IBM

IBM and SAS: The Intelligence to Grow

An intelligent team

Business agility—the ability to make quick, well-informed decisions and rapidly respond to marketplace changes—is critical to competitiveness and growth in today's global business environment. As the amount of data most businesses and organizations process every day continues to skyrocket, harnessing the power of this accumulated information to create new knowledge and insights, while complying with mounting regulations, is key to success.

SAS—a world leader in business intelligence software—and IBM together provide a foundation to help companies expand business intelligence (BI) capabilities with expertise in software, hardware and middleware technology. We offer all the services you need to deploy lasting solutions designed to grow and adapt to your changing business environment.

IBM and SAS deliver the ability to learn from the past, monitor and communicate the present and gain insight into the future. By helping you answer the right questions at the right time, we help put you in the right position for success.

Focused solutions for improved insight

IBM and SAS business solutions are designed to help ready organizations for new opportunities by addressing the many challenges shared by companies across all industries. Our industry-leading solutions assist organizations understand the past, monitor the present and help predict outcomes. As a result, we seek to help organizations improve business intelligence processes, including performance management, customer intelligence, financial intelligence, risk management, supply chain intelligence, IT intelligence and more.

Tailored solutions for unique industry needs

IBM and SAS understand the unique, evolving needs of the industries we serve. Together, we have a rich history of commitment to and experience with multiple industries—from financial services, telecommunications, life sciences and retail to manufacturing, automotive, media, government and education. Our industry solutions offer a winning combination of technology and business expertise, tailored to your needs.

Complete Business Intelligence Platform

All SAS software is built on the SAS® Enterprise Intelligence Platform, which leverages an organization's existing technology investments to deliver intelligence to different types of users, adding value every step of the way and providing better answers faster. The SAS platform also provides data integration, analytics and BI capabilities throughout the organization, providing vital insight into the business past, helping to monitor and communicate the present, and helping to predict the future.

Foundation for leading-edge technology

IBM offers proven hardware that drives real results for every size of business. IBM offers a range of systems, servers and storage designed to manage the unpredictable workloads typical of BI applications. In addition, IBM database and middleware offerings such as IBM DB2® and IBM WebSphere® help optimize solution performance. The result is enterprise-class availability, security, performance and scalability.

The proof is in our collaborative efforts

To help you improve your business agility, IBM and SAS have collaborated to provide a carefully orchestrated approach and an integrated portfolio of products and services to deliver business intelligence. This approach is designed to help you leverage your existing information assets to create the kind of intelligence that drives strategy and innovation throughout your enterprise.

IBM and SAS solutions cover an extensive range of BI capabilities to meet competitive challenges. A few of our extensive capabilities are described below.

Solution lines

Customer intelligence

Optimize your customer relationships with a family of fully integrated and extendable solutions designed to give you the knowledge to interact with the right customers at the right time, through the right channel. These solutions can help you manage personalized communications, track behavior in real time and determine the best offers to present to each customer. IBM and SAS help you differentiate your customer service to maintain and grow profitable customer relationships.

Financial intelligence

Financial intelligence helps you report, manage and improve the financial performance of your entire organization. IBM and SAS seek to assist you in ensuring financial transparency and focus on specific financial business processes—planning, reporting, budgeting, consolidation, risk assessment, fraud detection, forecasting, strategy development and the audit process. Developing more predictive, accurate, relevant and timely results enables you to align daily operations with long-term goals, respond quickly to market changes, streamline processes and reduce costs.

IT intelligence

IT intelligence allows you to measure and manage IT resources and services across the enterprise. IBM and SAS offer a comprehensive solution for IT designed to help you optimize IT resources and services to support strategic business goals. Effectively managing your IT organization and service delivery helps you reduce risks, control costs and make informed decisions that directly impact your bottom line.

Supply chain intelligence

By developing unique demand, supply, operational and customer insights, businesses can improve the efficiency and effectiveness of the overall supply chain. IBM and SAS solutions help enable strategic sourcing through a powerful, integrated set of data management and analytic applications designed specifically for the procurement professional. These tools provide a critical advantage by helping businesses maximize profits while maintaining optimal levels of customer satisfaction.

Industries

Financial services

Competitive success in the financial markets industry depends on accurate and timely information. Financial services solutions from IBM and SAS seek to help you maximize profitability and manage risk, thus achieving greater shareholder value and competitive advantage. We offer complete solutions designed to address fraud and risk management, customer retention, fair banking and more.

Life sciences

Meeting both business goals and regulatory demands in the most efficient way possible requires taking full advantage of your knowledge assets. SAS and IBM provide technologies designed to meet the needs of the life sciences industry across the entire life cycle of a drug, from discovery and development to manufacturing, administration and sales and marketing.

Retail

IBM and SAS solutions for retail are designed to help you turn data about customers, merchandise and operations into knowledge that can help you implement innovative strategies to differentiate your brand and product offerings. These solutions are designed to help improve insight into performance and empower retailers to help make more informed decisions, are designed to gain a competitive advantage, increase profitability and strengthen customer and vendor loyalty.

Enterprise intelligence platform

Data integration

SAS offers a platform-independent extraction, transformation and loading (ETL) solution that includes a range of data access engines, a multithreaded transformation engine, integrated metadata management, data cleansing and an interface for creating and managing the data integration processes. SAS seeks to leverage your existing data sources to power the SAS solutions.

Intelligence storage

SAS offers a dedicated storage platform designed to disseminate information for BI and analytic applications. SAS products can also integrate with many third-party database vendors.

Business intelligence

SAS empowers users by giving them fast access to information in the format they need, when they need it. SAS provides easy-to-use interfaces for various user skill levels and needs, enabling users to generate their own answers while IT retains control over the quality and consistency of the data.

Analytics

SAS delivers a wide portfolio of analytics—ranging from simple data exploration to advanced modeling capabilities. SAS takes the mystery out of high-end analytical techniques by coupling them with a wide variety of user interfaces and graphics. These descriptive and predictive analytics deliver proactive decision guidance designed to help domain experts across organizations can gain a competitive edge. SAS delivers the entire spectrum of data, analytic and optimization technologies within a single language and under a common data format.

IBM Global Services and SAS Building Better Businesses

IBM Global Services is among the world's largest information technology services and consulting providers. Some 190,000 professionals in more than 160 countries help clients integrate information technology with business value—from the business transformation and industry expertise of IBM Business Consulting Services to hosting, infrastructure, technology design and training services. IBM Global Services seeks to deliver integrated, flexible and resilient processes across companies and through business partners, helping to enable clients to save money and transform their businesses to be more competitive.

IBM servers help optimize performance

IBM servers are designed for multiple sizes of businesses and business requirements, and can be found in the data centers and server rooms of many of the world's leading enterprises. These award-winning servers come with a range of optional services—including IBM Capacity Upgrade on Demand—and may encompass virtually everything you need to step up to meet ever-evolving business requirements.

Competing in a data-intense world requires complex yet responsive systems that can grow and change with your business. Over time, this can result in organizations facing highly complex, difficult-to-maintain IT infrastructures from a range of sources. For many businesses, however, the right balance between simplicity and flexibility results from cooperative alliances between industry leaders like IBM—a global IT hardware and services company—and SAS, a leading provider of BI and data warehousing applications.

BI solutions from IBM and SAS combine hardware and software designed to help companies increase the profitability of customer and supplier relationships, improve operational efficiency and mitigate risk.

Together, IBM and SAS deliver leading-edge technology and a rich tradition of value:

Application flexibility:
Whether it is an industry-standard platform running Microsoft® Windows® or Linux® or the most powerful, technologically advanced mainframe or UNIX® system, IBM servers offer SAS customers the freedom to choose their ideal platform.

Innovative technology:
Experts from IBM and SAS work together to optimize joint solutions, and help ensure that the latest advancements from both industry leaders integrate to deliver superior performance.

New tools:
New integrated tool offerings from IBM make it easier for customers to buy, deploy, integrate, manage and support servers, storage and SAS solutions. Plus, the IBM Energy Efficiency Initiative provides services and solutions that are designed to help reduce complexity and deliver increased control by addressing power, cooling, space management, consolidation and virtualization of your infrastructure.

Pretested solutions:
Because SAS software uses large volumes of continuously changing data to generate reporting and metrics, it requires a highly reliable, scalable server infrastructure with outstanding price/performance to support its operation.

IBM servers and storage systems—designed for maximum responsiveness and resilience—can provide an excellent platform for business-critical software from SAS.

As a Premier Member of IBM PartnerWorld® for Developers, SAS gains early access to new IBM servers and other technologies. In fact, SAS applications hold the IBM ServerProven® designation, meaning that they have been pretested with IBM hardware to offer customers flexible, ready-to-run, easily installed systems that can help simplify purchasing decisions and take the guesswork out of assembling a total solution.

Together, IBM and SAS can provide complete solutions—incorporating both software and hardware—that are designed to help speed implementation of strategic systems, reduce risk and enable customers to achieve a high return on investment. With almost 30 years of experience working together to meet customer needs, both companies are recognized industry leaders in the BI field and remain committed to delivering integrated systems to customers across the globe.

When customers deploy SAS business intelligence software on powerful, resilient IBM servers and storage systems, the result is an outstanding combination of performance and flexibility for decision making. Our joint solutions are scalable and reliable, and we are committed to stand behind these products and services. For these reasons, our customers can count on the expertise of the world-class IBM and SAS research and development organizations to solve challenging enterprise computing issues.

IBM and SAS: A best-of-breed alliance

SAS—superior software for The Power to Know®

SAS is one of the largest software companies in the world. With consistent revenue growth and profitability since 1976, SAS is committed to sustaining excellence in product development and customer support. A privately held company, SAS has remained focused on its primary mission—delivering superior software and enhancing customer relationships.

Global reach, local presence

SAS solutions are used at more than 43,000 sites in 111 countries—including 96 of the top 100 Fortune Global 500 companies—to develop more profitable relationships with customers and suppliers; to enable better decisions; and to move forward with confidence and clarity. More than 10,000 SAS employees—in more than 50 countries and 400 SAS offices—provide local support for global implementations.

Financial strength

With a history of revenue growth in every year of its existence, SAS is not only a stable business but reinvests close to 25 percent of revenues in R&D each year—twice the industry average. This commitment to innovation and leadership is one reason why 98 percent of its customers renew their software licenses with SAS every year.

The IBM distinctive way of thinking

Originally founded in 1888, IBM has a rich history in leading innovation and manufacturing backbone information technologies. In addition to computer hardware and software, IBM offers infrastructure services, hosting services and consulting services in areas ranging from mainframe computers to nanotechnology.

With more than 350,000 employees worldwide, IBM is among the largest information technology employers in the world. IBM holds more patents than any other U.S.-based technology company, and has engineers and consultants in more than 170 countries. IBM Research has eight laboratories worldwide, and IBM employees have earned three Nobel Prizes, four Turing Awards, five National Medals of Technology and five National Medals of Science.

IBM is a globally integrated innovation company, serving the needs of enterprises and institutions worldwide. The company seeks to encourage its clients' success by enabling their own capacity to innovate, so that they may differentiate themselves for competitive advantage in a globalized economy. IBM views enterprise innovation not only in terms of products and services, but across all dimensions of a business: its business processes, business model, management systems, culture and role in society. To help clients achieve growth, effectiveness, efficiency and the realization of greater value through innovation, IBM draws upon the world's leading systems, software and services capabilities.

For more information

To learn more about the IBM and SAS business intelligence solutions, please contact your IBM marketing representative or IBM Business Partner, or visit the following Web sites:

http://www-306.ibm.com/solutions/businessintelligence/s390/partners/sas.htm

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When referring to storage capacity, 1 TB equals total GB divided by 1000; accessible capacity may be less.

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