Global Data and Insights, Capgemini
- 14.35 Carl Farrell, Chief Revenue Officer, SAS with Dr. Athina Kanioura, Marketing Director, Accenture Analytics
- 15.00 Fritz Lehman, Chief Customer Officer, SAS with Carlo Magnarapa and Allessandro Greco, Sistemi Territoriali
- 15.30 Break





- 16.00 Channel updates with Rob Spee, Director, Global Channel Programs
- 16.20 Marketing and enablement updates with Donna Peek, Director Partner Enablement and Operations
- 16.40 Q&A and wrap-up with Russ Cobb
- 18.00 Networking buffet dinner in Wine Bar

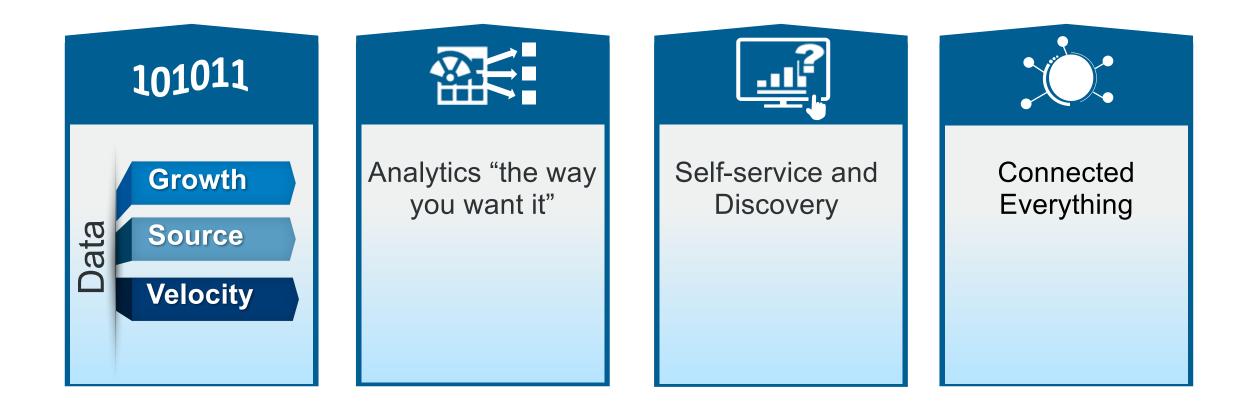




# Randy Guard SAS Executive VP and Chief Marketing Officer

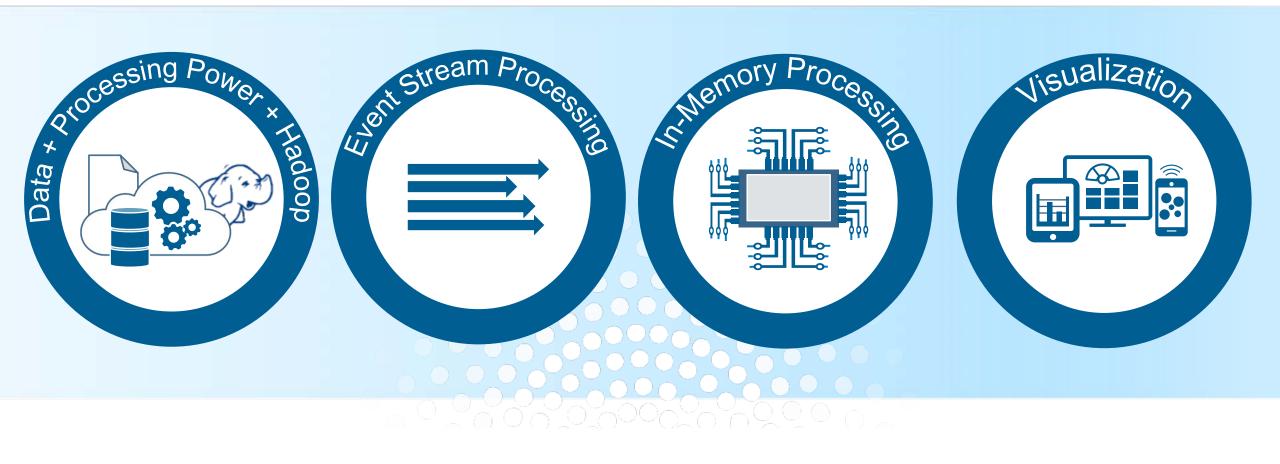


#### **DRIVING FORCES**

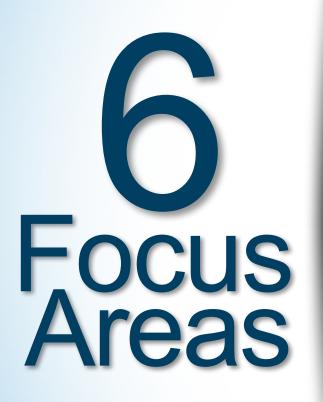




#### **ENABLING TECHNOLOGIES**







#### Analytics

**Data Management** 

Visualization

Risk

**Fraud and Security** 

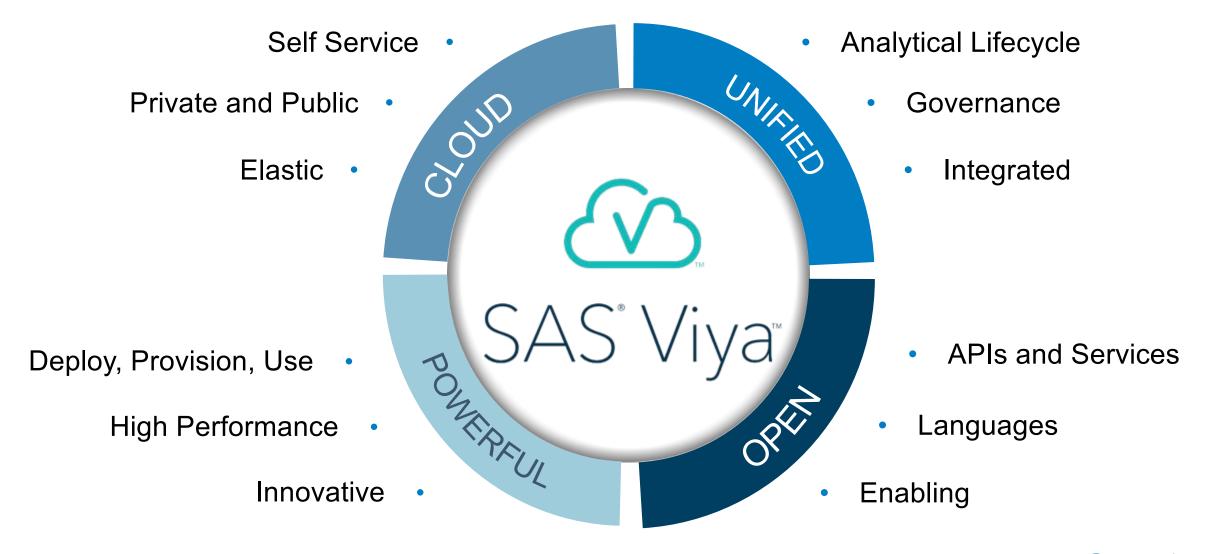
**Customer Intelligence** 



#### **BALANCED APPROACH**









OPEN





#### **FREEDOM IN THE CLOUD**

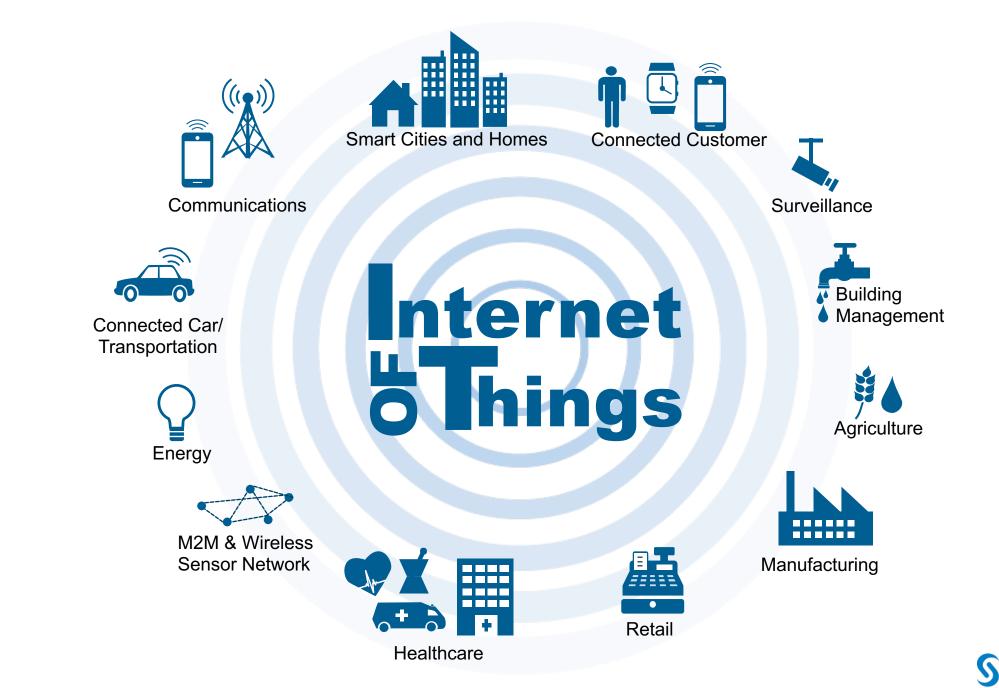




#### **COGNITIVE COMPUTING AND MACHINE LEARNING**



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THE POWER

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#### STAY IN TOUCH @RANDYGUARD INKEDIN.COM/IN/RANDYGUARD





# Randy Guard SAS Executive VP and Chief Marketing Officer

## Ron Tolido CTO, Global Insights and Data Capgemini





# Carl Farrell SAS Chief Revenue Officer





## **Carl Farrell** SAS Executive VP and Chief Revenue Officer

# Dr. Athina Kanioura Marketing Director, Accenture Analytics





# Fritz Lehman SAS Executive VP and Chief Customer Officer





# Fritz Lehman SAS Executive VP and Chief Customer Officer

Carlo Magnarapa Owner, Sistemi Territoriali

Allessandro Greco Key Project Manager, Sistemi Territoriali





#### 

Break





Digital Transformation: A Tale of Two Channels Rob Spee, Director of Global Channel









How digital transformation is driving...

- changes in buyer behavior
- an evolving and expanding partner ecosystem
- a tale of two channels at SAS



#### **CHANGES IN BUYER BEHAVIOR**



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**TRENDS** MANAGED SERVICES ARE DISRUPTING THE MARKET



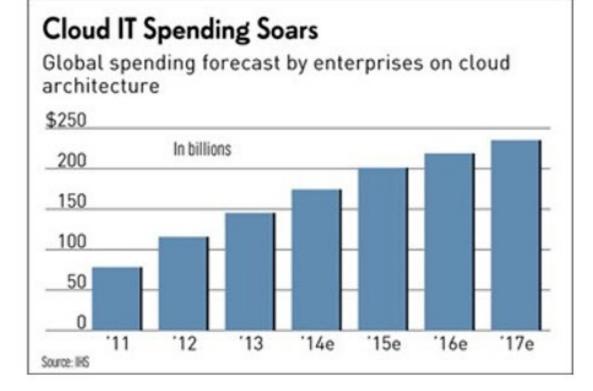
# "By 2017, buyers will have shifted as much as **50% of their sourcing portfolio to managed service models**."

Alex Soejarto, Neil Chandler; Gartner Principal Research Analysts <u>Magic Quadrant for Business Analytics Services, Worldwide</u> 17 July 2014



#### **TRENDS** 25% ANNUAL GROWTH IN CLOUD ANALYTICS

### Cloud Analytics Market expected to grow from \$7.5B in 2015 to \$23B in 2020

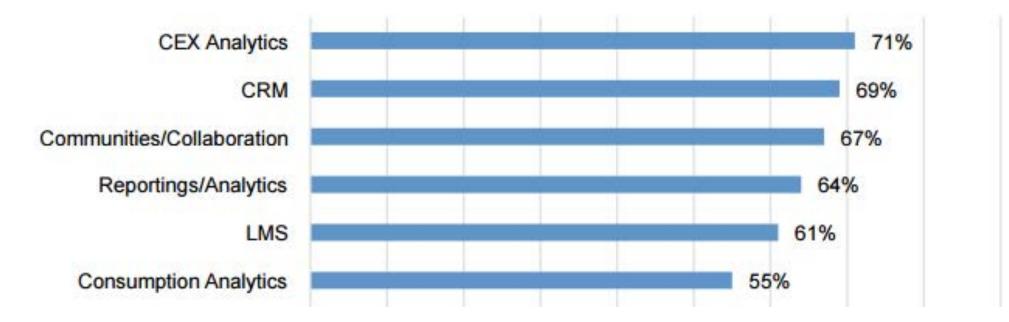


Markets and Markets Cloud Analytics Market Worth \$23.1 Billion by 2020 15 July 2015



#### TRENDS CUSTOMER EXPERIENCE ANALYTICS NO. 1 MANAGED SERVICES SPENDING AREA

#### Managed Services: Planned Spending 2016-2017



John Ragsdale Vice President, Technology and Social Research, TSIA 2016 Technology Adoption and Spending Report, May 2, 2016

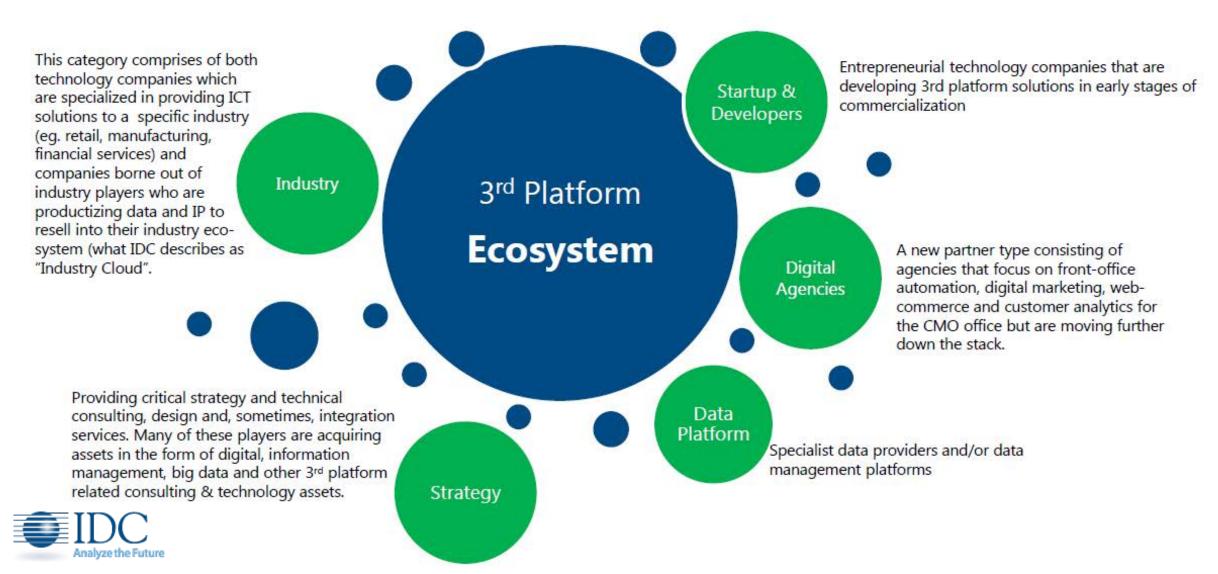


#### THE EVOLVING PARTNER ECOSYSTEM



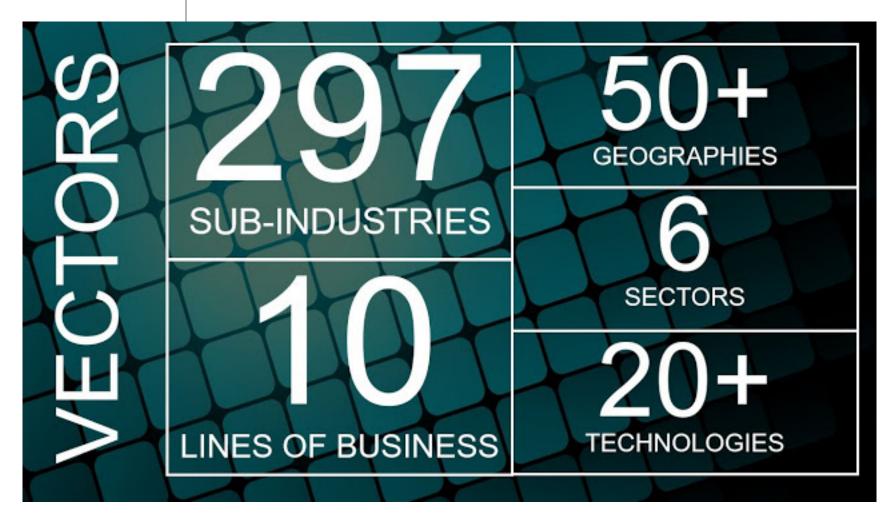
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#### TRENDS DX DRIVING A NEW PARTNER ECOSYSTEM





# **TRENDS** HAVING A VERTICAL FOCUS IS TODAY'S EQUIVALENT OF BEING A GENERALIST



Here is why the traditional IT & Telecom channel is shrinking at an alarming rate - and what to do about it by Jay McBain



#### WHAT HOLDS COMPANIES BACK?



Source: Capgemini Consulting Analysis



#### SAS CHANNEL STRATEGY



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#### **MASP CHANNEL SALES PROGRAM**





#### MANAGED ANALYTIC SERVICES PROVIDER STRUCTURED TO MEET MARKET DEMAND

- SAS software is part of a Bundled Service
- Includes your Intellectual Property
- A Low Risk, Pay-As-You-Go alternative
- Any SAS Software can be utilized within the solution stack design
- Focused on solving Specific Business Problems for clients
- Build your own Industry Cloud managed service



MANAGED ANALYTIC SERVICES PROVIDER				
Per house	Start-Up Profitability Analytics			
Security Rep	porting	Per servio		Reseller
Industry Cloud	<b>Customer Analytics</b>		Per report	
Per month	Alliance Pa	rtner	Price Optimization	l
Consumer Forecasting	g P	er client	Legal Forec	casting
Global System Integrator			Per truck	S.Sas. THE POWER TO KNOW.

#### **MANAGED ANALYTIC SERVICES PROVIDER** KEY BENEFITS FOR YOU



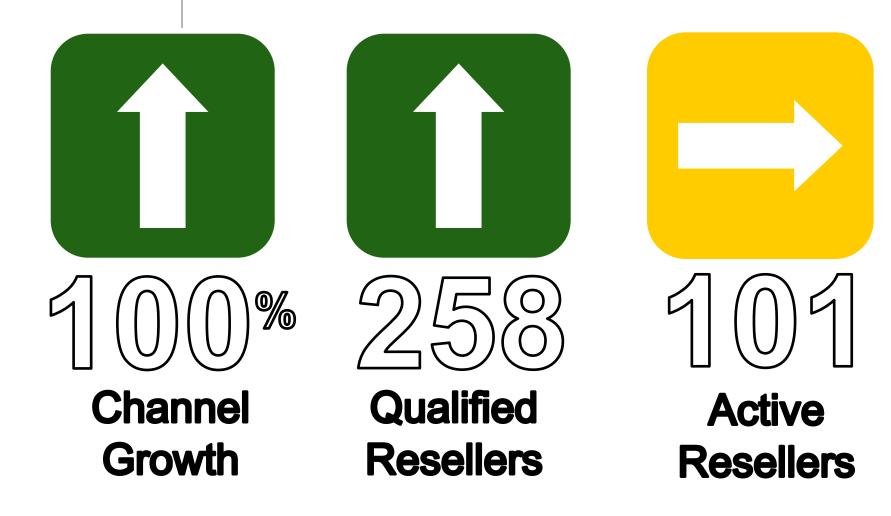


# **RESELLER CHANNEL PROGRAM**





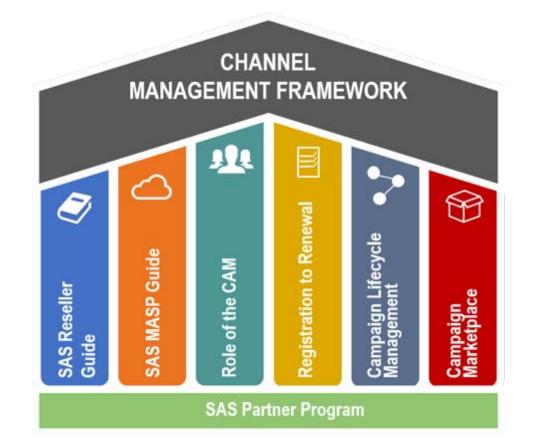






# **RESELLER PROGRAM** WHAT WE'RE DOING TO MAKE YOU SUCCESSFUL

- New sales credit policy
- Increasing channel participation
- Updates to Partner Program
- Channel Management Framework
- Sales, pre-sales and delivery education
- Reseller marketing campaigns
- On-boarding program





# Which road will you take?

#### **THANK YOU!**



Rob Spee Director, Global Channels rob.spee@sas.com 919. 594.9454



# Paving the road to digital transformation: A collaborative journey to success Donna Peek, **Director of Partner Enablement and Operations**



## **SAS PARTNER PAVING THE ROAD TO DIGITAL TRANSFORMATION**

Partner Experience: The sum of all the interactions a partner has with a supplier, as well as how the partner perceives and values these interactions



Product and Profitability

Strength, pull and<br/>financial return on<br/>the offered solutionOrganization attitude,<br/>competencies and<br/>collaboration

**People and** 

Alignment



Programs and Tools

Deliverables that help partners become more successful



Processes and Technology

Making it easy for partners to interact and do business

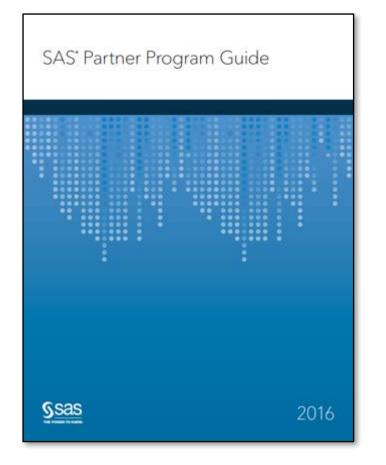
#### Promotion and Communications

Timely and relevant content, messaging and dialogue







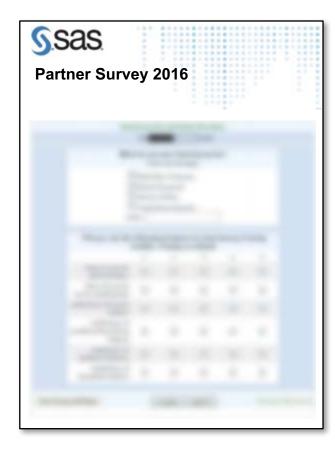


1. What we heard from you

2. The actions we're taking



SAS PARTNER PROGRAM 2016 PARTNER SURVEY





**Program satisfaction** 



Ease of doing business



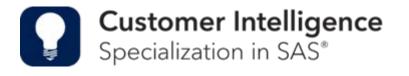
Innovation

RO



#### **SAS PARTNER PROGRAM** SPECIALIZATION PROGRAM

- 35 partners globally participated in pilot;
   15 have already met requirements
- Great feedback from partners so far:
  - Insider access
  - Exclusive enablement content
- Application process now open to all partners!



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**Risk** Specialization in SAS®



**Security Intelligence** Specialization in SAS®

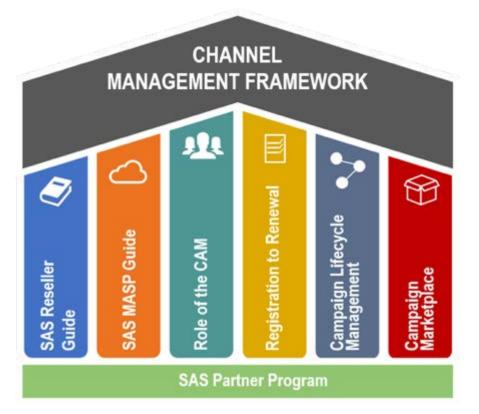


Analytic Modernization Specialization in SAS<sup>®</sup>



## SAS PARTNER PROGRAM CHANNEL ENABLEMENT

- Refreshed channel partner onboarding program
- Updated Sales Competency track
- NEW Sales Training for partners
  - Online courses covering our sales methodology
  - Tips to plan and prepare for effective prospecting





## **SAS PARTNER PROGRAM** PARTNER OF THE YEAR AWARDS





Global Partner of the Year **2017** 







Innovation Award 2017 Channel Partner R of the Year 2017

Regional Partner of the Year 2017





## **SAS PARTNER PROGRAM** 2017 – OTHER CHANGES AND IMPROVEMENTS



More scalable enablement options: More virtual options for training



**Partner Advisory Board**: Partner board to provide feedback and guidance to SAS

SAS<sup>®</sup> Viya<sup>®</sup>



**Customer value of SAS credentials:** SAS communications campaigns to promote the value of partner program credentials and badges to SAS customers





#### PUBLIC RELATIONS DEMAND GEN WEBSITE TOOLS SEODIRECT MARKETING CASE STUDIES LIST ACQUISITION WEB MARKETING ADDER MARKETING ADDER MARKETING MEDIC RELATIONS WHITE PAPERS

# How do I get them?

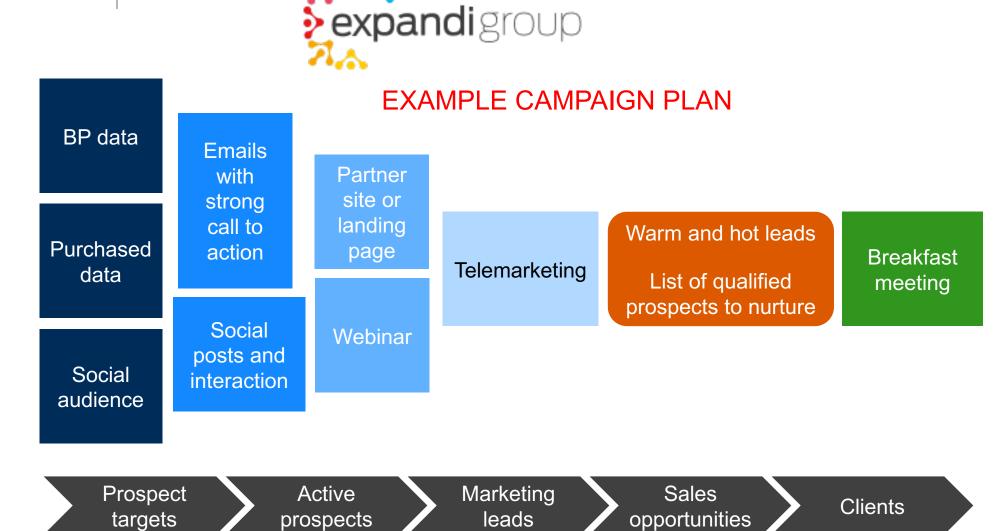
- MDF request form on PartnerNet
- Approval → Execution → Performance





# Tailored for the channel partner

- What do you sell?
- How do you complement SAS' offering?
- What's your geo coverage?
- What's your industry expertise?
- What type of marketing are you doing now?
- How can an agency help?





### SAS PARTNER PROGRAM

# SAS CAMPAIGN MARKETPLACE, POWERED BY ZIFT

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# Create tailored email marketing campaigns to your customer base in five easy steps!

- 1. Select a campaign
- 2. Personalize
- 3. Select recipients
- 4. Schedule to send
- 5. Check results



### SAS PARTNER PROGRAM

# SAS CAMPAIGN MARKETPLACE, POWERED BY ZIFT

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- Pre-written posts to augment your social media efforts
- ✓ Co-branded collateral library with your logo and contact information

- Analytics dashboard to monitor campaign health
- ✓ All helping you drive sales and increase ROI!



## **SAS PARTNER PROGRAM** THE JOURNEY CONTINUES...







- Partner Forum @ SGF
- April 2 5, 2017
- Orlando, Florida, USA





# Thank you!



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# Forum wrap-up with Russ Cobb







# Please join us for dinner at 18.00 in the Wine Bar

