



**THE
POWER
TO KNOW®**

Benefit from the world leader in Business Intelligence

Become a SAS Reseller!

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Business Intelligence 2.0 - mega trends

Data, BI for the masses, Decision Quality, Advanced Analytics

- **Amount of data to be handled will grow even faster!**
A dedicated Data Warehouse Strategy is inevitable – also for smaller companies.
- **BI for the masses and Decision Quality**
The need of improving decision quality on a corp. level will lead to extended usage of advanced analytics throughout the company, *without the necessity of being a statistical expert...*
- **Data as an asset:**
Companies will realize that *the right* data is a strategic asset to optimize performance management - *if* data quality is given!
- **Automated BI and Advanced Analytics:**
Decision centric BI (DCBI) will not only show „*what if*“ scenarios but will also thoroughly improve decision making by providing automated fact based decision proposals.
- **Link of traditional BI and operational processes**
- **Speed**

Business Intelligence in the SMB Market

The situation...

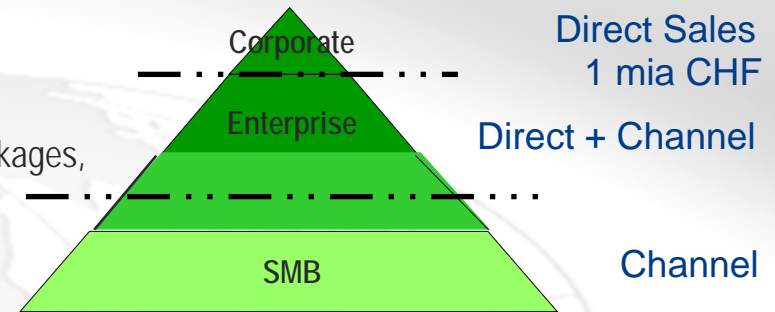
- SMB BI market demand is strong and by far not satisfied
< 50% use BI strategically, 40% plan to introduce it (BARC, IT Reseller, others)
> 80% provide KPIs and BI capabilities to < 20% of the employees
- SAS is handing over the SMB Market to Resellers
SMB Account definition: Companies < 500 mio. CHF revenue/year
- SAS has a broad, successful and dedicated SMB BI offering ready
- SAS has developed a very attractive Reselling Program
- The Market is not covered by Resellers yet
- SAS is the world leader in Business Intelligence Solutions

- Leverage your SMB Market footprint with proven BI solutions
- Expand your reach through Business Solutions from SAS
- **Grow with us!**

SAS Reselling

A dedicated and broad BI offering for the SMB Market...

- Territory:
 - a) SMB Accounts < 500mio. CHF revenue / year with dedicated SAS SMB packages (Accounts < 1 mia. CHF revenue / year with regular SAS packages, if sensible for Reseller and SAS)
- Resellers will have at least 30%* discount (margin) on sold packages:
 - a) On first year fee
 - b) Resellers also benefit from finders fee of 10-15% if the deal is outside their territory
- Needed Reseller profile: SMB Expertise and a grow attitude in its territory
- Market focused and very price attractive SMB Business Intelligence Solutions (only valid via Resellers!)
- User based model (vs. Server based model for non SMB Accounts)
- Example: SMB Enterprise BI Server - "Premium Reporting": ~30'000 CHF (incl. MS Integration, Web Report Studio, Enterprise Guide, 2 Access Modules)
- Other Packages include:
 - Advanced Analytics and Forecasting options
 - Mining options
 - Technology options (HW and Infrastructure)
 - Consulting options, example "Quick Start" (Consulting-Implementation-Training)



* Dependent on Business Plan achievements

Reselling SAS Solutions (1)

What's in for the Reseller?

- Benefit from the market mega trends – get into the BI market now!
- Benefit from the world leader in BI – SAS! Expand your knowledge, your skills, your expertise and your market reach by starting investing your resources here!
- Enrich your products and service portfolio through proven and reliable BI Solutions from SAS, that focus on business impact and clients ROI!
- Leverage your installed base by offering them additional business value through these SAS BI Solutions.
- Profit from your sold SAS BI Solutions year after year by getting not only margin on the sold package the 1. year, but also every other year on renewal fees!

Reselling SAS Solutions (2)

What's in for the Client?

- SAS BI Solutions will enable client's fact based decision making on Customer Value, Risk- and Performance Management and therefore give him transparency and confidence in strategic business decision.
- SAS leading Advanced Analytics capabilities enable him not only to react on market and customer circumstances but proactively benefit from them!
- Leading analysts validated SAS BI Solutions and confirm ROI from SAS Solutions after only a couple of months!
- By providing an integrated end-to-end BI Platform from SAS and integrated services through a trusted Partner, TCO and project risks stay low.
- Hundreds of Success Stories emphasis our claims...
www.sas.com/success
- Read more on SAS Advantages for the client in the SAS backgrounder section...

Reselling SAS Solutions (3)

What's in for the Technology Partner?

- The mega trends will bring more data, more DWH's and more Business Intelligence need. All of them need infrastructure to drive them!
- Trusted relationships between client and your Channel Partner and the enriched business portfolio of your Channel Partner will increase business opportunities and therefore Channel Partner revenue.
- SAS Solutions builds on infrastructure and HW from the Technology Partner. Infrastructure and technology validation builds on the value of the business applications. SAS is providing this business value for the client!
- Joint project approaches aim for a clearer message at the prospect's site, shorter project cycles and more successful sales efforts.
- Let's leverage our worldwide partnership and world leading reputation in the market: Market Leaders benefit from Market Leaders.



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