

SAS Customer Activation Solutions with HP Software

A Process Aware Business Intelligence Solution



Combining the strength of HP and SAS,
we help you synchronize your strategy
and execution by providing near real time
business process monitoring for improved
customer enrollment, activation and support.

The challenge

Efficient and speedy customer enrollment, activation and support be it in banking, insurance, or healthcare are critical to a company's ability to turn customer value into a competitive advantage. And the ability to quickly act on shifting conditions and changing needs are essential to a company's ability to attract and retain its most valuable customers.

To do this, business managers need up-to-the-minute visibility into operational performance, and the ability to quickly identify variances between actual and planned outcomes. They require a complete view of customers and products and the ability to manage key assets and risks. Quick solutions to process bottlenecks are critical, but managers also need to understand the costs to fix these bottlenecks. Finally, they need a way

to understand what opportunities they are missing to attract and retain valuable customers.

Gaining visibility into key current operational and financial information is often problematic. Last month's—or even last week's—data does not meet the needs for up-to-the-minute views of Key Performance Indicators (KPI) and their status. Furthermore, executives and decision makers need information presented in a way that is easy to understand... information that quickly identifies variances, helps them understand the bottlenecks and problems, and enables them to examine and act on potential solutions and options. And this information needs to be presented in an integrated way, not as silos of disconnected information.

HP and SAS...working together

HP and SAS have teamed up to provide SAS Customer Activation Solutions with HP Software, Process Aware Business Intelligence (PABI) solutions that enable you to synchronize strategy and execution, and achieve improved customer enrollment, activation and support.

SAS has integrated its SAS 9 Enterprise Business Intelligence Platform, including the SAS Activity-Based Management (ABM) solution, with HP Business Process Insight. HP Business Process Insight, the foundation



product for all PABI solutions, provides near real time business process monitoring.

SAS offers an end-to-end solution that combines integrated data management, business modeling, reporting and analysis with an activity-based costing capability that provides a more complete picture of the profits and costs of doing business. These help you understand true product profitability, customer profitability, and customer life time value.

This integration will enable enterprises to combine the financial intelligence of detailed costing with visibility into the business processes creating those costs. With this solution, HP and SAS deliver a powerful application to understand and improve customer enrollment, activation, and ongoing support processes within an organization.

Features

Customer Activation Solutions are scalable Process Aware Business Intelligence solutions that deliver:

- Full range of business intelligence capabilities, including dashboards and personalized reporting
- Up-to-the minute visibility into the key performance and risk indicators for a range of customer enrollment, activation and support processes
- Easy to understand presentation of information for rapid decision-making by business managers
- Email alerts when there are deviations from current performance standards, such as when thresholds are exceeded or key performance indicators (KPIs) are not met
- Robust business analytics and activity-based costing
- Near real time business metrics in conjunction with historical perspectives and planning metrics
- Insight into process bottlenecks and the ability to view and evaluate alternative solutions and their impact

Benefits

The SAS Customer Activation Solutions with HP Software enable business managers to monitor the business processes associated with customer enrollment, activation and support and determine the associated costs with each process. Up-to-the-minute visibility into the operational and financial

performance of your business allows you to take immediate remedial action or initiate a timely response to business opportunities. Now, you can:

- Increase revenue by gaining greater insight into specific process executions and responding to opportunities more rapidly
- Reduce costs by improving efficiency and by taking corrective actions sooner when deviations occur
- Improve customer satisfaction by enabling the continuous enhancement of customer processes and the delivery of higher service levels



These solutions enable you to:

- Gain near real time insight into the efficiency of your current processes and bottlenecks
- Have a complete view of the products, channels, regions and customers that are driving your business
- Understand the costs associated with customer enrollment, activation and support
- Review the cost of alternative solutions and process changes
- Quickly configure/reconfigure business rules to respond to changing conditions and bottlenecks
- Continuously improve customer processes and deliver higher levels of service
- Turn customer value into competitive advantage

For more information

Process Aware Business Intelligence solutions:

www.hp.com/managementsoftware/processaware/

SAS: www.sas.com

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