

# THIS IS YOUR LIFE...WITH SAS®

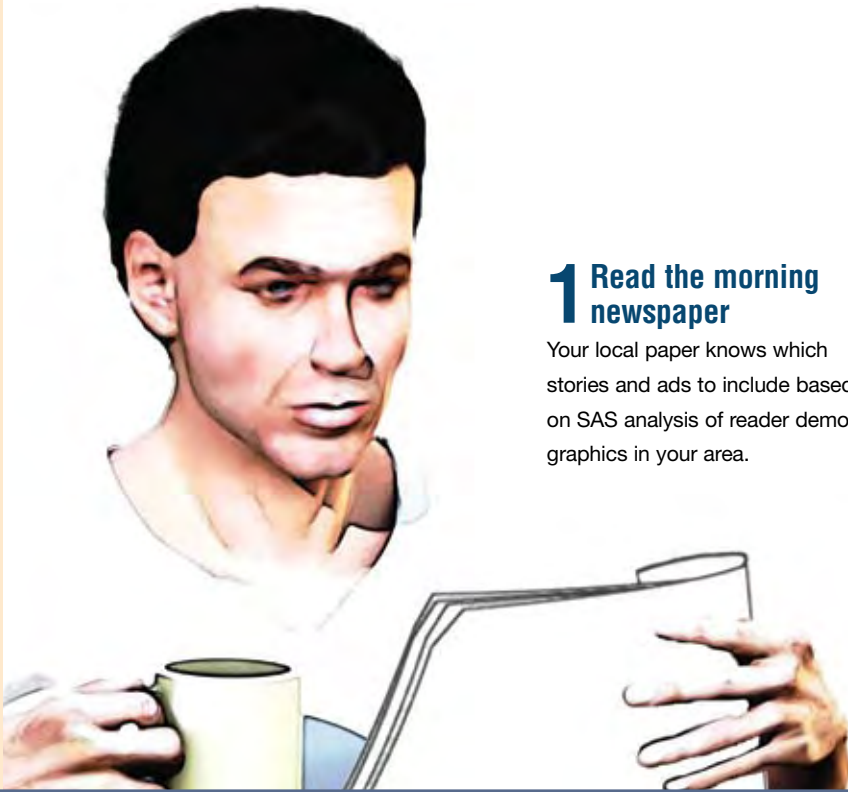
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Your daily activities, from morning to night, are influenced by SAS software in ways that you probably never considered. Here, we show you a typical day in the life of typical businessperson to illustrate how SAS makes life better.

How does SAS affect your life? Find out by reading about our customers, whose names you might recognize:  
[www.sas.com/success](http://www.sas.com/success)



# MORNING



## 1 Read the morning newspaper

Your local paper knows which stories and ads to include based on SAS analysis of reader demographics in your area.



## 2 Take your medicine

The pills that lower your blood pressure spent years in testing and FDA approvals – with help from SAS – before being deemed safe and effective.

## 6 Make travel plans for a conference

SAS provides your travel department with real-time access to travel data to maximize savings for all corporate travel.



# LUNCH BREAK



## 7 Stop to get cash

Your local bank used SAS to develop an efficient system for stocking ATMs.

# BACK AT WORK

## 10 Discuss career goals with your supervisor

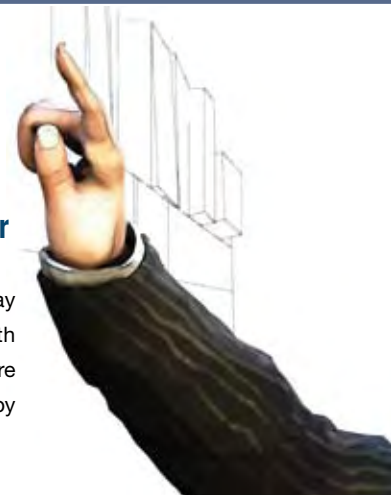
SAS forecasts give your boss a long-term projection of the opportunities for someone with your skills and background.



# AFTER WORK

## 11 Pick up auto parts for your weekend project

Because the retail display has been optimized with SAS, the parts you need are in stock and located side by side on shelves.





### 3 Get ready for work

Using SAS, the manufacturing process for your razor was tested and analyzed with 3D computer models before the first razor was ever produced.

### 5 Log in to your desktop dashboard

SAS monitors and displays all aspects of your business performance with hourly updates.



### 4 Drive to work

Your local government uses SAS to determine which roads to repair and expand in your area.

### 9 Pick up lunch

The restaurant's supply chain is optimized with SAS to deliver fresh ingredients exactly when they're needed.



### 8 Mail a package for your sister's birthday

Your delivery service developed its competitive price lists using SAS.

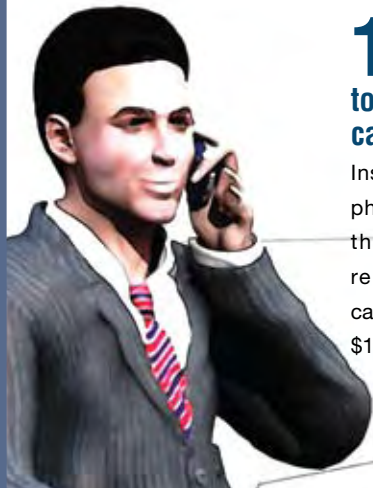


### 12 Call cellular provider to upgrade your calling plan

Instantly analyzing your phone usage with SAS, the customer service rep chooses the best calling plan and saves you \$15 a month.

### 13 Relax after dinner with a glass of wine

Using SAS software, grape growers determined the ideal time to pick wine grapes.





THE  
POWER  
TO KNOW.

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