

## SAS and Teradata Business Insight Advantage Program

Unified solution that enables proactive and effective evidence-based decisions

### Business Challenges

There has never been a greater need for proactive, evidence-based decisions and agile strategies. Exploding data volumes and siloed architectures keep today's powerful business analytics from fulfilling their promise. Overcoming these limitations requires organizations to:

- Sustain a culture of proactive evidence-based decisions by eliminating technology barriers.
- Build a flexible analytic framework to address most critical business issues right now and scale as required.
- Derive greater value from existing technology and information assets, reducing risk and total cost of ownership.
- Eliminate the complexity and cost for decision making by improving data quality and data consistency while reducing data movement and latency.
- Support agile responses to business, IT, and regulatory challenges.

Organizations are faced with complex business issues, a wider range of regulations and heightened global competition. With these challenges, organizations must have access to accurate information about customers, suppliers, operations, performance and more, since winning business decisions can no longer be the sole province of instinct and experience. Those organizations that efficiently transform their information assets into true competitive advantage – are best positioned to capitalize on the most profitable business opportunities even in highly constrained market conditions.

That's why we've created the unique SAS and Teradata Business Insight Advantage Program.

best technologies into the first, integrated solution of its kind that brings together the Teradata® platform and SAS' data integration, analytics and reporting capabilities.

The unified offering with industry's leading edge technologies enable you to go beyond standard query and reporting to apply predictive analytics to a full range of business situations. This unique offering dramatically accelerates the deployment of end-to-end business analytics processes – from data integration, model development and deployment, to accurate and timely presentation and distribution of fact-based analytic results to front-line decision makers using business intelligence.

By delivering insights that are gleaned from SAS and Teradata Business Insight Advantage Program, you can spend less time managing your data, analytics and business intelligence architecture and more

### A Unified Solution

The SAS and Teradata Business Insight Advantage Program unifies the industry's

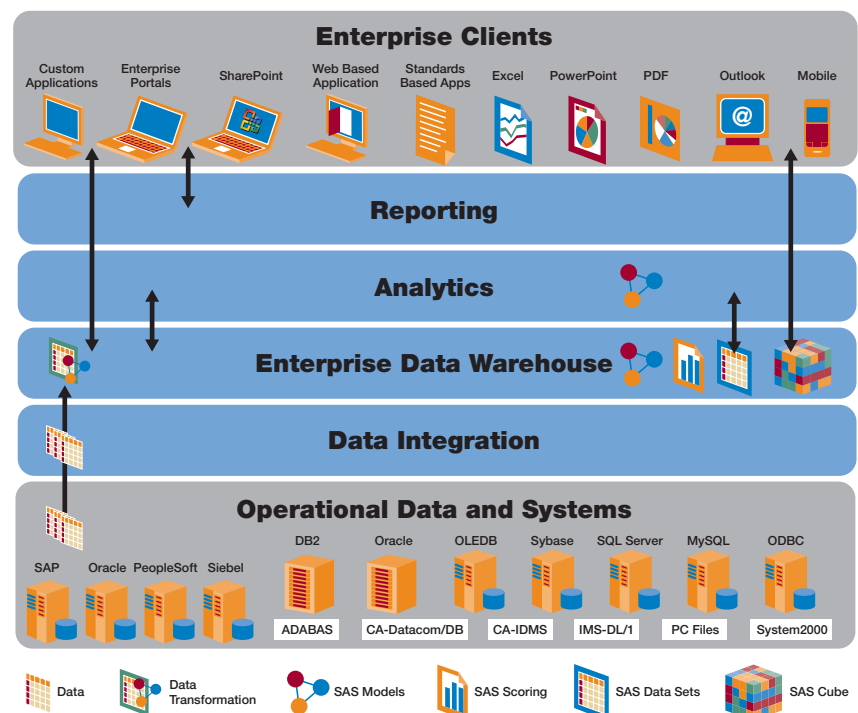


Figure 1: The SAS and Teradata Business Insight Advantage Program consists of data integration with data quality, data warehouse, analytics, and reporting combining the technologies into one environment.

time solving complex business problems; managing performance to achieve measurable business objectives; driving sustainable growth through innovation and anticipate and manage change.

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## How it Works

The SAS and Teradata Business Insight Advantage Program offers a comprehensive and flexible set of SAS and Teradata software, hardware, and services that facilitate a range of capabilities including data management, reporting, data mining, scoring, and predictive analysis. With purpose-built in-database technology integration from SAS and Teradata, you can now perform powerful analytical functions inside the database, ensuring a single and up-to-date view of your entire business.

The process begins when the SAS® Data Integration consolidates and cleanses enterprise data from disparate systems before loading it into the Teradata system, thus ensuring quality data from the outset. SAS Data Integration offers specific Teradata transformation functions to minimize data movement, redundancy, and latency. With data fully configured in Teradata, you quickly overcome the scalability limitations and data quality concerns of running your SAS analytics against multiple, fragmented systems – and reduce the costs of maintaining those systems.

The process continues with SAS Analytics once the data is completely integrated in the Teradata system that centralizes all data sources and enables enterprise analytics. SAS Analytics can analyze massive amounts of data leveraging in-database functions with Teradata and offers a wide range of capabilities with a full suite for statistical data analysis, data mining, and forecasting. Only through predictive analytics can organizations gain insight

into what will happen to anticipate and manage change, sustain growth, and manage performance.

Finally, SAS Reporting transforms strategic information assets into true competitive advantage and actionable insights. Role-based interfaces that enable different types of users to surface and visualize meaningful intelligence from consistent, companywide data, allow business users to quickly and interactively look at summaries of large volumes of data from multiple angles from one source with no data duplication. In addition, business users now have access to sophisticated reporting capabilities without having to constantly seek assistance from IT staff or analysts.

The SAS and Teradata Business Insight Advantage Program delivers a unified environment that promotes organizations' ability to simplify data management, centralize analytic capabilities, and empower business executives to make decisions more accurately and with better precision.

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## The Best Team Delivers a Host of Benefits

In addition to superior technology, the SAS and Teradata Business Insight Advantage Program includes proven methodologies and a comprehensive set of joint services to quickly jump start your time to value. Leveraging the SAS and Teradata Center of Excellence, a globally based, dedicated team of joint solution architects and technical consultants we can help you understand, implement, and optimize the SAS and Teradata Business Insight Advantage Program.

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## Synergy: SAS and Teradata Partnership

With the SAS and Teradata partnership, you'll get unmatched SAS data

integration, analytics and reporting with world-class Teradata technology and data warehousing expertise. Our partnership provides a compelling and robust business analytics and data warehousing environment from two industry leaders that allow organizations to:

- Focus on higher value business opportunities and deliver top-line and bottom-line growth faster.
- Expands the use of analytics to drive proactive evidence-based by eliminating technology barriers.
- Derive greater value from existing technology and information assets, reducing risk and your total cost of ownership – all from one partnership.

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## 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](http://www.sas.com)

Teradata, the global leader in enterprise data warehousing and analytic solutions, provides powerful and easy-to-deploy solutions for companies of all sizes. Teradata customers receive the innovation, consulting services, technology, and industry-specific applications for a smarter enterprise to compete and lead in their markets. [Teradata.com](http://Teradata.com)

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## For More Information

To find out more about how the SAS and Teradata Business Insight Advantage Program can help you grow your business and improve your performance, contact your SAS or Teradata representative or visit [www.sas.com/teradata](http://www.sas.com/teradata) or [Teradata.com/SAS](http://Teradata.com/SAS)



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