

■ Benefits for participants

- Increase visibility of your organisation in a wide range of channels.
- Gain positive market exposure.
- Be seen as a leading-edge organisation and be viewed as an industry leader.
- Grow your reputation amongst peers.
- Promote your work for internal recognition.
- Have the opportunity to provide feedback on SAS' products and services, validating your purchasing decision.

Spotlighting your organisation ... and you!

SAS has many successful customers using our solutions in innovative ways for positive business impact. Through the SAS UK Customer Reference Programme, we work closely with customers to promote these successes, to raise the profile of these innovative and valuable solutions, applications and projects and to secure kudos for our customers. We want our customers to get the recognition they deserve!

You will know from your own experience that validation of your requirements is critical when making investment decisions. Learning from other organisations, sharing best practices and validating your approach are an integral part of business decision making. Perhaps you've been convinced by speaking to another organisation about their experiences or learned something valuable from your peers at a conference or from reading an industry analyst report?

Multi-channel exposure

There are various approaches for sharing your experiences with colleagues, peers and investors and these can be flexibly tailored for your organisation to ensure minimum impact on your time with maximum success for both parties. We will develop promotional materials created about your company and use of SAS® for your own internal and external promotional purposes.

Participant opportunities

Case studies

Our professional writers and video production team can work with you to showcase your company and the success you have achieved using SAS® solutions. This material would be published as a hard-copy flyer, on our website, in customer focused publications and newsletters. Video stories can also be shown during SAS conferences.

Speaking engagements

We organise and participate in high profile conferences and events with business thought leaders and other SAS professionals. We will approach you with opportunities to speak at these events to raise the profile of the work and success of your company providing further opportunities for networking with your peers.

Media coverage

Our PR team can work with you to proactively promote your story to leading business, industry and technology publications. We will also work with you on the development of press releases that are of mutual interest to our organisations.

Knowledge exchange

We can facilitate customer-to-customer and customer-to-expert discussions to help you learn and share experiences with your peers, or help validate your purchasing decision.



Validation

To view companies who have participated and benefited from participation in the SAS UK Customer Reference Programme, visit www.sas.com/uk/success to access written case studies and testimonials.

How to join

To join the SAS UK Customer Reference Programme, simply register your interest with your SAS account manager or contact Darren Harris, SAS UK's Customer References Manager at:
darren.harris@suk.sas.com

About SAS

SAS is the leader in business analytics software and services and the largest independent vendor in the business intelligence market. Through innovative solutions delivered within an integrated framework, SAS helps customers at more than 50,000 sites improve performance and deliver value by making better decisions faster. Since 1976, SAS has been giving customers around the world THE POWER TO KNOW®.

www.sas.com/uk