



SAS® ANALYTIC DATA DISCOVERY SERVICE

■ Key Benefits

- **Obtain expert analytical advice:** Our analytical consultants will work with and educate your staff to effectively use data mining
- **Start data mining quickly:** We will provide you with the appropriate data mining schema, reports and one model to ensure that you will quickly realise the benefits of data mining
- **Educate and prepare your staff:** We will conduct knowledge transfer in both analytical techniques and the use of the SAS® to enable you staff to become self-sufficient.

Effective data discovery helps organisations to understand the true profitability of their customers and products, gain insight into consumer behaviour, eliminate fraud and optimise processes.

The SAS® Analytic Data Discovery Service leverages the expertise and real-world experience of SAS' analytical consultants to provide a foundation for the discovery and definition of critical business and customer information.

Service description

The SAS® Analytic Data Discovery Service enables you to leverage SAS' powerful analytical software and expert consultants to identify previously unknown patterns and trends in your data that could impact your organisation.

During the service, we work with you to develop an analytical model. SAS analytical consultants, expert in the use of SAS® Enterprise Miner™ and other parts of the SAS Framework for Business Analytics will transfer their knowledge and train your staff in both analytical techniques and the use of SAS; allowing you to become self-sufficient in these areas.

Service activities

Over the course of the project, SAS analytical consultants will:

- Review objectives with your technology team and business sponsors
- Define goals, review data and model selected targets
- Conduct interviews to understand your data and technical architecture requirements
- Develop one analytical model with the necessary variable transformations for you to use as a prototype for additional data mining projects and applications
- Conduct knowledge transfer with your key staff to provide a technical overview and guidance for future customisation
- Present key concepts and functionality together with a full demonstration of service reports and capabilities.

Service deliverables

Once the service is completed, our consultants will provide you with a project summary document.



**THE
POWER
TO KNOW®**

Estimated duration

Although duration may vary in line with your particular requirements, most projects take approximately four weeks.

Estimated price

Price depends upon various factors: level of effort, required skills or expertise, market demands and business strategy. Contact your SAS Account Manager to determine the estimated price and duration of this service, and for more information about related services. All travel and expenses are additional.

■ The SAS Advantage

We understand and can apply SAS technology better than anyone else. Our development expertise spans three decades, and our experience with customers around the world is unrivalled. You can rest assured that with every engagement, our methodologies and best practices will deliver tangible results for your organisation.

Now, with the SAS[®] Analytic Data Discovery Service you can leverage the expertise and real-world experience of SAS' analytical consultants to discover and define critical business and customer information.



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