



SAS and IBM, Together in the Retail Industry

Who is SAS?

With nearly three decades of experience, SAS provides innovative, world-class solutions designed to help retailers understand customer behavior and buying habits well enough to make the right decisions about product, price, promotion and placement. SAS does this through their robust customer intelligence, merchandise intelligence, operations intelligence and performance management solutions.



The SAS Business Intelligence solutions offer...

retailers the chance to explore every facet of their organization, across business units and geographies, enabling them to understand and manage the costs required to run their business. In addition, the SAS solutions enable retailers to turn data about customers, merchandise and operations in to knowledge that provides greater insight into performance and empowers retailers to make more informed decisions, gain a competitive advantage, strengthen customer and vendor loyalty and improve profitability. The customer intelligence offering helps retailers identify, acquire, activate, serve and retain the most profitable customers. Merchandise intelligence helps retailers drive revenue, protect margins and earn customer loyalty with optimized merchandise plans, assortments, pricing, promotions, space plans and allocations. Operations intelligence lets retailers leverage organizational assets to trade with vendors and serve customers more efficiently and profitably and performance management solutions provide the ability to analyze, forecast and maximize profits across the entire retail enterprise. All four of the SAS solutions are built on a common retail intelligence platform that provides an integrated, open and extensible foundation for creating and delivering accurate, in-depth retail intelligence. Prebuilt data models and analytical models, along with streamlined processes and techniques, ensure rapid implementation and results.

If you have customers who are looking for solutions for:

gaining product and pricing intelligence from huge data chunks, increasing profitability by enhancing the customer shopping experience, no matter what channel they choose, managing merchandise assortments relative to customer demand, merging/analyzing data from retail, catalog and internet operations, better allocating merchandise and tracking sales by category, analyzing data transactions, demographic data and real estate prices to determine the best locations for new stores, increasing personalization and developing distinct catalog and marketing mailing strategies...

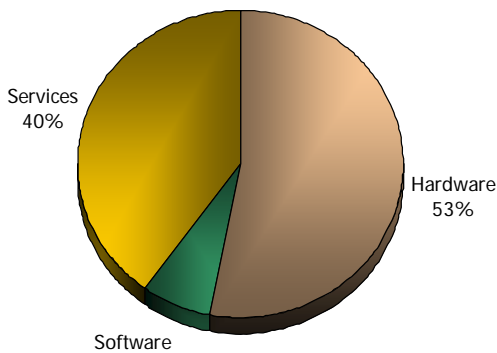
Then you should be working with SAS and IBM because...

we have been working together to meet customers' needs since SAS was founded in 1976. IBM and SAS can deliver a complete solution, based on SAS' Customer Intelligence, Merchandise Intelligence, Operations Intelligence and Performance Management software, IBM hardware, DB2 UDB, WebSphere Application Server, IBM Global Services and IBM Global Financing. This combined solution enables our joint customers to answer more questions, for more people, across more departments and it does so in a way that translates to faster implementations, reduced risk and a higher ROI. IBM has resources located at SAS' headquarters that work directly with SAS to customize and size complete solutions that fit each customer's unique requirements.

IBM and SAS Shared Customers:

Abercrombie & Fitch, Ahold, Autozone, Avon, Baker's Footwear, Coca-Cola, Dick's Sporting Goods, Duckwall-Alco Stores, Home Depot, Hudson's Bay, Inc, Kmart, Kohls Department Stores, Kroger, Levi Strauss, Macy's, Mark's Work Warehouse, Party City, Sara Lee, Sears Canada, Sears, Roebuck and Company, Sports Chalet, The LTD, Timberland, Tween Brands (formerly Too Inc.)

Working with SAS is a good investment of your time because the SAS solution drives...



- **Hardware:** System x, System p, System z and Storage
- **Software:**
 - **WebSphere:** WebSphere Application Server
 - **Information Management:** IBM DB2 UDB, IBM DB2 WorkGroup, IBM DB2 Data Warehouse and Cube Views
- **IBM Global Business Services:** Business Intelligence and Implementation Services
- **IBM Global Financing:** IBM components, SAS software or the entire solution