



SAS® BUSINESS ANALYTICS COMPETENCY CENTRE

■ Key Benefits

- Improved Leverage from Enterprise Data:** The BACC provides an integrated approach to the planning and prioritising of Business Analytics and performance management initiatives
- More Efficient Internal Business Processes:** Due to the introduction of organisation-wide standards and best practices
- Better and Faster Corporate Decision-making:** Achieved by aligning corporate information processes with your business goals
- Improved Return on Technology and Training Investments:** Achieved as standards are implemented and knowledge sharing becomes a corporate practice.

Effective business analytics is the cornerstone of managing profitability, providing measurement and compliance, eliminating fraud and gaining a clear understanding of your customers and products.

The SAS® Business Analytics Competency Centre (BACC) is a permanent, internally-staffed, formal organisational structure that is responsible for promoting the most effective use of business analytics (across the enterprise) to support the organisation's business strategy.

The BACC programme encompasses all of the software, services and knowledge needed to create the most efficient and effective BACC for your organisation.

Service description

Initially, SAS consultants work with your team to establish a shared understanding of your organisation, including its corporate culture, information delivery systems and business needs. They then follow a logical services framework structure (the SAS® Information Evolution Model) to select the services needed to develop a BACC that matches your business priorities.

Under the expert guidance of SAS consultants using the SAS® Framework for Business Analytics, a new BACC can be used to introduce standards, advocate best practices, deliver

information to business units, and promote the best use of business analytics for decision making.

As your BACC matures – and your corporate needs change – the services framework can be consulted to identify the growth path for new and better ways to leverage your corporate information.

SAS offers expert advice for every phase of BACC development, including data integration, warehouse development, technical data analysis, advanced analytics, performance management, change management and business process optimisation.

Service activities

A BACC will need to be established in phases, with service activities tailored to each unique centre, and the phase in its development. In general terms, and over the course of the project, SAS consultants will:

- Work with your team to identify the key functions for which the BACC will be responsible (for example, Data Stewardship, Training, Business Analytics Delivery and Support)
- Use the SAS Information Evolution Model to establish the appropriate mix of SAS service solutions required
- Establish the level of business analytics knowledge that exists in your company



- Provide orientation services and business analytics workshops to facilitate collaboration between business and IT professionals.

Service deliverables

A variety of service deliverables will be produced to support the users, administrators and internal developers of the BACC.

Estimated duration

Project duration will vary in line with a customer's particular requirements, with services provided on or off site as required.

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 a Business Analytics Competency Centre you can create an organisational structure to promote the effective use of business analytics within your organisation.



THE
POWER
TO KNOW.

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