



SAS & IBM

Delivering complete
business intelligence
solutions worldwide

THE POWER TO KNOW[®]

Why **SAS** and **IBM**?

Real intelligence in business is about using your accumulated information to create new knowledge—and insights—so you can respond quickly to changes and challenges in your business environment.

SAS is the world's primary source for business analytics that deliver the ability to learn from the past, monitor and communicate the present and gain insight into the future. IBM offers unmatched expertise in hardware and middleware technology along with the services you need to deploy a lasting solution that will grow and adapt to your changing business environment.

Together, SAS and IBM equip your organization for success by helping you answer more questions, for more people, across more departments, than any other business intelligence and business analytics providers.

Focused solutions for common business problems

Business solutions from SAS and IBM address the concerns shared by many companies across all industries. Our solutions provide insight and foresight to enable performance management, customer intelligence, financial intelligence, supply chain intelligence, IT intelligence and more.

Tailored solutions for unique industry needs

At SAS and IBM, we know that one solution does not fit all customers. And we are committed to meeting the distinct, evolving needs of individual businesses within the industries we serve. 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.

Enterprise intelligence platform

All SAS software is built on the SAS Enterprise Intelligence Platform, which leverages an organization's existing technology investments to deliver high-quality information to every desktop or departmental server, adding value every step of the way and providing a single version of the truth. This platform also provides access to legendary SAS analytics throughout the organization, for understanding an organization's business past, monitoring and communicating the present, and reliably predicting the future.

The proof is in our collaborative efforts

To lead with confidence and outpace competitors, you need to make accurate decisions faster than ever. SAS and IBM help you leverage your existing information assets to create the kind of intelligence that drives strategy and innovation throughout your enterprise.



Solution lines

Customer intelligence

SAS and IBM help you maintain and grow profitable customer relationships. A family of fully integrated and extendable solutions gives you the knowledge to interact with the right customers at the right time through the right channel, manage personalized communications, track behavior in real-time and determine the best offers to present to each customer.

Financial intelligence

Manage and improve the performance of the finance department. SAS and IBM help you focus on specific financial business processes — planning, reporting, budgeting, consolidation, risk assessment, forecasting, strategy development, the audit process — and develop more predictive, accurate, relevant and timely results.

IT intelligence

Our solutions let you go beyond traditional IT performance management and leverage the full potential of each IT resource across the enterprise. SAS and IBM enable you to manage your IT organization and service delivery, control costs and make informed decisions that directly impact your bottom line.

Supply chain intelligence

SAS and IBM deliver a critical advantage to your business by helping you develop unique demand, supply, operational and customer insights. As a result, you can improve the efficiency and effectiveness of your overall supply chain, thus maximizing profits while maintaining optimal levels of customer satisfaction.

Industries

Financial services

Financial services solutions from SAS and IBM deliver accurate and timely information to help you maximize profitability and manage risk, thus achieving greater shareholder value and competitive advantage. We offer complete solutions for risk management, customer retention, fair banking and more.

Life sciences

SAS and IBM provide technologies and services to help life sciences companies discover new drugs and bring them to market faster while maintaining regulatory compliance and ensuring safety and efficacy. These solutions span the entire life cycle of a drug, from discovery and development to manufacturing, sales and marketing, and administration.

Retail

SAS and IBM give retailers a competitive edge by helping them turn data about customers, merchandise and operations into insight that empowers them to make more informed decisions, strengthen customer and vendor loyalty, and improve profitability.

Government

SAS and IBM provide innovative, world-class solutions tailor-made for civilian, defense, state and local organizations. To achieve departmental missions and goals, these government organizations rely on us to turn volumes of raw data from any source and across every channel into usable knowledge, creating true enterprise intelligence and helping measure the success of government initiatives.



Enterprise intelligence platform

Data integration & ETL

SAS offers a platform-independent extraction, transformation and loading 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.

Intelligence storage

SAS provides a dedicated platform designed from the outset to efficiently disseminate information for business intelligence and analytic applications — from SAS or third parties.

Business intelligence

SAS empowers users by giving them fast access to information in the format they need, when they need it. SAS provides appropriate 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.

Business analytics

SAS also delivers the industry's widest 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 range of user interfaces and graphics.

IBM Global Services and SAS: Building better businesses

IBM Global Services is the world's largest information technology services and consulting provider. 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 delivers integrated, flexible and resilient processes across companies and through business partners, enabling clients to save money and transform their businesses to be more competitive.

Why **IBM @server** for **SAS**?

Competing in the on demand world requires complex yet responsive systems that can grow and change with your business. However, single IT vendors often cannot provide all the software, hardware and services companies need — which leaves organizations with 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 — the world's largest IT hardware and services company — and SAS, the leader in enterprise business intelligence and business analytics.



Together IBM @server and SAS provide an outstanding and proven promise of value:

Application flexibility

Whether it's an industry standard platform running Windows or Linux, or the most powerful technologically advanced mainframe or UNIX systems, IBM @server offers SAS customers the freedom to choose their ideal platform.

Innovative technology

Together, experts from IBM and SAS optimize our joint solutions, ensuring that the latest advancements from IBM @server and SAS work together for superior performance.

New tools

IBM's new tool offerings make it easier for customers to buy, deploy, integrate, manage and support servers, storage and SAS solutions.



Pretested solutions

Because SAS software uses large volumes of continuously changing data to generate reports and metrics, it requires a highly reliable, scalable server infrastructure with outstanding price and performance to support its operation. IBM servers and storage systems — designed for maximum responsiveness and resilience in the on-demand world — 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 simplify purchasing decisions and take the guesswork out of assembling a total solution.



Together, IBM and SAS can provide complete solutions — incorporating software, hardware and services — to speed implementation of strategic systems, reduce risk and enable customers to achieve a high return on investment (ROI). With more than 25 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 mutual customers deploy SAS software on powerful, resilient IBM servers and storage systems, the result is an outstanding combination of performance and flexibility for advanced BI and decision making. SAS and IBM offer joint solutions that are scalable, reliable and supported by trusted business partners that stand behind their products and services. For these reasons, mutual customers can count on the expertise of the world-class SAS and IBM research and development organizations to solve challenging enterprise computing issues.

Achievements

SAS

- In a crowded and competitive field, SAS earned two Datamation Product of the Year 2005 awards. SAS was the only double winner, with SAS Credit Risk Management voted best in the Compliance Software category and SAS IT Service Level Management receiving top honors for Network & Systems Management Software.
- Deemed an important milestone in the evolution of business intelligence applications, the SAS®9 Intelligence Platform was named one of five Technologies of the Year for 2004 by the editors of *IndustryWeek*.
- For the seventh year in a row, *DM Review* readers included SAS in the DM Review 100, a prestigious award recognizing the top 100 business intelligence software vendors as chosen by the publication's readers.
- *CRM* magazine ranked SAS as the CRM Market Leader in CRM Analytics and a Market Leader in Marketing Performance Management.
- *Intelligent Enterprise* magazine's more than 80,000 subscribers chose SAS software as the reader's choice winner in three categories: Best Data Mining, Best Text Analysis, and Best Predictive Modeling and Planning. SAS also finished in the runner-up position for Best Web Analytics.
- SAS was ranked in the list of "Top 10 Most Influential BI Vendors" by CBR journalists and sector analysts.
- For the third consecutive year, SAS has been named to CMP Media's *Intelligent Enterprise* "The Dozen" listing, which highlights the top 12 most influential IT solution providers.
- SAS Marketing Automation was selected by the editors of *Customer Inter@ction Solutions* magazine as a product of the Year for 2004.

IBM

- IBM is the world's largest information technology company. Measured by revenue, IBM is the biggest provider of IT services (\$46B), hardware (\$31B) and financing (\$2.6B), and second in software (\$15B). 2004 revenues were \$96.2B.
- With 3,248, IBM earned more U.S. patents than any other company for the twelfth consecutive year in 2004. IBM had 1,314 more patents than any other company. Over the past four years IBM inventors received more than 13,000 patents — approximately 5,400 more than any other patent recipient.
- With approximately 190,000 professionals in some 160 countries, IBM Global Services is the world's largest information technology services and consulting provider. IBM's services revenues totaled \$ 46.2 billion in 2004.
- With more than 60,000 consultants and professional staff, along with a network of partners, operating in more than 160 countries, IBM Business Consulting Services is the world's largest consulting services organization.
- IBM invests close to \$6B (\$5.6B in 2001) in research and development annually.
- According to IDC (4Q 2003), IBM is the #1 server provider in the world based on annual global server factory market share.
- IBM is the fastest growing vendor of Intel-based server systems. (IDC 4Q03)
- IBM is the world's leading provider of supercomputing power with a record total of 186 teraflops of power, or 35.4 percent share in the TOP500 list of the world's most powerful supercomputers.
- IBM is the top vendor of computer systems running the Linux operating system. IBM has more than 10,000 Linux engagements worldwide.



World Headquarters
and SAS Americas
SAS Campus Drive
Cary, NC 27513 USA
Tel: (1) 919 677 8000
Fax: (1) 919 677 4444
U.S. & Canada sales:
(1) 800 727 0025

SAS International
PO Box 10 53 40
Neuenheimer Landsr. 28-30
D-69043 Heidelberg, Germany
Tel: (49) 6221 4160
Fax: (49) 6221 474850
www.sas.com

IBM Contact Information

IBM Corporation
One Old Orchard Road
Armonk, NY 10504
IBMSAS@us.ibm.com
www.ibm.com