

SAS and Teradata – Dramatically Improving Enterprise Decision Making

Common Challenges

- **Database performance:** With a database architecture that can't scale to match the amount of data you have, it's difficult to process full data sets – or accomplish data discovery and visualization activities.
- **Analytical capabilities:** Because of inefficient data access, analysts must focus on solving access issues instead of running analytical processes.
- **Data quality and integration:** Having a multitude of data marts and localized data extracts makes it difficult to get a handle on exactly how much data you have. When data is not in one location, its quality may also be suspect.

The Solution

- Consolidate data management tasks and issues across the SAS and Teradata environment.
- Improve data quality and data consistency for analytical processing.
- Benefit from the transparent integration between SAS and Teradata technologies.
- Reduce data movement and realize the associated cost savings.

Overview

It's one of today's most pressing business challenges: How do you transform expanding data volumes into business intelligence that drives faster and better strategic decisions across your enterprise?

As data volumes continue to grow exponentially, organizations are challenged to figure out what to do with all of that information. Nevertheless, that same challenge can also represent an amazing opportunity to turn the data into knowledge that becomes the basis for effective decision making and competitive advantage. Analytics is the driving force that transforms the data from mere information into powerful knowledge.

The SAS and Teradata Partnership

SAS and Teradata Corporation have joined forces to give organizations the ability to run and optimize key aspects of SAS[®] solutions and analytic processes within the Teradata[®] Database. With SAS In-Database Processing, SAS capabilities and analytical functions will be able to exploit the core parallel-processing capability of Teradata. Our combined efforts give organizations the powerful analytics and solutions they need to address specific business issues – backed by the database performance required to execute detailed analytical processes. The result: Organizations will be able to capitalize on higher performance run times, reduced data movement, and more accurate, faster analytical development and processing.

How Our Partnership Benefits You

With the SAS and Teradata partnership, you'll get unmatched SAS solutions and analytics with world-class Teradata technology and data warehousing expertise. Our partnership provides highly integrated, optimized solutions that will enable your organization to:

- Leverage existing investments in data warehousing, business intelligence and analytical decision making to reduce your total cost of ownership.
- Realize a faster time-to-market by implementing best practices, reducing data movement and redundancy, and exploiting parallel-processing technology.
- Improve data quality, data consistency and data governance for regulatory requirements.
- Integrate our solution into your environment transparently, helping you immediately simplify data management tasks.

SAS[®] Business Analytics Framework

SAS provides an integrated framework of technologies, solutions and services that enable you to solve your most complex organizational problems. The flexibility of the SAS Business Analytics Framework lets you address the most critical issues right away and add new functionalities over time. The framework includes:

- **SAS Data Integration.** SAS' comprehensive data integration environment meets the full spectrum of data integration needs – from small tactical

projects to large strategic business initiatives. And SAS can combine structured and unstructured data to provide the integrated, accurate information your organization requires.

- SAS Analytics provide an integrated environment for predictive and descriptive modeling, forecasting, optimization, simulation, experimental design and more. SAS Analytics use existing data and infrastructures to support effective decision making and integration into your IT environment.
- SAS Reporting is part of a seamless process for creating and sharing intelligence. Decision makers can get answers to sophisticated questions, format high-quality results and easily communicate their findings.
- SAS Business Solutions, departmental and line-of-business, incorporate the combined strengths of SAS software, our domain and industry expertise, professional services, training and ongoing support. They can make a real difference to your organization's success.

Enterprise Data Warehousing from Teradata

Teradata delivers a complete, single view of your business, allowing you to quickly glean the valuable business insights needed to compete and win in today's economy. The Teradata approach gives organizations:

- A single, integrated view of the enterprisewide data needed to make smarter, faster decisions.

- Consistent and accurate data at both the detail and summary levels.
- Parallel database processing that supports nearly unlimited amounts of data and users, as well as simple to complex queries and mixed workloads.
- Proven data warehousing technology that is flexible and scalable enough to grow with your business needs.
- The opportunity to avoid the proliferation of costly and inefficient localized data marts.
- A true business partner with the expertise needed to successfully apply SAS solutions and analytics within Teradata.

The SAS and Teradata Center of Excellence

The SAS and Teradata Center of Excellence features a dedicated team of solution architects and technical consultants to help you use our solutions to optimize the performance of your existing and future IT infrastructure. The team possesses decades of experience and expertise in:

- SAS products, applications and solutions.
- Data integration, business intelligence and analytical software development methodologies.
- Teradata solutions for data warehousing, client tools, data modeling, analytic technologies and warehousing best practices.
- Industry-specific domain knowledge in financial services, insurance, healthcare, retail and communications.

- IT infrastructure (servers, storage, database and network).

Services include architecture assessments and recommendations, proof of concepts, benchmarking and sizing analyses, and customized consulting.

To learn more about the value of bringing together SAS and Teradata, contact your SAS representative or visit us at www.sas.com/teradata.

About SAS and Teradata

SAS is the leader in business analytics software and services, and the largest independent vendor in the business intelligence market. Since 1976, SAS has been giving customers around the world THE POWER TO KNOW®. www.sas.com

Teradata is the acknowledged global leader in data warehouse innovation and analytical solution development. Simply put, Teradata solutions make companies smarter and give them the competitive advantage to win. www.teradata.com

Proven Success

“As a result of integrating SAS and Teradata technologies, we have reduced overall processing time to run our forecasting model from 36 hours to one hour and 15 minutes.”

– **Thomas Tileston**, Vice President of Business Decision Support, Warner Home Video



THE
POWER
TO KNOW.

www.sas.com



www.teradata.com