



# SAS® Customer Intelligence

## Getting the Most from Outbound Marketing

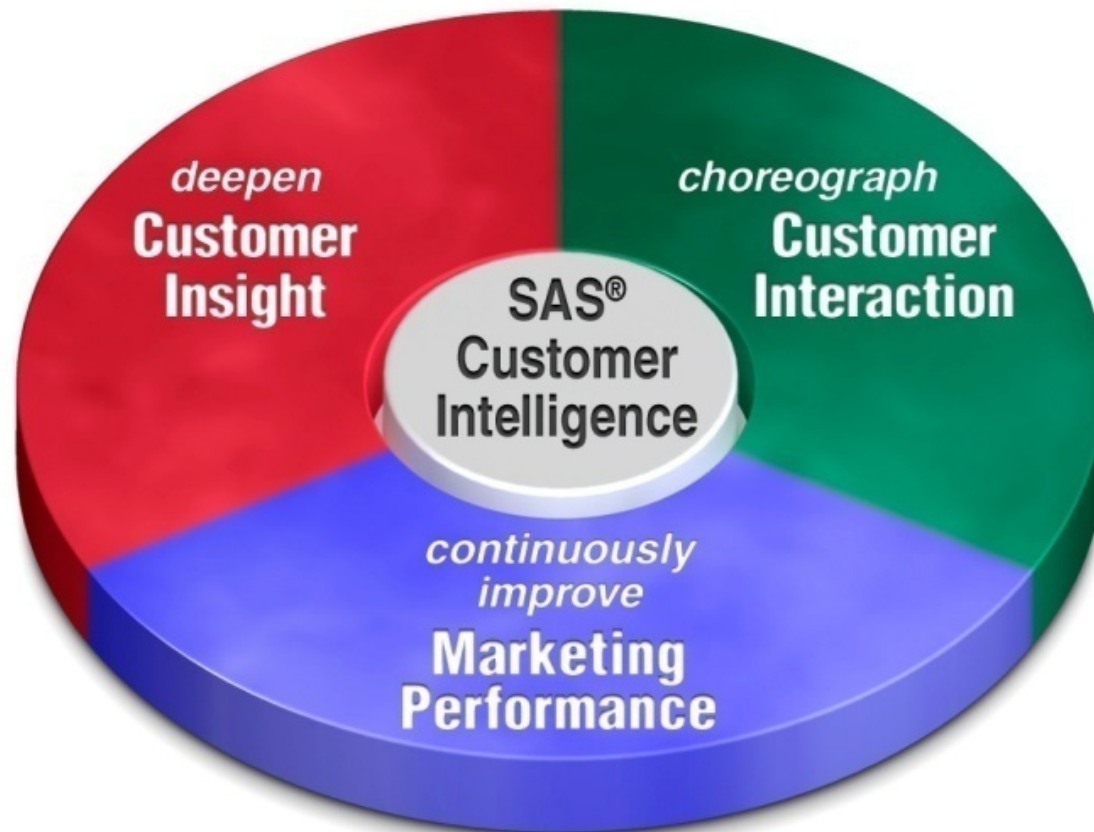
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Tony Matos  
Customer Intelligence Practice - Canada

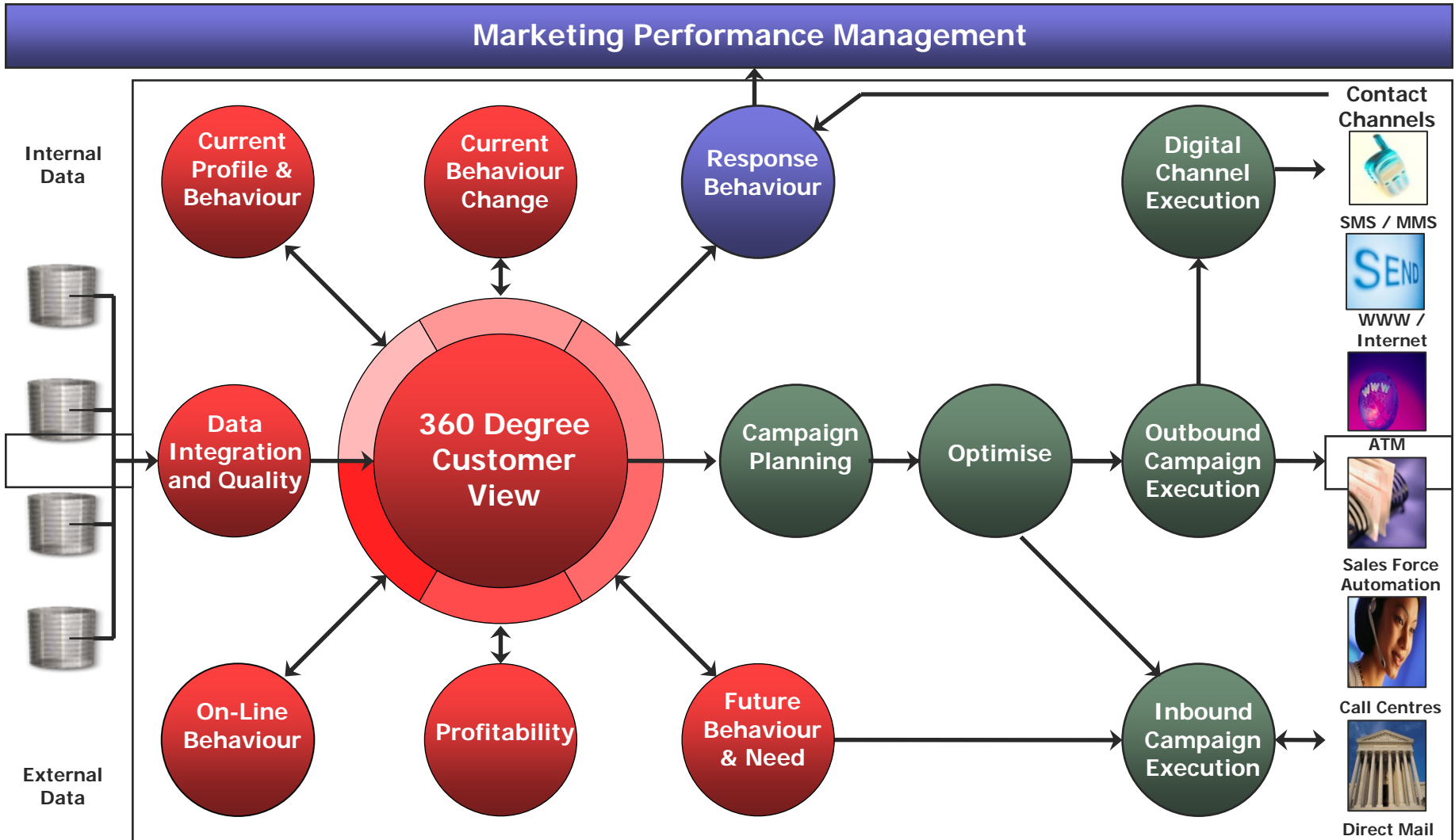
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POWER  
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# SAS Customer Intelligence

*Apply SAS Intelligence to synchronize all customer communications in order to provide the best recommendation(s) for every communication in the context of your relationship with your customer...and in the context of your business*



# Customer Intelligence



# Some stats about SAS CI – Division of SAS

- Niche to Leader
- 50% New Business Revenue Growth 2007
- 80 new customers for CI Solutions
- 50% Increase in R&D in 2007

# SAS Customer Intelligence – Some Customers





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