

SAS Malaysia Partners' contribution hits Double Digits

Extended local channel partners base succeeds in garnering software sales revenue for Business Analytics provider.

KUALA LUMPUR, February 8, 2011 - SAS Malaysia, the leader in [business analytics](#) software and services recently announced that its partner strategy is showing positive results with the current partner contribution to the company's software sales revenue reaching 30%, from the initial 8% just three years ago.

According to Jonathan Lee, Senior Manager Alliance and Channels at SAS Malaysia, this achievement is derived from the growth of SAS Malaysia's local channel partner base where it started from only 5 local channel partners to now 25 partners throughout a period of 36 months.

"With the successful roll-out of SAS Malaysia's channel partner strategy, we are seeing success with the increased contribution by our partners that represents a third of the entire SAS Malaysia software revenue today," said Lee.

SAS Malaysia's channel partner strategy is to predominately expand business analytics usage and achieve better reach into the 'white spaces' of the Services, Manufacturing, Retail and Healthcare sectors – which consists of SME organizations increasingly seeking to adopt some form of Business Analytics solutions to boost their business' operational competitiveness.

Lee shared this at the recent Partners Appreciation Night hosted by SAS Malaysia, whereby a total of 12 awards were given away to mark successful alliances with noted channel partners.

Big winners including Strateq eHealth, Global Odyssey, Marff Resources, Selatan Business Solutions, Analytical Intelligence Solutions, AVNET, ATAC System, Sturn Technology, Concorde, eCodeus, Digicert, and K Navitas.

Based on feedback from the channel partners, SAS Business Analytics solution has helped to reinforce the 'unique' factor of the applications developed by some channel partners.

"As a world-class Business Analytics solution used by very large international businesses, SAS definitely gives an edge to local channel partners who now have an additional selling point - in terms of strong data insights capability, for their in-house solutions," he ends.

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