



## SAS® CUSTOMER PROFITABILITY SERVICE

### ■ Key Benefits

- **Rapidly Analyse True Customer Profitability:** We enable you to identify which of your customers are the most, and least, profitable and to better understand the behaviours that can create or destroy value.
- **Reduce Risk and Control Costs:** SAS experts are familiar with all aspects of SAS technology and understand how to deliver best value from the SAS Profitability Solution. By dealing with our experts, you can be sure that the job will be done properly first time.

Understanding which of your customers are the most profitable, and which customers may actually make you a loss, is key to success in today's economic climate. Revenue alone is often not a good indicator of a customer's true value.

The SAS® Customer Profitability Service provides a practical proof of how the SAS® Profitability Management application will enable your organisation to better understand individual customer profitability and to maximise the return obtained from your existing customer base.

### Service description

Using a collaborative workshop approach, the SAS Customer Profitability Service provides experienced SAS consultants to work with your staff to design, build and analyse a customer profitability model. Using a sample of your data, we help you to determine which customer behaviours drive most cost to your organisation and thus destroy profitability.

During the workshop, your staff will gain a detailed understanding of SAS Profitability Management's functionality and modelling techniques by using data from their operations to understand and simulate the process of implementing a fully integrated profitability solution project. Underlying problems which otherwise would remain buried deep in your organisation are surfaced, as opposed to being lost in the larger aggregation.

At the end of the service, a working SAS Profitability Management model, within our agreed scope, will have been developed along with a list of findings and conclusions. These are then presented to senior management by the participants. This presentation not only produces compelling information but also provides a foundation for further developments and refinements of the profitability model.

We will also leave you with a set of Microsoft® Excel® worksheets containing the calculated profit and loss statements developed during the workshops.

### Service activities

Over the course of the project, SAS consultants will:

- Review goals and objectives for the workshop with your business sponsors and technical advisors
- Provide an overview of the SAS Profitability Management application and modelling techniques
- Work with your business advisors to identify suitable dimensional areas to include (e.g. product, channel, region, customer), appropriate behaviours for cost transaction analysis and the necessary rules for both selection logic and calculation formulae
- Prepare transactional and behavioural data for use within the model from the sample data provided, including cleansing and rationalisation where necessary
- Calculate profitability information by dimensional member and generate appropriate OLAP cubes for subsequent analyses



- Format a detailed web-deployed profit and loss statement containing drill-down detail
- Use analytical techniques to identify patterns in the profitability information and to identify anomalies
- Jointly present the workshop's findings to business sponsors and senior management.

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### Service deliverables

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Once the project is completed, SAS consultants will provide you with:

- A working customer profitability model according to the agreed scope
- A document detailing relevant findings identified during the workshop and any conclusions reached
- A set of Microsoft® Excel® worksheets containing calculated profit and loss statements derived from the customer profitability model.

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### Estimated duration

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Duration may vary in line with your particular requirements. However, the service workshop normally lasts for between five and 10 working days, with the presentation to business sponsors and senior management taking place on the final day.

This may increase if the agreed upon scope for the customer profitability model requires the inclusion of a greater than usual quantity of transaction tables, behaviours or rules.

The workshop may be carried out either onsite or off site, as needed.

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### Estimated price

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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 Profitability Management Service your organisation can better understand individual customer profitability and to maximise the return obtained from your existing customer base.



THE  
POWER  
TO KNOW.

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