



SAS Analytical Service Offerings

The corporate intelligence that is housed in your data is unique, defining the diverse facets of who you are, what you have accomplished and how you can succeed. At SAS, we are committed to helping you transform this raw data into vital enterprise intelligence by delivering the technical solutions and services you need. We blend award-winning software with flexible business and technical consulting services to turn your strategies into real competitive advantage.

Providing Value Every Step of the Way

We've been partnering with our customers to solve their business problems for more than a quarter-century. Our consultants take the time to listen and learn about your business challenges and enterprise goals to establish a foundation for strategic advancement. The SAS Consulting team is dedicated to your long-term success and to accelerating your *Power to Know*[®]. Our expert SAS Analytical Consultants are available to share their vast knowledge and real world experience to address:

- The analytical approach to a particular business problem.
- Additional insight and foresight that could be gleaned from your data .
- Building a high performance enterprise that is driven by analytics .

Our goal is your ultimate satisfaction with SAS software and to become your trusted technology and business partner. To support your analytical needs, SAS offers a variety

of customized or defined consulting services options. Ask your SAS representative how a SAS customized solution or one of the consulting service offerings outlined below can support your analytical requirements.

The **SAS Analytic Workshop** begins with a discovery session between your business professionals, analytics experts and seasoned SAS analytic consultants. We discuss your specific business needs and how SAS data mining and forecasting tools and solutions address those needs. The workshop will help you identify and explore alternatives to expand the value of your current SAS analytical software.

The **SAS Installation & Configuration Service** provides a proven process for quickly and properly installing your SAS analytical software and configuring it to run effectively within your environment. We verify the software was installed correctly, functions properly and integrates with other SAS software products and platforms.

The **SAS Analytic QuickStart** enables your analytical experts to work hand-in-hand with SAS Analytical Consultants as SAS Enterprise Miner[™] or Text Miner is deployed within your organization. SAS Analytical Consultants will design a custom knowledge transfer session to help your analytical specialist quickly learn and utilize the SAS products to meet your specific project's needs and review best practices for the construction of flow diagrams in SAS Enterprise Miner[™] to build predictive models.



**THE
POWER
TO KNOW[®]**

The **SAS Data Mining Service** allows you to leverage powerful SAS analytic software and expert consultants to identify previously unknown patterns and trends in your data that could impact your organization. During the service, we teach you data modeling techniques, develop a data mining model using your own data and train your staff in analytical techniques, the use of SAS Enterprise Miner™ software and industry best practices, allowing you to become self-sufficient in these areas.

The **SAS Text Mining Service** leads you through a systematic process to define your text mining business objectives. Using your data, we introduce you to our text mining product by demonstrating text pre-processing, clustering and predictive modeling. Similarities and patterns are identified in profile clusters, providing you keys to unlock valuable data.

The **SAS Analytic Modeling Service** enables SAS Analytical Consultants to review available data sources to identify possible variables of interest for extraction. The data sources will be inspected for general data cleanliness and information content that can be used in model development. SAS Analytical Consultants will identify driver variables and develop models using appropriate statistical methods to address the customer's business need and score the data for use in production.

The **SAS Forecasting Service** offers you the ability to leverage SAS' powerful forecasting capabilities through data management, analytics and

reporting with expert SAS assistance. SAS Analytical Consultants will help you understand trends, seasonality, events and behavioral characteristics of historical data. SAS Analytical Consultants will educate your staff about both analytic techniques and forecasting, enabling you to embark on the path toward self-sufficiency in these areas.

The **SAS Customer Care Program** provides you the ability to purchase a block of consulting hours and use them over a pre-determined timeframe. If you have analytical experts in-house, you can use these hours to access analytical experts at SAS with whom you can discuss model development, statistical methods, or any other analytical needs. If you don't have analytical experts in-house, you can use these hours to leverage SAS Analytical Consultants to assist you in building models, maximizing use of your SAS analytical software and knowledge transfer of analytical concepts including industry best practices.

Estimated Duration

The approximate duration is to be determined based upon specific customer requirements. Services are performed onsite or offsite, as needed.

Estimated Price

Price depends upon various factors: level of effort, required skills or expertise, market demands and business strategy. Contact your Consulting Business or Practice Manager to determine the estimated price. All travel and expenses are additional.

The SAS Advantage

SAS has been listening to our customers for over two decades, and that is why we understand your business, competition and IT environment.

No one knows SAS technology better than SAS consultants. Our hands-on experience - drawn from more than 1,500 expert consultants worldwide - provides your organization with the fastest proven path to successful implementations of SAS Solutions.

Our flexible engagement model is structured to meet your specific business and industry needs. While we work directly with your project team, we also serve as your liaison to SAS Research and Development and Technical Support. Your success is our shared success.

With over 25 years of proven experience, SAS is the acknowledged industry leader and innovator in business intelligence, advanced analytics and data management. SAS solutions and services empower your organization to transform raw data - from any source and across every channel - into vital intelligence about customers, suppliers, your organization and the overall performance of your enterprise.



**THE
POWER
TO KNOW.**

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