



THE  
POWER  
TO KNOW®





# THE POWER TO KNOW<sup>®</sup>

At SAS, our mission is to add value for our customers and be central to their success. Our proven software and services help you do more with data than you ever thought possible.

Across the enterprise, across industries and across the globe, SAS gives our customers the power to make the right decisions and improve performance...

THE POWER TO KNOW<sup>®</sup>



# DRIVE BETTER PERFORMANCE WITH SAS

In a business climate that punishes the inefficient and slow-moving, your enterprise is under extreme pressure to be faster and savvier than ever. To be more innovative and adaptable. Achieve more growth with fewer resources. Respond more quickly to changing markets. Deliver more competitive products and services.

Every business in every market is striving to accomplish these same objectives. Companies once shielded by geography have awakened to find that competitors on the other side of the globe can put them out of business.

To stay in the game and win, you need agile strategies, clear-sighted decision making and the ability to focus scarce resources in every area of your enterprise on the activities most likely to result in success.

SAS helps you achieve this level of performance. How? By delivering an integrated set of business intelligence software and services that enables you to not only navigate today's challenges but also capitalize on tomorrow's opportunities:

- **The SAS® Enterprise Intelligence Platform** — A core set of tools for integrating, managing and analyzing data, and then deploying information across the enterprise.
- **SAS® Intelligence Solutions** — Applications developed specifically to solve the critical business issues unique to key line-of-business and functional areas, including marketing, finance, IT, human resources and procurement.
- **SAS® Industry Solutions** — Industry-specific software, domain expertise and data models designed to help businesses achieve objectives more quickly, with less risk and at lower cost.

SAS gives you the power to access relevant, reliable, consistent information throughout the enterprise. The power to make the right decisions. The power to achieve sustainable, repeatable performance improvement... THE POWER TO KNOW®

"SAS is the clear market leader as it leads technology assessment, dominates user sentiment and exerts considerable market impact. SAS offers a great portfolio of both basic and advanced functionality, backed up by a dependable support capability. Its stable financial footing, superb vision and lead in advanced analytics all imply that SAS is well placed to continue as the Business Intelligence market leader."

"Decision Matrix: Selecting a Business Intelligence Vendor (Competitor Focus)" by Vuk Trifkovic and Tim Gower, Datamonitor.



## MOVE FROM DATA FRAGMENTATION to a unified intelligence framework

In a recent survey of business and IT executives conducted by *Computerworld*, more than two-thirds cited the ability to provide an enterprisewide business intelligence (BI) solution as a critical factor when selecting a BI vendor.

Why all the interest in enterprisewide BI? Because a siloed approach to business intelligence, employing a different reporting tool for different departments and drawing on different versions of data, is ineffective and expensive. And useless in providing a single, shared view of performance.

**The SAS Enterprise Intelligence Platform** provides the unique ability to manage the complete intelligence-creation process within one integrated environment. It lets you bridge the gap between what you have — fragmented data silos — and what you want to achieve — a unified intelligence framework that drives improved performance across the enterprise.

**Integrate data** from multiple sources.

From ETL capabilities for data warehousing to real-time data synchronization, SAS lets you create value from mountains of data — regardless of the system, source or type. And because data is cleansed and standardized up front, reports and analyses are always accurate, consistent and credible.

**Manage data** for fast, on-demand answers.

To be useful, information must be timely. SAS data management and storage capabilities are designed for rapid retrieval, analysis and reporting of ever-increasing volumes of data. The result is fast performance without sacrificing manageability or operational integrity.

**Analyze data** to gain unmatched foresight.

SAS offers the widest available portfolio for data analysis — from predictive and descriptive modeling, forecasting and resource optimization to simulation and experimental design. With SAS analytics, you can reduce uncertainty, improve quality and predict with precision.

**Deploy information** to a diverse user community.

SAS provides self-service interfaces that fit the needs of everyone — from statistical “power users” to business users seeking to explore what-if scenarios to executives who need a high-level view of performance metrics and the ability to drill into any detail.

Gartner has positioned SAS in the Leaders Quadrant in the “Magic Quadrant for Business Intelligence Platforms” report. “Leaders are vendors that are reasonably strong in the breadth and depth of their BI platform capabilities, and can deliver on enterprisewide implementations that support a broad BI strategy. Leaders articulate a business proposition that resonates with buyers, supported by the viability and operational capability to deliver on a global basis.”\*

“Magic Quadrant for Business Intelligence Platforms” by Kurt Schlegel, Bill Hostmann and Andreas Bitterer, Gartner Research.



## ACCELERATE ANSWERS

within each department

In every functional area of your enterprise — including marketing, finance, IT, human resources and procurement — decision makers struggle to answer questions that are crucial to your ability to compete successfully and create value for your stakeholders:

- Who are our best customers, and what can we do to keep them?
- How can we improve the accuracy of our financial forecasts?
- How can we manage risk effectively across the enterprise?
- Will our IT capacity be sufficient to handle peak demands next year?
- How can we better align workforce planning with enterprise goals?
- How can we cut supply chain costs without compromising quality?

**SAS Intelligence Solutions** help you answer the tough questions that other software can't. With extensive domain expertise and best practices built in, you can address critical business issues faster and at far lower cost than custom-built alternatives.

These packaged applications — each supported by the SAS Enterprise Intelligence Platform — encompass reliable data management, efficient storage, customized analytics and flexible reporting targeted to specific functional areas. For example:

**SAS Customer Intelligence** helps you generate a comprehensive picture of customer behavior, risk and profitability — and efficiently create more effective offers and marketing campaigns.

**SAS Financial Intelligence** creates a cohesive, holistic perspective of true costs, profitability, regulatory compliance, forecast scenarios and optimization strategies.

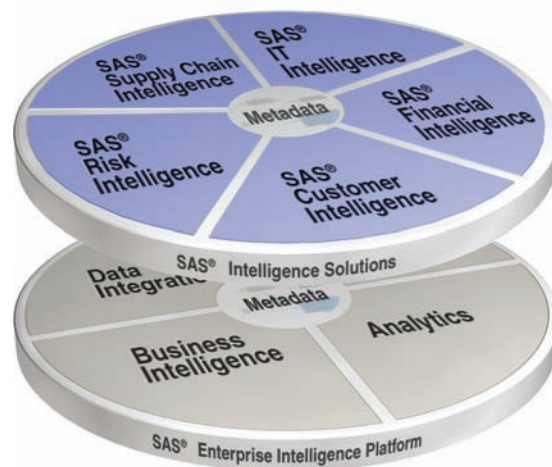
**SAS Risk Intelligence** enables you to accurately identify, measure, monitor, control and report risks throughout the enterprise.

**SAS IT Intelligence** clarifies the real costs and value of your information assets, and helps you identify the best projects and strategies to maximize that value.

**SAS Supply Chain Intelligence** lets you analyze spend and supplier performance across many dimensions, so you can make strategic sourcing decisions and optimize your supplier base.

### Better answers, faster.

To lead with confidence and outpace competitors, you need to make better, faster decisions. SAS equips your organization for success by helping you answer more questions, for more people, across more departments, than any other BI vendor.



## IDENTIFY AND ACT ON OPPORTUNITIES specific to your industry

For information to yield maximum value, it needs to be relevant to the unique challenges you are facing in your industry. For example:

- Financial services institutions strive to achieve effective capital management, customer profitability, risk management and regulatory compliance.
- Retailers seek to create high-value customer relationships while offering the right mix of products at the right price.
- Telecommunications providers contend with issues of network utilization, customer churn and technology obsolescence.
- Pharmaceutical companies face huge challenges to discover new compounds, bring them to market quickly and then recoup R&D costs before patents expire.

To turn your industry-specific challenges into opportunities for competitive advantage, you need specialized BI software capabilities that go far beyond generic querying and reporting tools.

**SAS Industry Solutions** are tailor-made to the specific needs of decision makers in diverse vertical markets, including:

- Banking
- Insurance
- Healthcare
- Telecommunications
- Cable service
- Education
- Government
- Life sciences
- Manufacturing
- Oil and gas
- Publishing
- Retail

Built on the SAS Enterprise Intelligence Platform, SAS Industry Solutions offer industry-specific analytic models, reporting templates and key performance indicators (KPIs) that reflect decades of industry experience.

SAS' industry experts and proven, packaged software reduce project risk, streamline deployment, and accelerate the process of gaining productive insights and return on investment.

### Based on a recent survey, SAS solutions are at work in:

- Nine of the top 10 banks.
- Seven of the top 10 retailers.
- All 10 of the top 10 consumer packaged goods companies.
- Eight of the top 10 pharmaceutical companies.
- Nine of the top 10 manufacturers.



## DON'T JUST MANAGE PERFORMANCE...

So how do SAS software and services all add up to drive better performance across your enterprise? Unlike other vendors, who often cobble together poorly integrated, shallow software components from acquisitions and alliances, SAS gives you everything you need to go from data to decisions.

To *know* which actions will improve your organization's performance, you need a deep understanding of the factors that influence it. That requires much more than a pretty dashboard sitting on top of basic reporting applications. Organizations that rely on software that fails to provide insights of sufficient depth and breadth are likely to find that:

- Executives cannot determine root causes of performance issues in time to take corrective action.
- Decision makers miss opportunities to gain competitive advantage because they are unable to extract valuable intelligence that is buried in the data.
- Precious time is wasted searching for information, and stretched IT departments struggle to keep up with frequent ad hoc report requests.
- Profits, growth and overall performance across the enterprise suffer due to a lack of alignment around critical objectives.

## ...IMPROVE IT!

According to IDC, SAS offers the widest range of business intelligence offerings, from data integration and data warehouse management solutions to end-user BI tools and enterprise applications. What does this mean for organizations that are struggling to move beyond managing only what is convenient or required within departmental silos?

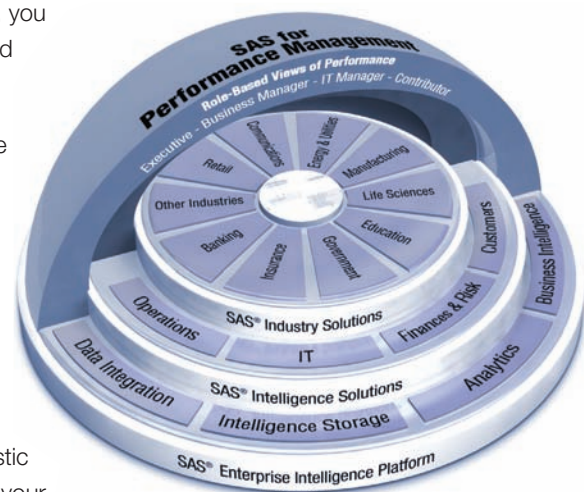
To start with, thanks to the SAS Enterprise Intelligence Platform, you know where your data is coming from. You know it is reliable and consistent across the enterprise.

Built on this integrated, dependable foundation, SAS Intelligence Solutions and SAS Industry Solutions help you make better decisions faster. Your decisions are supported by actionable intelligence about customers, processes, risks, opportunities and more — all presented within the context of your specific functional and industry challenges.

With SAS, performance management becomes a continuous process for improvement across the enterprise, not a superficial, one-time analysis. You *know* which actions to take based on holistic performance assessments and accurate foresight — something your competitors cannot match with their multiple views of data and rear-view reporting.

"SAS has the broadest scope in the business analytics market... clearly a differentiating factor. SAS has demonstrated consistent, steady growth in all the major areas of the BA market — not just predictive or advanced analytics... but also reporting, multidimensional analysis, analytic applications and the data warehousing technologies that provide the ability to extract, transform and cleanse data, as well as store data in an optimal way."

"IDC Competitive Market Map — Evaluation of SAS Institute," Dan Vesset, Henry Morris, IDC, Excerpt from IDC #30877



# WHY CHOOSE SAS?

SAS is one of the largest software companies in the world. With consistent revenue growth and profitability since 1976, SAS has the depth of resources to sustain excellence in product development and customer support. While many competitors have merged, changed ownership or simply vanished, privately held SAS has remained focused on our overarching mission — delivering superior software and enhancing customer relationships.

**Global reach, local presence.** SAS solutions are used at 40,000 sites in 112 countries — including 96 of the top 100 FORTUNE Global 500® companies — to develop more profitable relationships with customers and suppliers; to enable better decisions; and to move forward with confidence and clarity. Nearly 10,000 SAS employees — in more than 50 countries and 400 SAS offices — provide local support for global implementations.

**Award-winning customer support.** SAS customers receive a full suite of support services at no extra charge, including skilled telephone technical support and unlimited, around-the-clock online technical support.

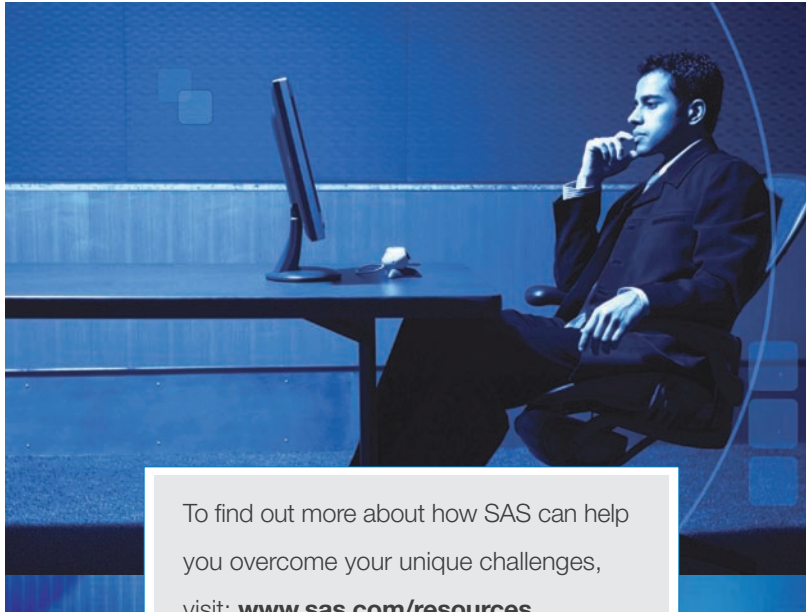
Our online Customer Support Center provides always-on access to a wealth of technical support, reference information, educational resources and communities. Knowledge-sharing is continuously available through regular seminars, Webcasts and an expansive selection of training courses.

**Financial strength.** SAS' record of revenue growth in every year of our existence not only makes us a stable business partner, but has enabled us to annually reinvest close to 25 percent of revenues in R&D — twice the industry average — so we can continually improve our products. This commitment to innovation is one reason why 98 percent of our customers renew their software licenses with SAS every year.

## Customer Satisfaction

- Eight out of 10 SAS customers view SAS as a strategic supplier.
- Nine out of 10 would recommend SAS to others.





To find out more about how SAS can help you overcome your unique challenges, visit: **[www.sas.com/resources](http://www.sas.com/resources)**

From here you can access analyst reports, learn about customer successes, download white papers, watch Webcasts and more.



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