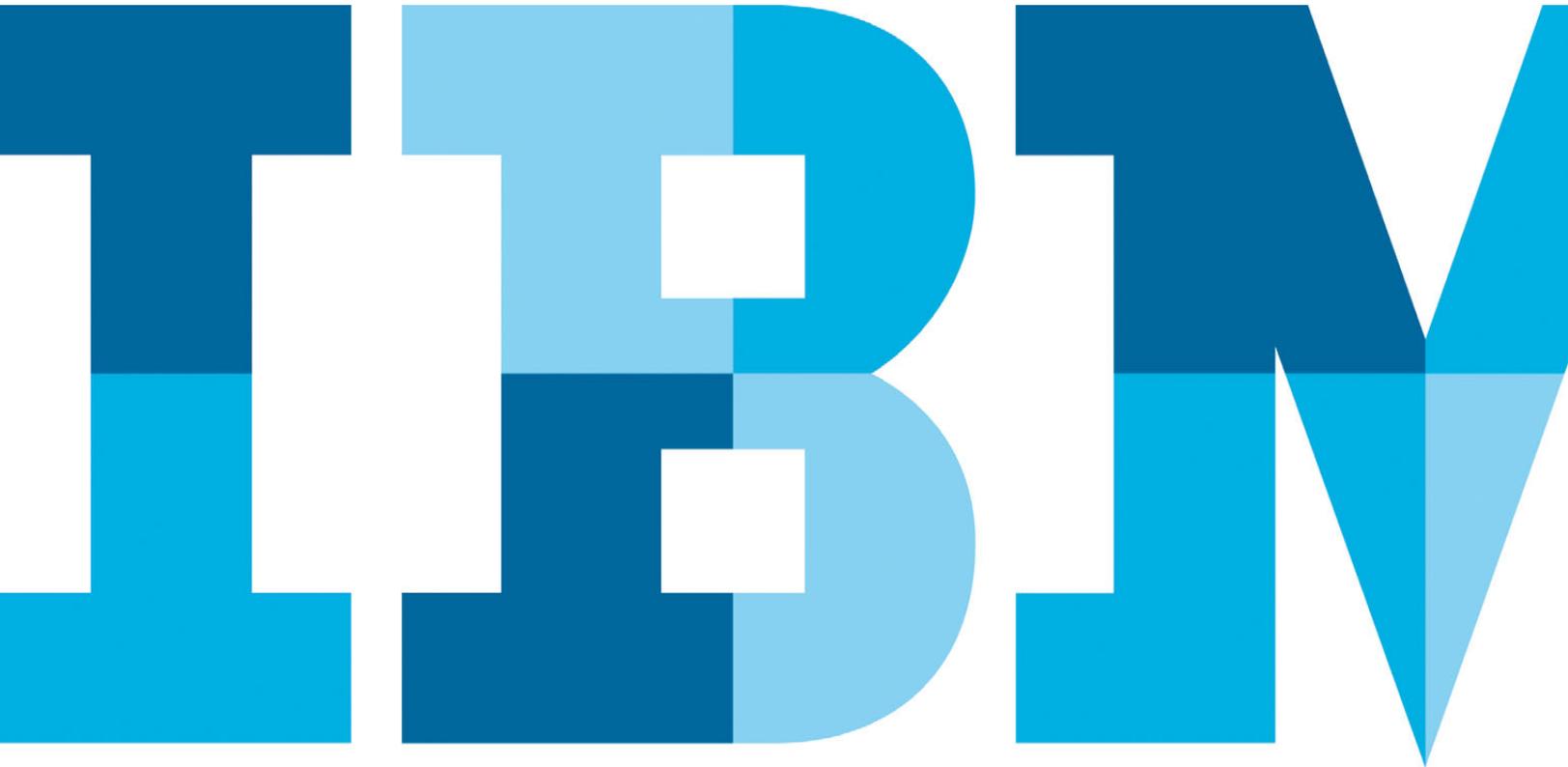


# IBM and SAS: Smarter collaboration

*An alliance for solving a full range of business problems through predictive analytics*



## Highlights

- SAS® business analytics software gives organizations the insight to solve complex business problems, manage change and facilitate innovation
- IBM offers a comprehensive portfolio of hardware, middle-ware and services to help organizations build powerful, end-to-end, SAS-based predictive analytics solutions that meet precise requirements
- Collaboration between IBM and SAS, along with customized assistance, yields tight solution integration and faster time to benefit in a range of industries

For more than 30 years, SAS—a world leader in business analytics software—has worked with IBM to deliver solutions that help organizations improve operational efficiency, strengthen customer relationships, increase profitability and reduce risk. Across a full range of industries, organizations have implemented SAS and IBM technologies to capitalize on proven solutions that can transform their business.

IBM and SAS have collaborated on optimizing their technologies to provide a highly integrated solution. Joint service engagements also help organizations address immediate challenges while preparing for changing business environments. Adopting predictive analytics solutions built with IBM and SAS technologies can help your organization learn from the past, closely monitor the present and gain new business insights for the future.

## SAS: A unified business analytics platform

SAS software is built on the SAS Business Analytics Framework—a single architecture that integrates the full range of SAS solutions, technologies and services. The Business

Analytics Framework provides an effective infrastructure for transforming rising volumes of information into strategic insights.

### Line-of-business and industry-specific solutions

SAS offers line-of-business solutions to help organizations solve specific issues in functional business units, such as marketing, finance, IT, human resources and procurement. Industry-specific solutions can help you address the unique challenges of your field, whether your goal is improving demand-driven forecasting for manufacturing, accelerating drug development in the pharmaceuticals industry or identifying the best customers across an entire banking enterprise.

### Data management

As data volumes continue to grow, organizations need effective solutions for managing that data across the enterprise. SAS provides solutions that can help you integrate information from multiple sources, and cleanse and enrich your data so you can maximize the efficiency of data management and increase data quality.

### Analytics

Predictive analytics solutions enable you to calculate the likelihood of future events by running predictive models based on historical data. All SAS solutions leverage predictive analytics capabilities that can help your business anticipate change so you can conduct effective planning, avoid potential risks and capitalize on emerging opportunities. Data mining, data visualization, operations research, forecasting and optimization capabilities make it easy to make informed, fact-based decisions.

## Reporting

Business analytics solutions are only valuable if they can deliver the right information to the right person at the right time. SAS solutions use a single, web-based interface that helps users to create and share intelligence by generating a full range of reports without requiring in-depth expertise.

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*“Through close collaboration, IBM and SAS are helping organizations reduce the time to deploy and manage business analytics solutions that will deliver critical insights.”*

—Bob Hoey, IBM General Manager and SAS Partnership Executive

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## IBM: A smarter foundation for SAS

IBM is simply unmatched in the breadth and depth of its technology offerings. By selecting an IBM infrastructure for your SAS environment, you can work with a single vendor to acquire the integrated database, data warehouse, hardware and services for building an end-to-end SAS business analytics solution.

To maximize the value of an SAS business analytics solution, you need a data infrastructure that can help you consolidate, organize, cleanse and manage enterprise data effectively. Choose industry-leading IBM® DB2® database software and IBM InfoSphere™ Warehouse to implement a robust data warehouse for your SAS solution and other data-dependent applications. Or select a fully integrated data warehouse platform such as the IBM Smart Analytics System or IBM Netezza® appliance to accelerate the time to value.

IBM hardware can deliver the outstanding performance and reliability required for business analytics. With IBM, you gain the flexibility to select a mainframe or distributed environment that matches your technical and business requirements. Choose IBM System z® mainframe technology for its reliability, security and state-of-the-art hardware and system software. Select an x86-based IBM System x® environment with a Microsoft® Windows® or Linux® operating system for exceptional price/performance. Or adopt IBM Power Systems™ with an IBM AIX® operating system for outstanding availability, scalability and flexibility.

SAS software is optimized for all IBM platforms, helping you achieve exceptional performance, seamless integration and outstanding reliability while speeding up deployment. Integrated tools from IBM make it easier to implement, manage and support SAS solutions and the IBM infrastructure.



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### **IBM and SAS: Collaborative development from shared expertise**

SAS and IBM have been widely acknowledged as industry leaders in delivering effective and efficient solutions. For example, both companies have been ranked consistently among top risk management technology vendors in the Chartis RiskTech100™ rankings for the functionality of their solutions and the strength

of their core technologies.<sup>1</sup> Research from the independent firm Solitaire Interglobal showed that running SAS solutions on IBM System z and IBM Power Systems can help organizations increase infrastructure efficiency, minimize risk and achieve greater customer satisfaction than with platforms from other vendors.<sup>2</sup>

Together, IBM and SAS work to contribute their deep knowledge and extensive experience to the development of tightly integrated offerings and new capabilities. Collaborative efforts are yielding solutions that increase the speed and efficiency of business analytics while simplifying deployment and management. For example, the SAS In-Database initiative—which aims to integrate SAS technology directly into databases and reduce data movement—has produced the SAS Scoring Accelerator for IBM DB2. By decreasing the time to build and deploy business models, enhancing the accuracy of models and improving data governance, the SAS Scoring Accelerator for DB2 can play a key role in addressing business challenges such as detecting fraud before making payments, running effective marketing campaigns and more.

Collaborative solutions can be readily adapted for the full range of industries that IBM and SAS serve—from telecommunications, financial services, life sciences and retail to manufacturing, automotive, media, government and education. Solutions from IBM and SAS offer a winning combination of technology and business expertise, tailored to your specific industry needs.

## Solving customer problems together

From financial services organizations and government agencies to retail businesses and pharmaceutical manufacturers, companies in a wide range of industries rely on IBM and SAS to deliver integrated, optimized business analytics solutions that solve specific challenges.

### Banking

One of the world's largest banks needed to accelerate time for credit-risk processing. IBM and SAS brought together the right engineering resources to design, test, optimize and validate a

solution comprising of SAS for Enterprise Risk Management, SAS Grid Manager, and SAS Scalable Performance Data Server software running on an IBM BladeCenter® grid with an IBM XIV® Storage System.

The solution exceeded the bank's performance goals, reducing the time to calculate default probability from 96 hours to four and decreasing time for ad hoc jobs by 90 percent. Overall, the bank can process workloads at three times the speed of the previous environment.

### Insurance

A European insurance company runs a range of SAS solutions on IBM System z to deliver key insights across the enterprise. To optimize the environment for the company, IBM and SAS brought together the people and material resources needed to identify and resolve potential issues before they became problems. The optimizations that IBM and SAS achieved in the lab helped the insurance company improve the performance and reliability of its environment. And by integrating those optimizations into future products, IBM and SAS are helping other companies experience the same benefits.

### Pharmaceuticals

A division of a global pharmaceutical enterprise needed to build a new, high-performance infrastructure that could accelerate processing times and support expansion of its existing SAS environment while avoiding a complex data migration project. SAS and IBM worked with an IBM Business Partner to replace non-IBM systems with a new IBM infrastructure based on IBM Power Systems. Drawing on deep, in-house expertise, the combined team completed deployment and migration in less

than five months. With the new infrastructure, the company has accelerated performance by up to 50 percent for some processes while providing a scalable environment that will last for years to come.

### The smarter path to a competitive edge

By implementing complementary technologies from IBM and SAS, you gain a rich set of business analytics capabilities, the flexibility to select an ideal platform and the performance, reliability and scalability for mission-critical functions—all in a tightly integrated, highly optimized solution. With SAS and IBM, you can leverage predictive analytics to achieve a competitive edge by optimizing efficiency, avoiding risks and capitalizing on new opportunities.

### For more information

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

[sas.com/partners/directory/ibm/index.html](http://sas.com/partners/directory/ibm/index.html)

Additionally, financing solutions from IBM Global Financing can enable effective cash management, protection from technology obsolescence, improved total cost of ownership and return on investment. Also, our Global Asset Recovery Services help address environmental concerns with new, more energy-efficient solutions. For more information on IBM Global Financing, visit: [ibm.com/financing](http://ibm.com/financing)



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<sup>1</sup> See [www.chartis-research.com](http://www.chartis-research.com) for the latest rankings

<sup>2</sup> See [sil-usa.com](http://sil-usa.com) for additional information.



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