



Welcome to
SAS Partner Forum

AGENDA

- 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 Alessandro Greco, Sistemi Territoriali
- 15.30 Break

AGENDA

- 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


101011

Data

- Growth
- Source
- Velocity



Analytics “the way you want it”

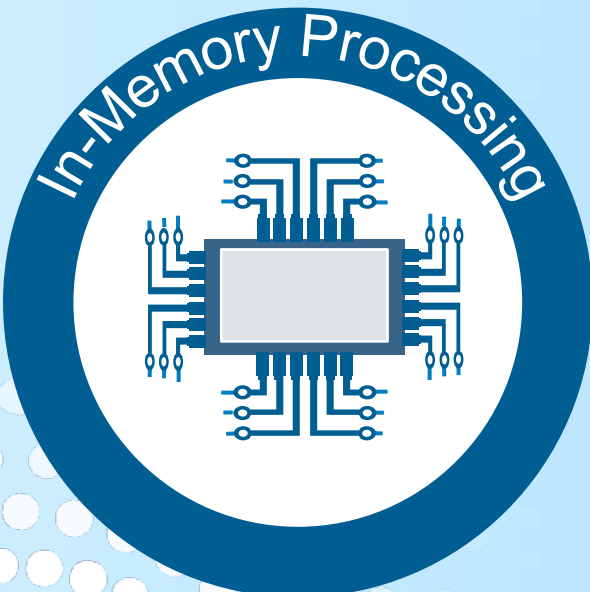
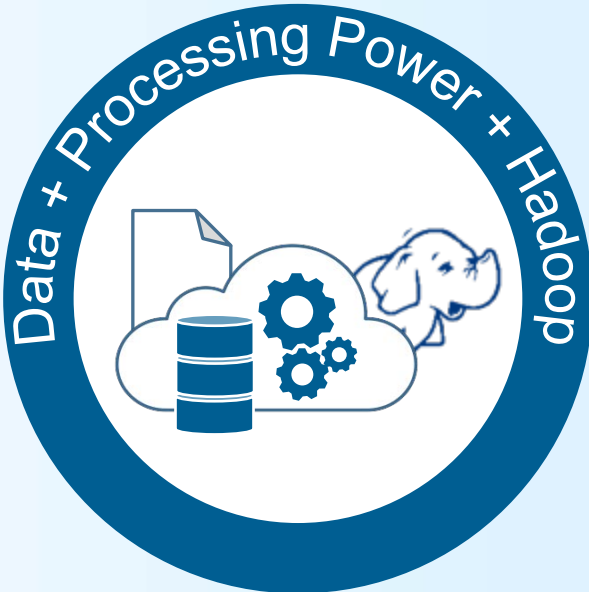


Self-service and Discovery



Connected Everything

ENABLING TECHNOLOGIES



6 Focus Areas

Analytics

Data Management

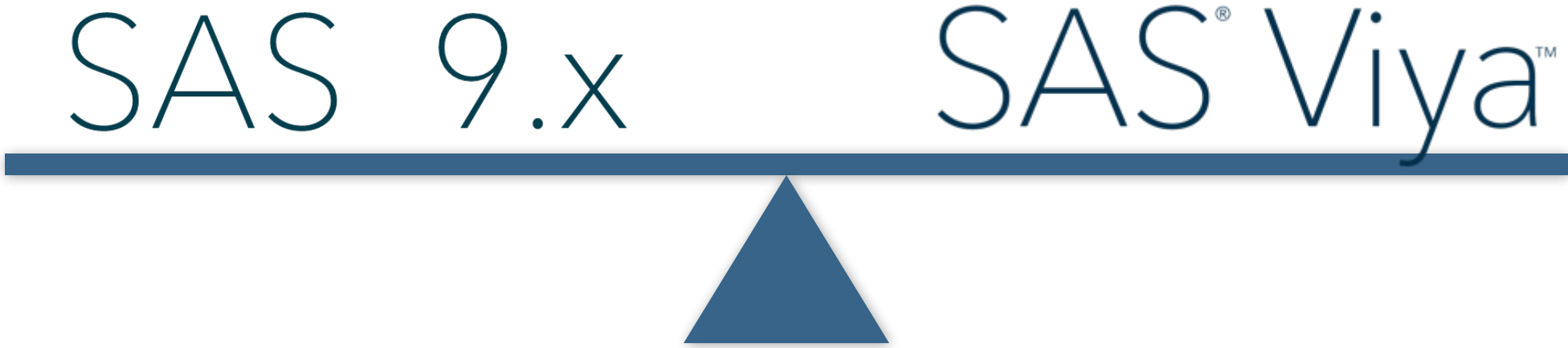
Visualization

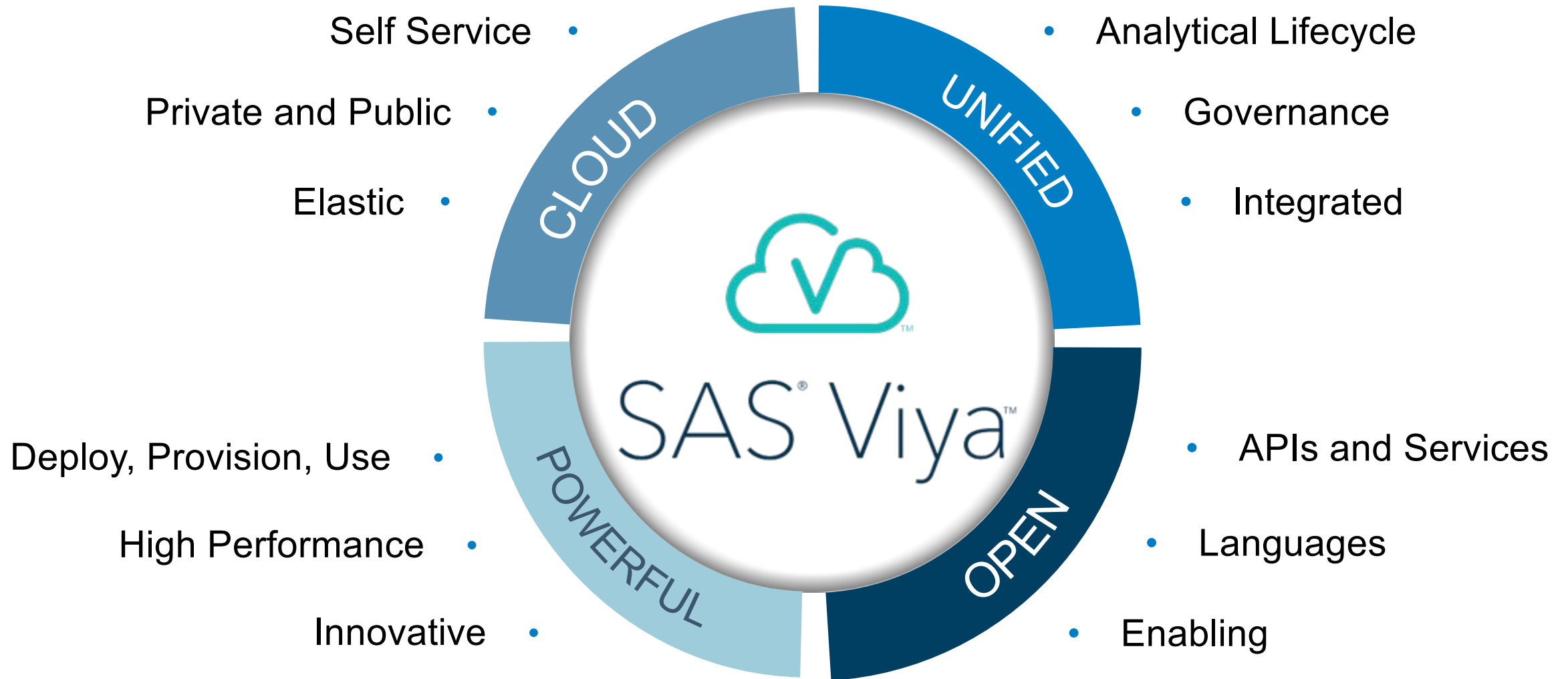
Risk

Fraud and Security

Customer Intelligence

BALANCED APPROACH





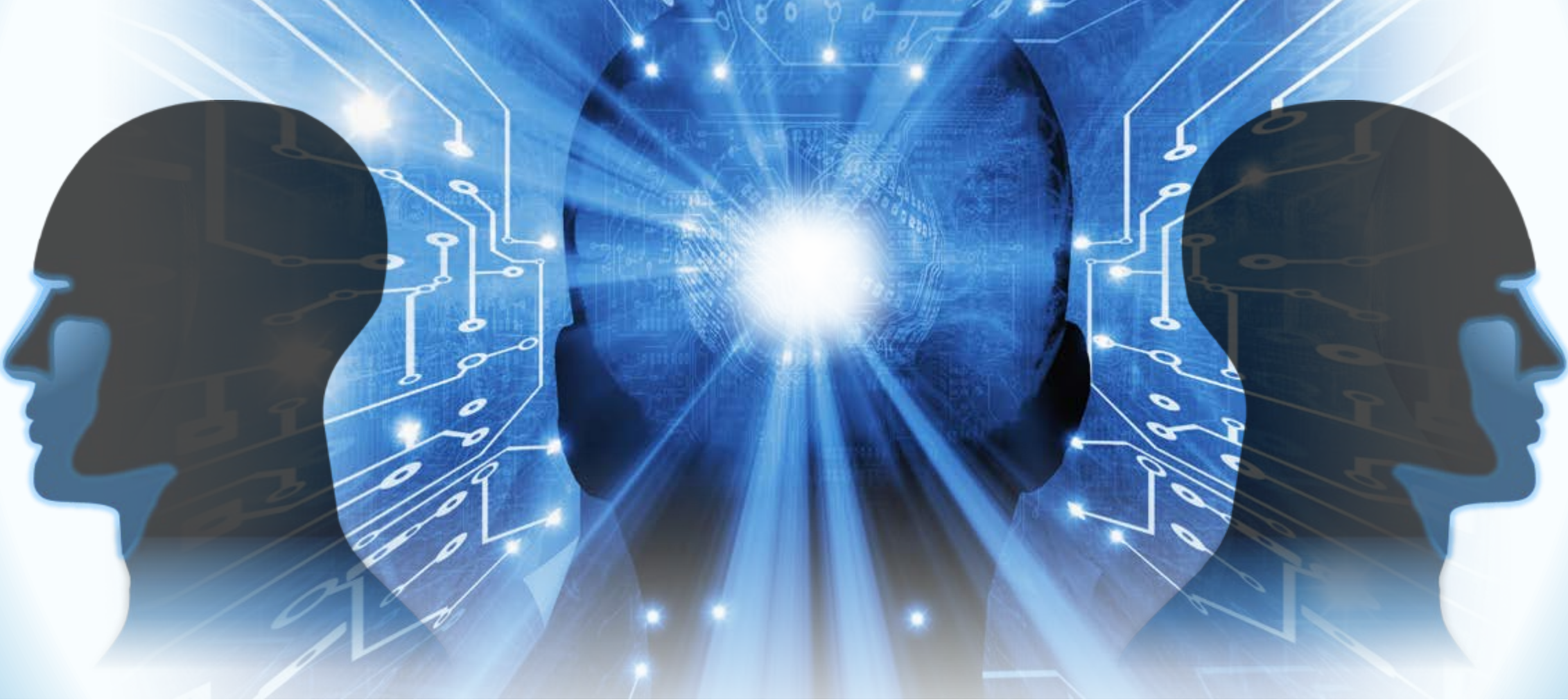
OPEN



FREEDOM IN THE CLOUD



COGNITIVE COMPUTING AND MACHINE LEARNING



Internet of Things



Communications



Smart Cities and Homes



Connected Customer



Surveillance



Building Management



Agriculture



Manufacturing



Retail



Healthcare



M2M & Wireless Sensor Network



Energy



Connected Car/
Transportation

STAY IN TOUCH

 @RANDYGUARD

 LINKEDIN.COM/IN/RANDYGUARD



THE
POWER
TO KNOW.



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

Alessandro Greco

Key Project Manager,
Sistemi Territoriali



Break

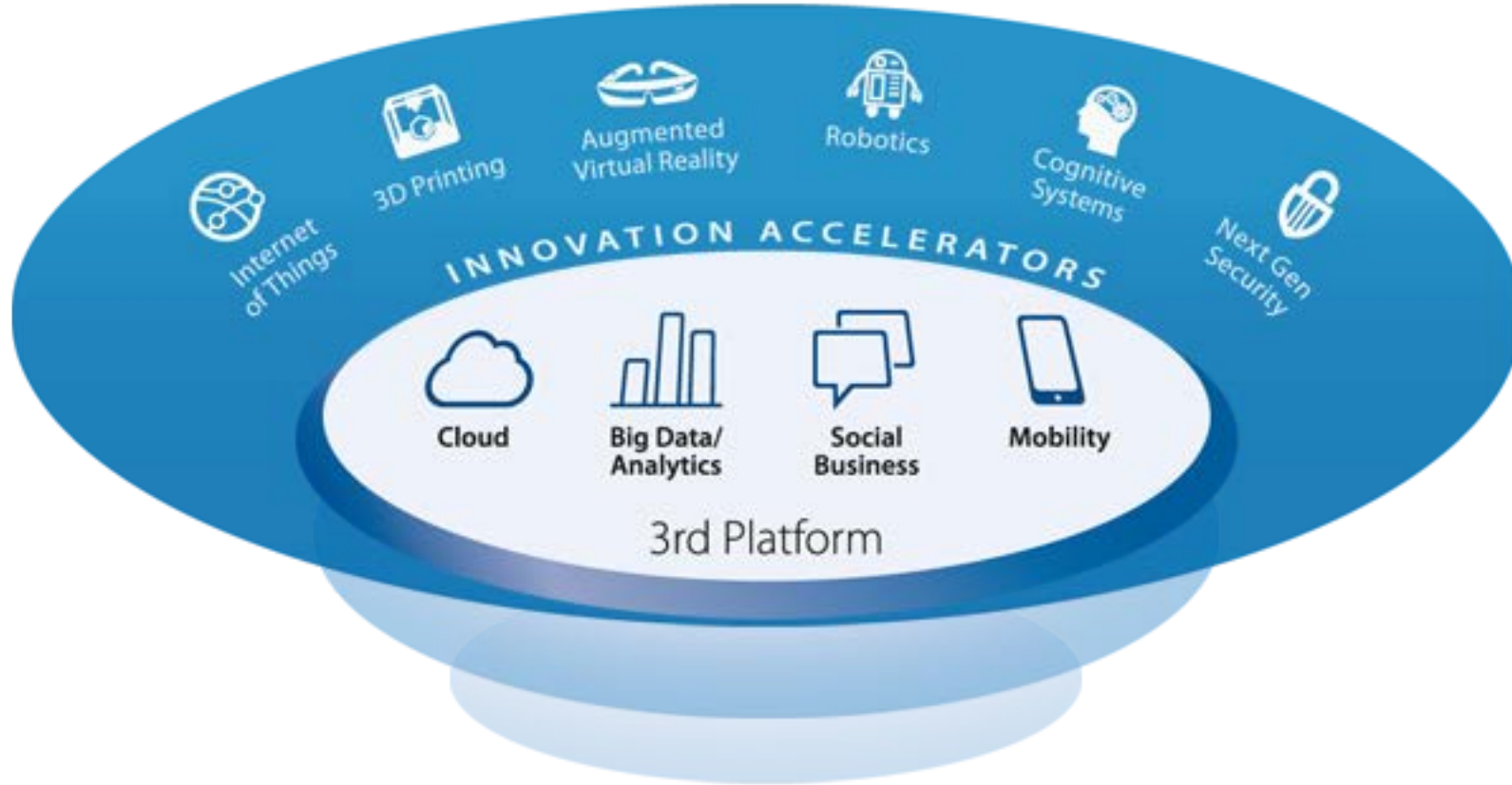


Digital Transformation: A Tale of Two Channels

Rob Spee, Director of Global Channel



Digital Transformation



OUR STORY

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



TRENDS | MANAGED SERVICES ARE DISRUPTING THE MARKET

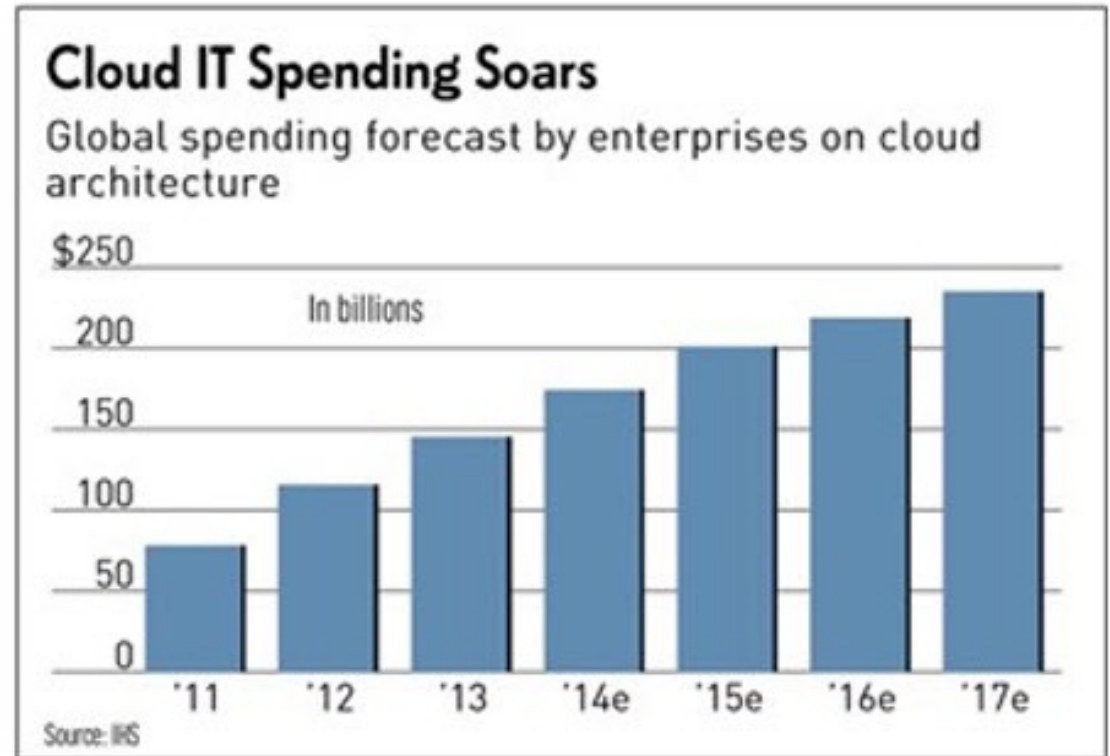
The Gartner logo is displayed in white text on a blue rectangular background.

*“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
Magic Quadrant for Business Analytics Services, Worldwide 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



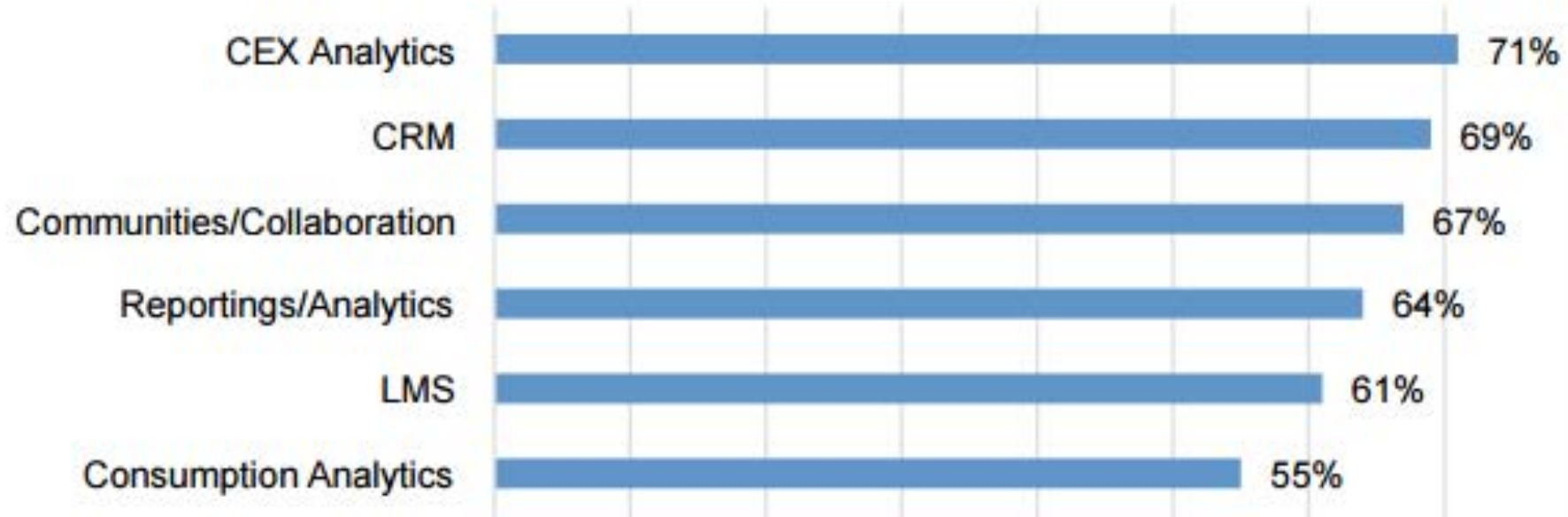
Markets and Markets

[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



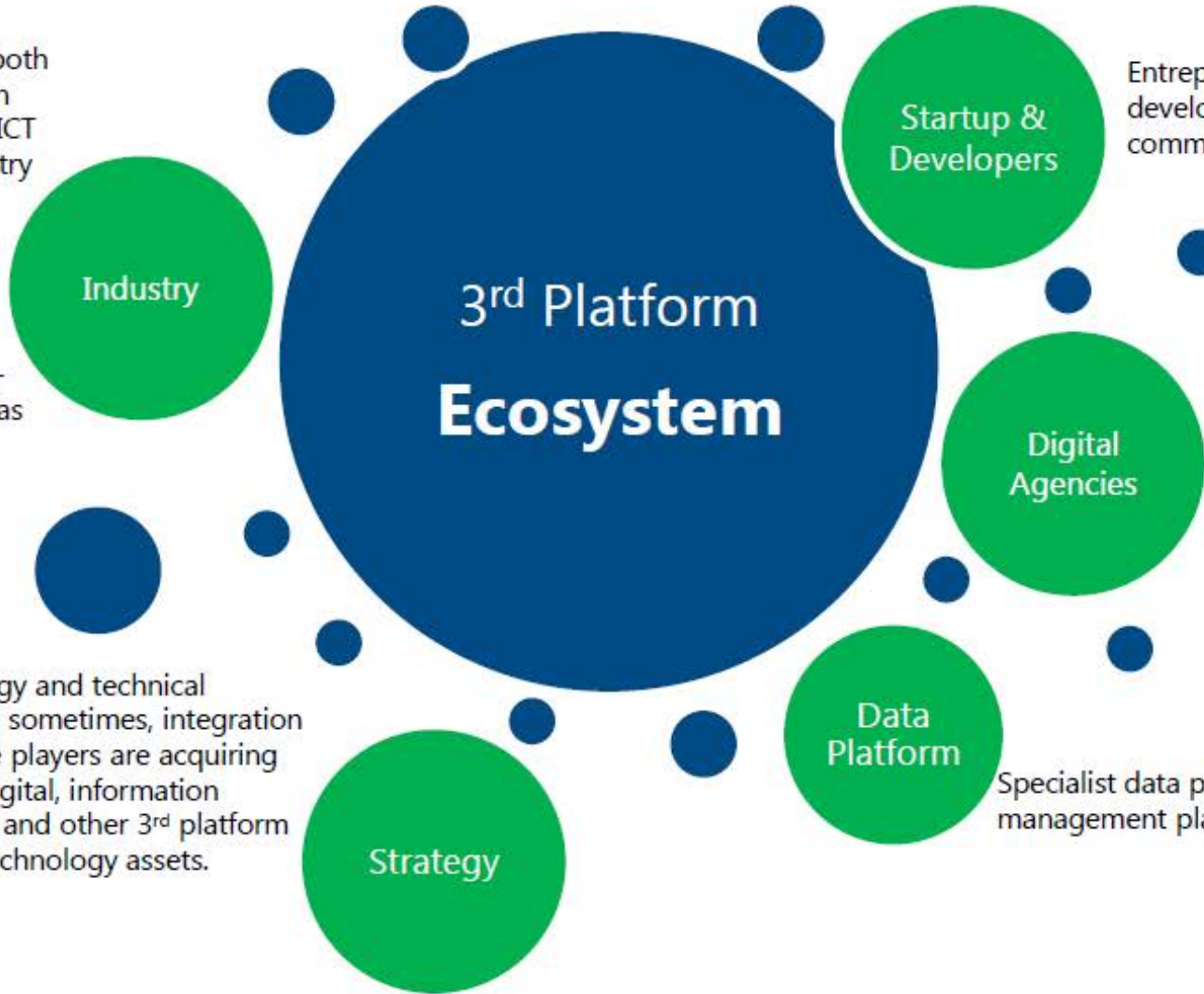
John Ragsdale Vice President, Technology and Social Research, TSIA
[2016 Technology Adoption and Spending Report](#), May 2, 2016

THE EVOLVING PARTNER ECOSYSTEM



TRENDS DX DRIVING A NEW PARTNER ECOSYSTEM

This category comprises of both technology companies which are specialized in providing ICT solutions to a specific industry (eg. retail, manufacturing, financial services) and companies borne out of industry players who are productizing data and IP to resell into their industry ecosystem (what IDC describes as "Industry Cloud").



Entrepreneurial technology companies that are developing 3rd platform solutions in early stages of commercialization

A new partner type consisting of agencies that focus on front-office automation, digital marketing, web-commerce and customer analytics for the CMO office but are moving further down the stack.

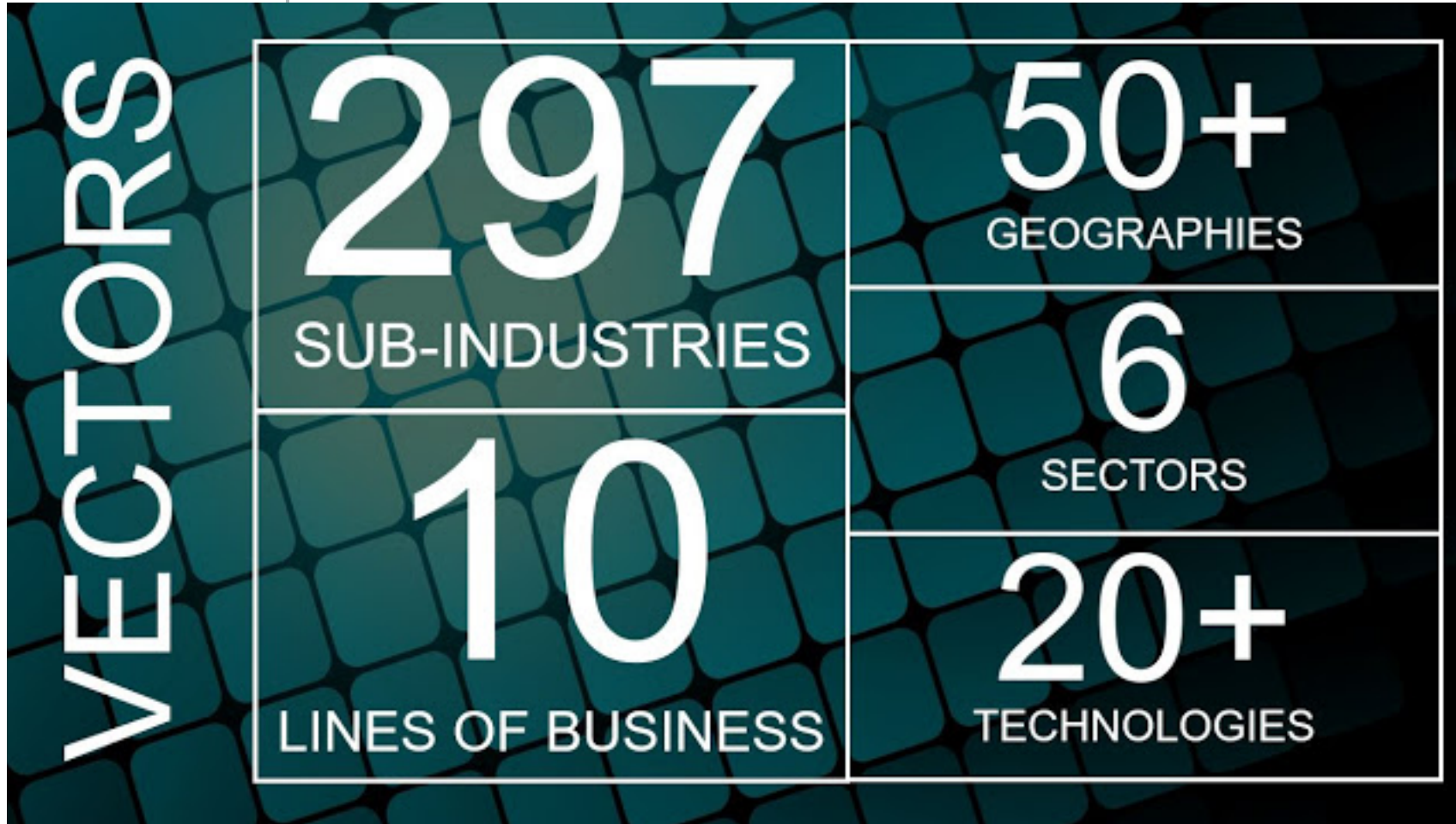
Specialist data providers and/or data management platforms

Providing critical strategy and technical consulting, design and, sometimes, integration services. Many of these players are acquiring assets in the form of digital, information management, big data and other 3rd platform related consulting & technology assets.



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



MASP CHANNEL SALES PROGRAM



- 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

WHAT DOES AN MASP LOOK LIKE?

Start-Up

Per house

Profitability Analytics

Reseller

Security Reporting

Per service

Per report

Industry Cloud

Customer Analytics

Per month

Alliance Partner

Price Optimization

Consumer Forecasting

Per client

Legal Forecasting

Global System Integrator

Per truck

Flexibility

- You decide how, when, and
- where clients consume SAS

Differentiation

- Combine specialization with your own IP to drive higher margins

Valuation

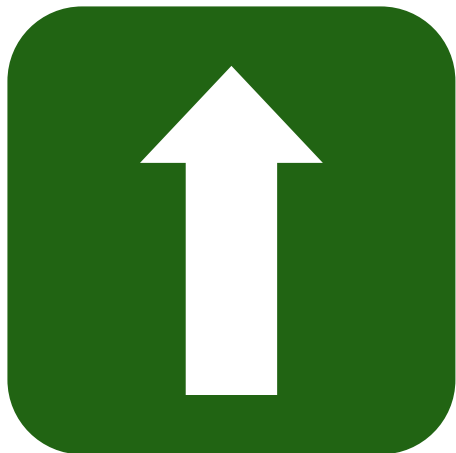
- Recurring revenue drives
- higher company valuations

RESELLER CHANNEL PROGRAM



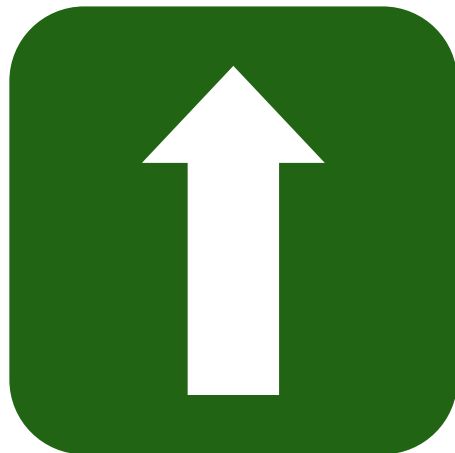
RESELLER PROGRAM

HOW WE'RE DOING



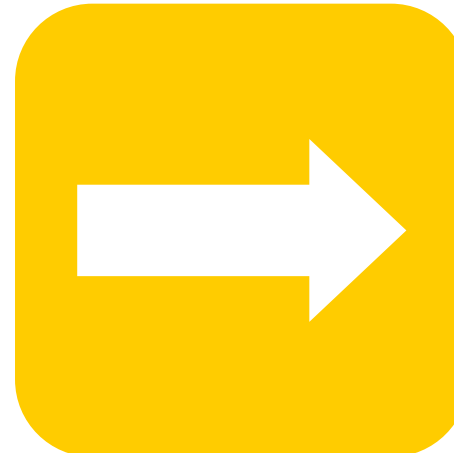
100%

**Channel
Growth**



258

**Qualified
Resellers**



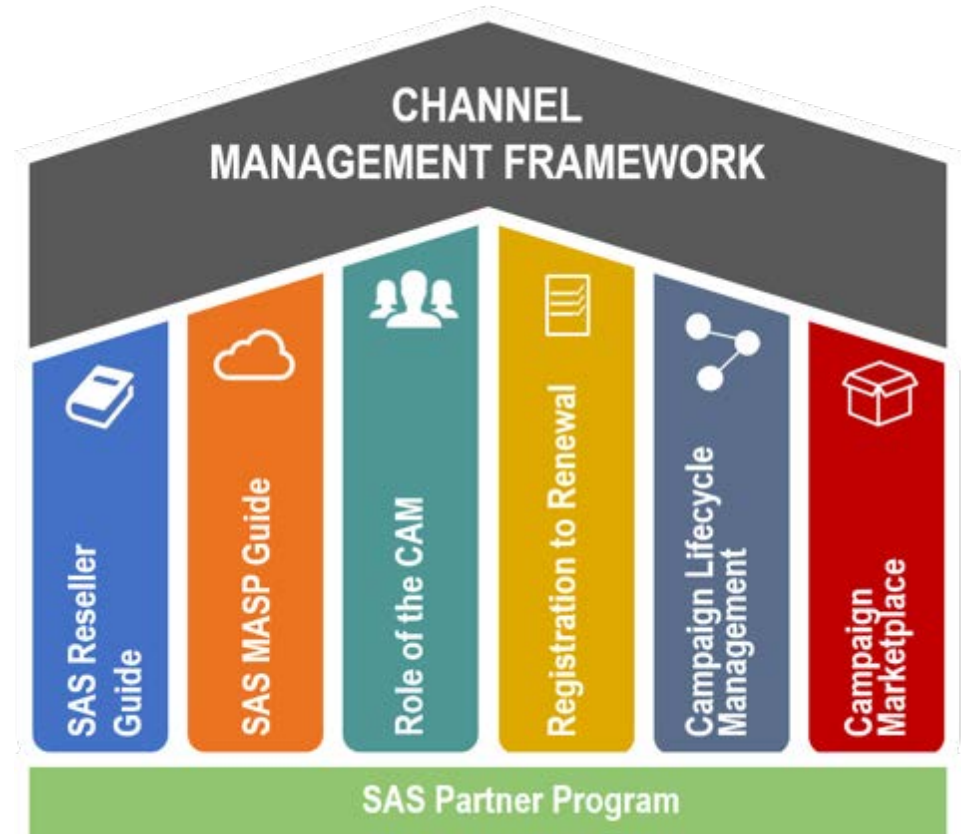
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**Active
Resellers**

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
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919. 594.9454

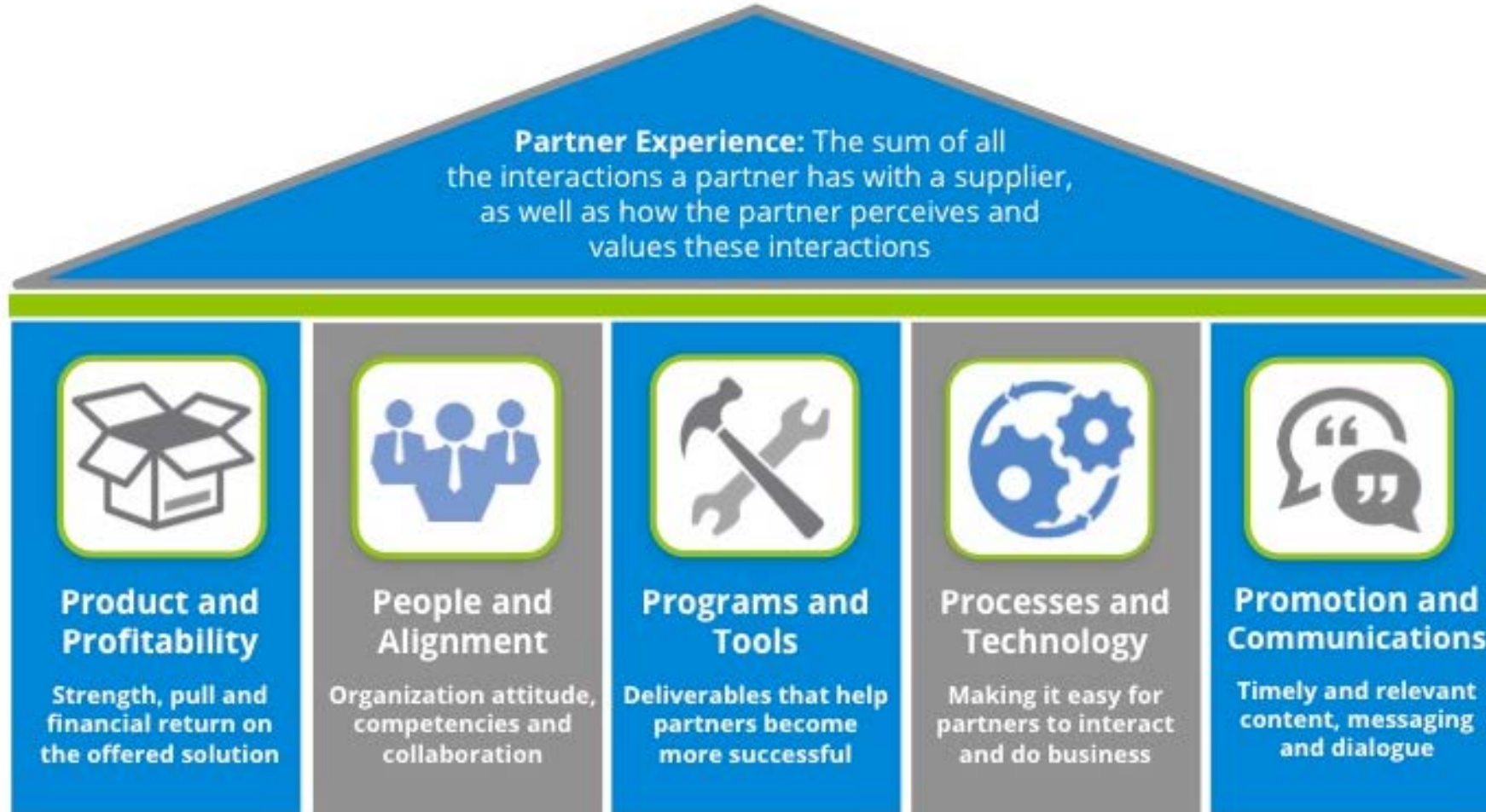


Paving the road to digital transformation: A collaborative journey to success

Donna Peek,
Director of Partner Enablement and Operations

SAS PARTNER PROGRAM

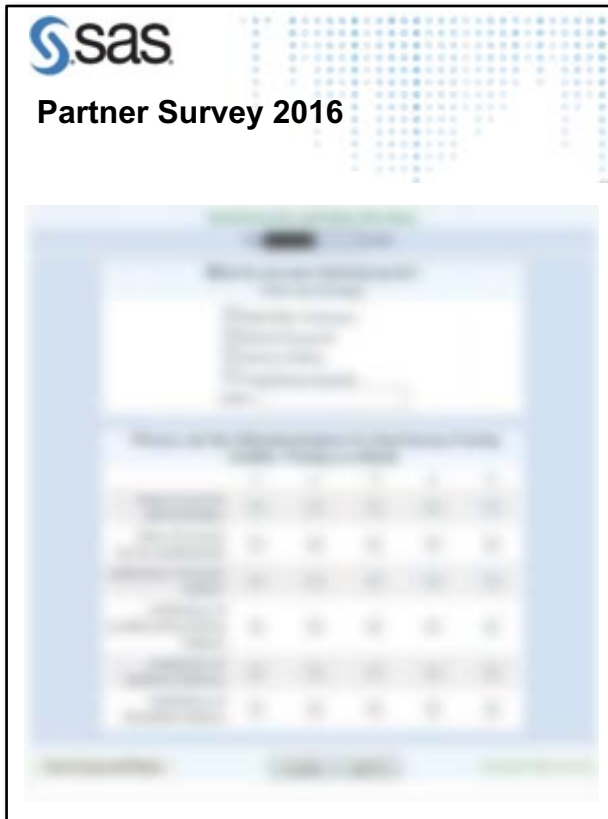
PAVING THE ROAD TO DIGITAL TRANSFORMATION



SiriusDecisions 



1. What we heard from you
2. The actions we're taking



Program satisfaction



Level of trust



Ease of doing business



Innovation



ROI

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!



Customer Intelligence
Specialization in SAS®



Risk
Specialization in SAS®

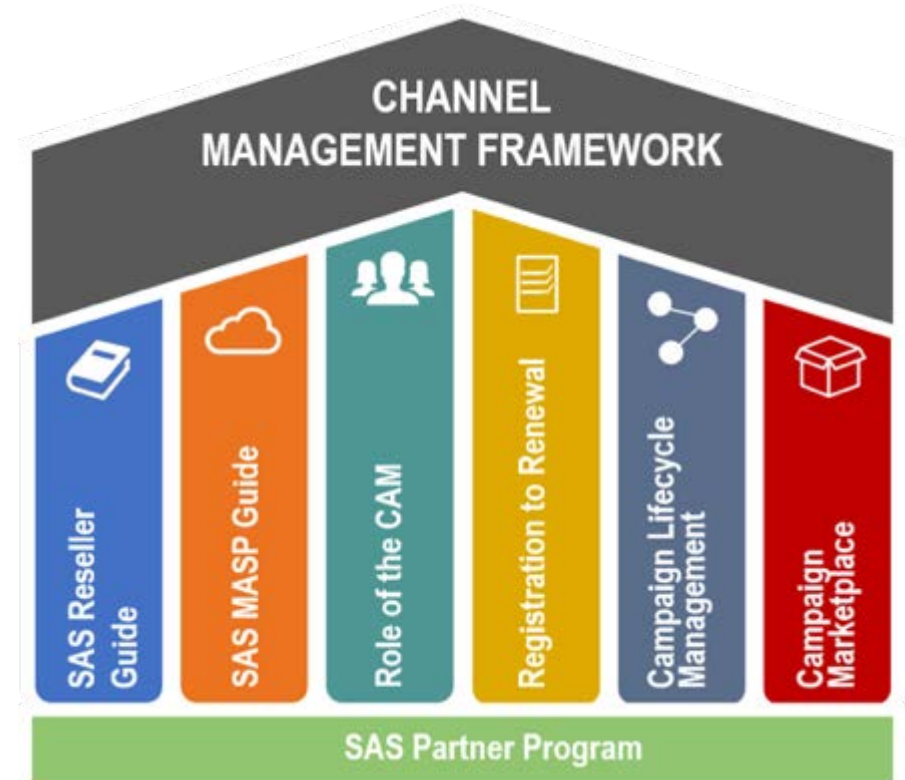


Security Intelligence
Specialization in SAS®



Analytic Modernization
Specialization in SAS®

- 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
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



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





How do I get them?

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

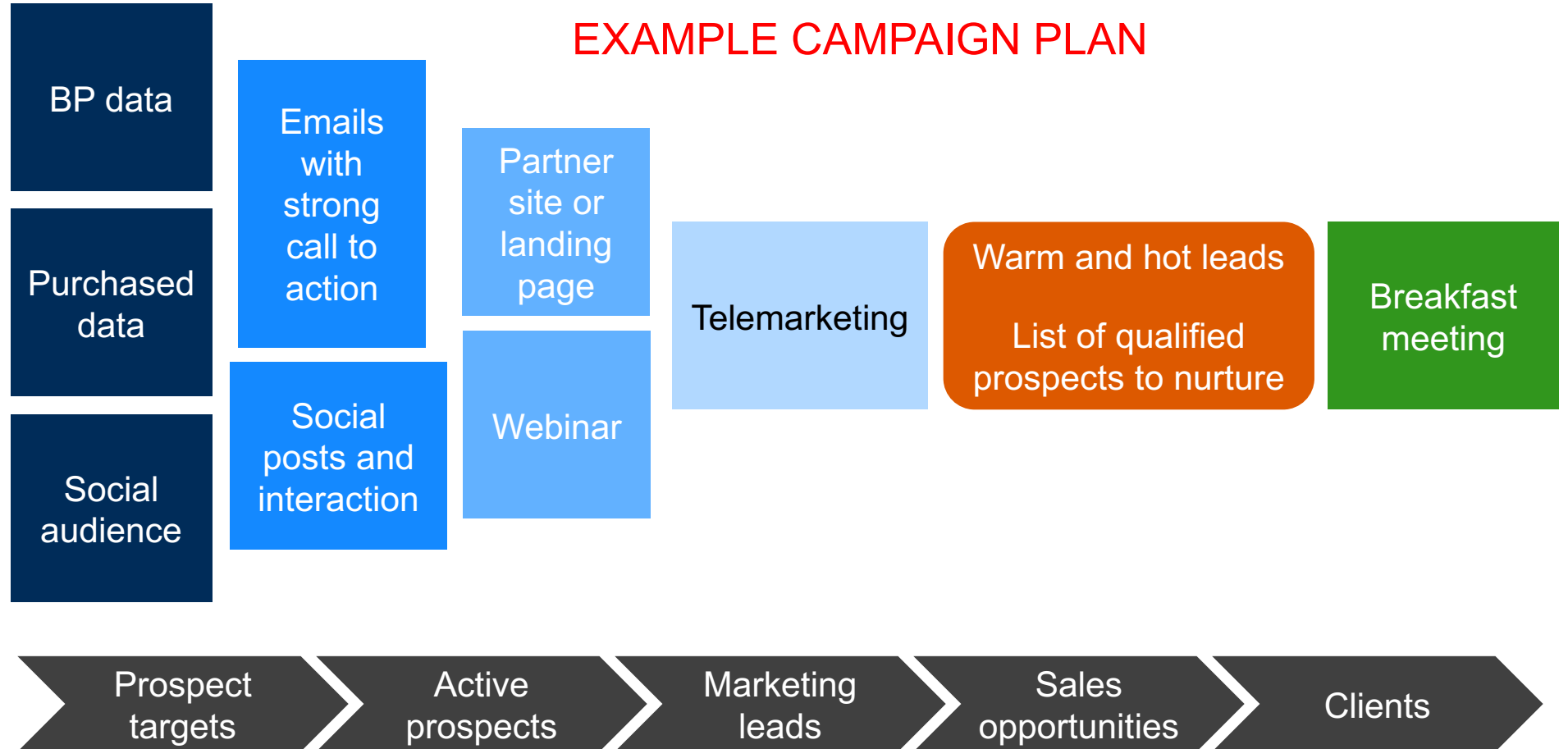
SAS PARTNER PROGRAM

A NEW APPROACH TO CHANNEL SALES & MARKETING



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?

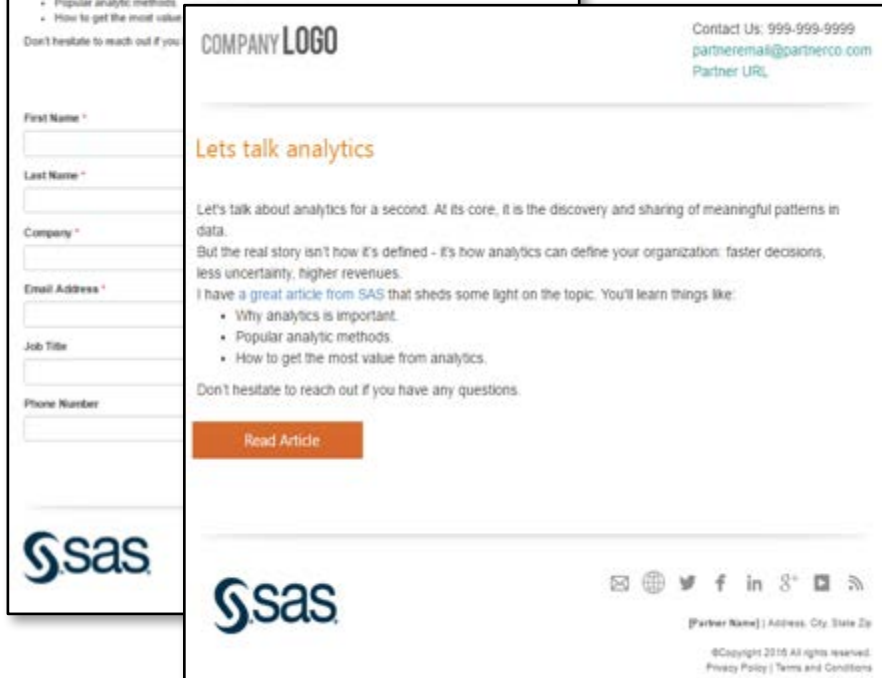


SAS PARTNER PROGRAM

SAS CAMPAIGN MARKETPLACE, POWERED BY ZIFT

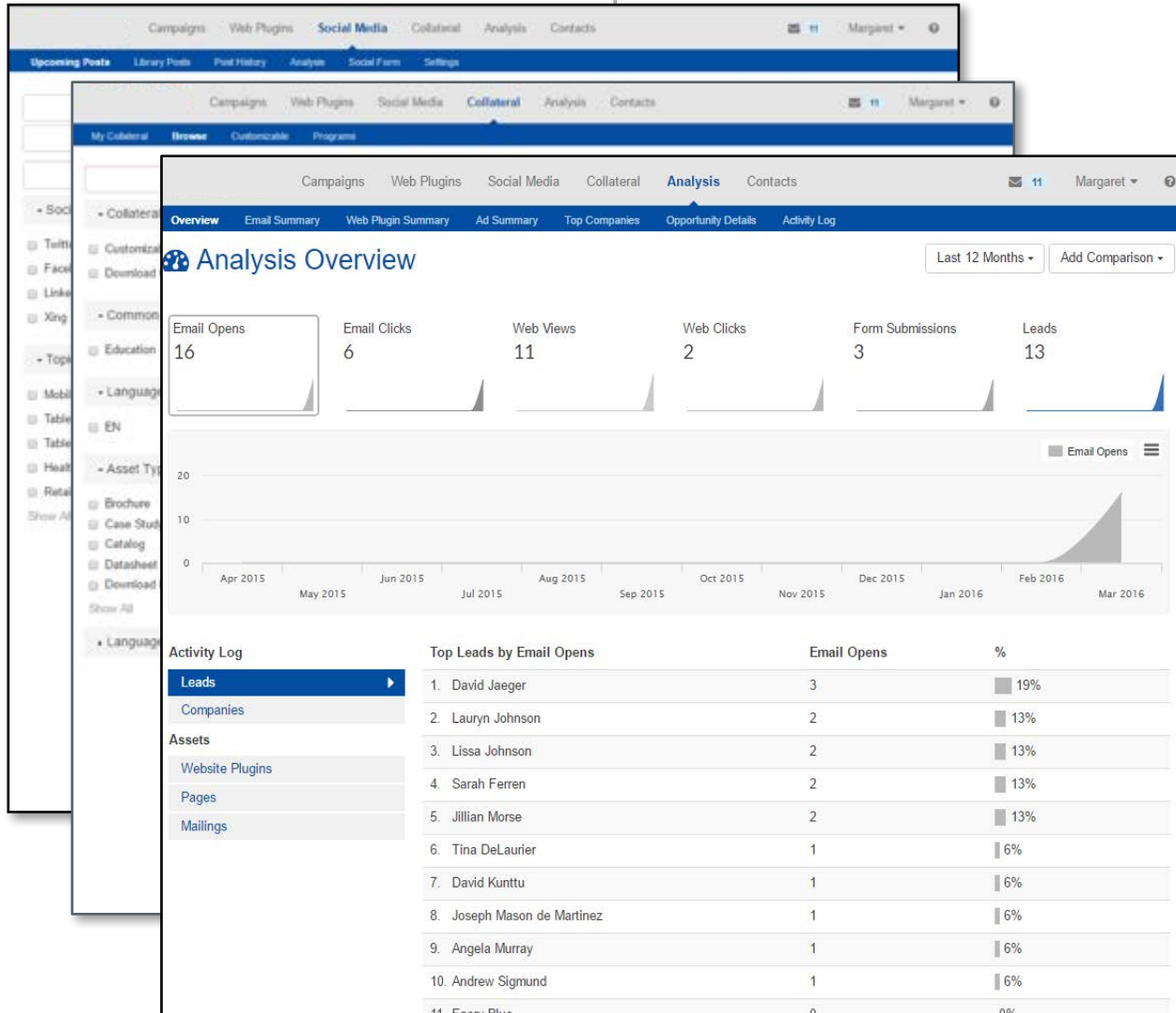
Create tailored email marketing campaigns to your customer base in five easy steps!

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



- ✓ 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!



Forum wrap-up with Russ Cobb



Please join us for dinner at
18.00 in the Wine Bar