IBM and SAS simplify the data-mining landscape

Identifying strategic business opportunities and understanding customer behaviors and market trends depend on effectively extracting and analyzing key information from multiple sources and systems. Yet many organizations today are missing vital facts and figures—not to mention a vital competitive edge—that lie buried in mountains of unwieldy code or silos of data.

Even those organizations with some analytical and data capabilities are often challenged by the complexity and awkwardness inherent in many analytical tools. Some tools are limited to particular algorithms, and many do not integrate with software from other niche vendors. As a result, quantitative experts can spend valuable time and resources gathering and transforming data before they can even begin to build the models required to add insight to solve business problems.

### Highlights

- **SAS® Enterprise Miner™ software** is designed to streamline the entire data-mining process from data access to model assessment to help extract actionable insights to gain a competitive edge.

- **IBM System z™** seeks to provide a data-mining platform with exceptional availability, sophisticated workload management tools, industry-leading security and on demand scalability.

- The powerful combination of SAS Enterprise Miner software on IBM hardware can help to provide a comprehensive, fully integrated data-mining solution for discovering patterns and trends.
To meet these challenges, organizations need an IT infrastructure that facilitates data mining across multiple platforms and delivers actionable analytical information for improving business processes. IBM can help organizations achieve this goal with a flexible, resilient architecture that supports advanced applications for mining large quantities of data. Furthermore, a powerful combination of the SAS Enterprise Miner on IBM System z, System p™ or System x™ servers may be able to help streamline the entire data-mining process from data access to model assessment.

**SAS Enterprise Miner seeks to simplify the data-mining process**

The SAS Enterprise Miner software is designed to simplify the entire data-mining process from data access to model assessment. Designed to optimize the time data miners have available to create highly accurate, predictive and descriptive models, SAS Enterprise Miner supports all necessary data-mining tasks within a single, integrated solution, while providing flexibility for collaboration.

Key features include a framework for sampling, exploration, modification, modeling and assessment (SEMMA), a high-performance grid-enabled workbench for scalability and grid processing, and an integrated suite of advanced modeling techniques. With the broad set of tools available in SAS Enterprise Miner, business managers and IT experts may be able to collaborate more efficiently, share models quickly and reduce time spent on manual coding.

SAS Enterprise Miner offers flexibility as a powerful part of an integrated information delivery strategy.

The customizable modeling environment is designed to enable users to add tools and include personalized SAS code, and integrate across the SAS Enterprise Intelligence Platform for an end-to-end framework for creating and sharing enterprise intelligence.

**IBM servers seek to optimize performance**

IBM offers an open standards–based portfolio of servers, storage systems and enabling technologies that can help organizations successfully implement SAS Enterprise Miner. Already, many organizations choose to run SAS software on IBM servers because of their reliability and performance. Enhancing the performance of core business intelligence (BI) applications may help organizations align IT resources with business goals and obtain a faster time to intelligence.
IBM System z advanced hardware, operating system and data servers provide an ideal BI platform to help meet customers’ changing business needs. Industry-leading capabilities, including virtualization and specialty engines such as the System z9™ Integrated Information Processor (zIIP), may help free general computing capacity and lower the overall cost of computing for select processing related to data warehousing and business intelligence.

**Virtualization on IBM System z may improve scalability**

IBM System z is designed to manage the unpredictable workloads that are typical of BI applications. During spikes in demand, System z is designed to quickly redistribute system resources and scale up and/or out for execution, high availability and low latency. For example, a single System z mainframe can scale up to millions of transactions per day or scale out to manage tens to hundreds of virtual servers.

IBM offers proven hardware that seeks to drive real results for every size of business. IBM System p models deliver performance, availability and efficiency through an extensive family of 1- to 64-core servers that support AIX® and Linux® on POWER™ applications—all on the same system and at the same time. IBM uses the latest two and four core processors from AMD and Intel® processors to power the IBM System x servers and BladeCenter® systems. This helps provide flexible, cost-efficient platforms for building BI solutions.

IBM System x and BladeCenter servers operate in both Windows® and Linux environments.

**IBM and SAS streamline BI management**

By running SAS Enterprise Miner software on IBM Systems hardware, organizations may be able to streamline the data-mining process to help lower the total cost of ownership of data-mining systems, and help to ensure that not a fact or figure is missing from key decision-making processes. Discovering previously unknown patterns and trends may help provide actionable strategies that keep your organization ahead of the competition.
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: