



SAS in UK Public Sector

A better service for customers AND a better deal for taxpayers

Challenges

- **Security and Safety.** Predicting and preventing threats. *"SAS analytics helps us to transform... improve road safety and ultimately save lives."*
VOSA.
- **Fraud and Risk.** Detecting and preventing the loss of vital resources. *"... an up to the minute, 'cutting edge' capacity to detect and stop fraud."*
NHS Counter Fraud
- **Compliance and Reporting.** Meeting external requirements and driving internal benefits. *"... powerful reporting from a single, reliable and up to date intelligence source..."*
South Wales Police
- **Efficiency and Effectiveness.** Align and optimise resources. *"SAS is fundamental in optimising the use of very limited resources".*
UK Transplant
- **Customer Insight.** Transform service and avoid unnecessary contact by better understanding and targeting citizens. *"[SAS enables us to]... tailor how we talk to people and what we talk about."*
DWP
- **Strategic Alignment and Performance Management.** Close 'the policy to execution gap' by ensuring that scarce resources are aligned with strategic objectives and are optimised.

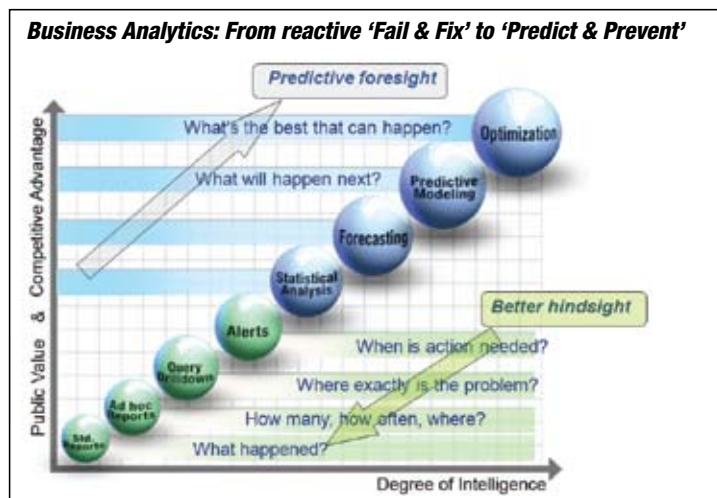
YOUR GOAL: Do more with less ...

Public sector organisations are no longer able to achieve their goals using ever more draconian efficiency drives and instead face nothing short of transformation in how they operate. Yet change initiatives are inhibited because, despite major investments in technology, they remain data rich but insight poor. This problem is shared by most other industries and is the reason why a survey¹ of CIOs globally has shown that, for the third year running, the number one IT priority for organisations is business intelligence.

THE SAS® SOLUTION: ... by working smarter

SAS, as the number one provider of business intelligence solutions², can turn your most underused asset – the deluge of data that is currently trapped by the past, often uncoordinated, investments in IT – into valuable insight to drive improved performance. Using SAS® business analytics solutions and services, many thousands of central, regional and local governments throughout the world are able to have the best of both worlds: make efficiency savings and improve service, meet today's need for immediate return on investment and prepare for tomorrow's need to transform.

Business intelligence is defined as 'the use and analysis of information which enables people to best lead, decide, measure, manage, innovate and optimise performance'.



The chart above illustrates how modern business analytics has developed to meet the vital business need to not simply react quicker to past events but to become more proactive. The former is important but can only speed up the expensive 'fail and fix' cycle. The latter enables organisations to 'predict and prevent', a capability that is particularly vital for the public sector to transform both efficiency and the delivery of policy outcomes.

Business analytics helps organisations not only answer the question "What has happened?" but the natural and more interesting questions "Why?", "What could happen?" and "What is the best action to take?".

THE
POWER
TO KNOW®

¹ Gartner EXP, February 2007
² Trifkovic and Tim Gower, April 2007

THE SAS® APPROACH: Evolution not revolution

Reasons why SAS is the leader in business analytics include:

- The multi vendor compatibility of SAS software avoids the need for customers to ‘rip and replace’ and instead leverages your existing investments in technology to deliver a rapid return on investment.
- SAS is the only business analytics software vendor who provides a fully comprehensive and integrated suite of tools and solutions. This capability allows customers to migrate over time to an end-to-end framework that significantly improves flexibility, speed and the total cost of operation.
- Our annual licensing model means that not only are our customers able to regularly benefit from these developments but SAS is incentivised to ensure customer satisfaction at all times.
- Our ability to invest in continuous improvement is supported by our status as the largest privately owned software company in the world, with a track record of 32 years of continuous profitability and no debt. This position ensures that SAS is able to take a longer term perspective even in times of general economic difficulty.

Our business analytics framework includes all of the tools that are vital for transforming information management and therefore performance. These are:

- **Data Integration** – including data quality, migration and federation for accuracy and better hindsight.
- **Intelligent Storage** – to process information for speed and economy.
- **Analytics** – including data mining, trending, modelling, forecasting, scenario planning and simulation for greater insight and predictive foresight.
- **Query and Reporting** – reporting and visualisation tools that allow even non specialist users to access and present information and perform their own queries.

And you do not have to take our word for that because SAS has many endorsements from leading analysts, including the following by Datamonitor who concluded that:

“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.”

Datamonitor, “Decision Matrix: Selecting a Business Intelligence Vendor (Competitor Focus)” by Vuk Trifkovic and Tim Gower, April 2007.

To learn more about how SAS can help all areas of the public sector comply with reporting requirements, meet efficiency targets and transform your performance, visit:

www.sas.com/uk/public_sector or contact info@suk.sas.com.

■ About SAS

SAS is the leader in business analytics software and services, and the only vendor that can integrate traditional business intelligence applications with leading data mining and analytics capabilities to create true insight – answering more of your key business questions than anyone else. We do this by taking the ‘data deluge’ surfaced by your past investments in a wide variety of IT systems and identifying deep seated and previously hidden patterns, dependencies and trends within masses of data – telling you not only what has happened and is happening now but why, what is likely to happen next and what are the optimum decisions to take to optimise organisational performance.

Through innovative solutions delivered within an integrated framework, SAS helps customers across all industries at 45,000 sites in over 111 countries. This includes over 1,500 public sector clients around the world, with more than 100 of these in the UK. Moreover, we invest more than 20% of our revenues every year in R&D to ensure we continue to have the best and most complete solutions on the market.

Since 1976 SAS has been giving customers around the world THE POWER TO KNOW®.



THE
POWER
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