

## SAS and Teradata Business Insight Advantage Program

Faster and More Accurate Reporting

### Reporting Challenges

- Unable to provide the information needed to drive the business forward to adapt to the market changes.
- Multiple, inconsistent representations of data, making it impossible to validate which reports or results are accurate and correct.
- Repetitive tasks creating massive and frequent data movement.
- Managing silos of reporting applications increase management costs and affect company's profitability.

### The Solution

- SAS Reporting and Teradata platform provide the business intelligence flexibility to eliminate the need for constant ongoing integration of technologies by providing one consistent, powerful solution for reporting.
- With unsurpassed analytic capabilities for reporting, you can solve complex business problems with strategic business insights.
- Role-based interfaces that enable different types of users to surface and visualize meaningful intelligence from consistent, companywide data.
- The easy-to-use interfaces enable creation of reusable business intelligence processes, dramatically reducing development time and maintenance cost.

### Overview

The unique SAS and Teradata Business Insight Advantage Program facilitates simplified data management, innovative insights and rapid, accurate decision-making by unifying the industry's best technologies into the first, integrated solution of its kind. The program delivers unparalleled data management, analytics, and reporting capabilities, with a lower cost of ownership, reduced risk, and the inherent ability to grow. A critical piece of this offering is the reporting component which delivers accurate and consistent business intelligence across the enterprise.

As a key component of the SAS and Teradata Business Insight Advantage Program, SAS Reporting helps

organizations overcome the deficiencies and complexity evident in most business intelligence (BI) deployments while reducing the cost of ownership. It provides a single, integrated business intelligence solution, enabling IT to focus on more effectively aligning with the business. At the same time, it delivers end-user autonomy within a well-defined IT governance framework.

The unified offering from SAS and Teradata® facilitates optimal and consistent reporting by resolving the problem of maintaining data in multiple locations, as well as the additional processing involved in building or updating reporting cubes. The data would reside at the data warehouse and the results can be stored in the reporting cube, eliminating data redundancy and duplication.

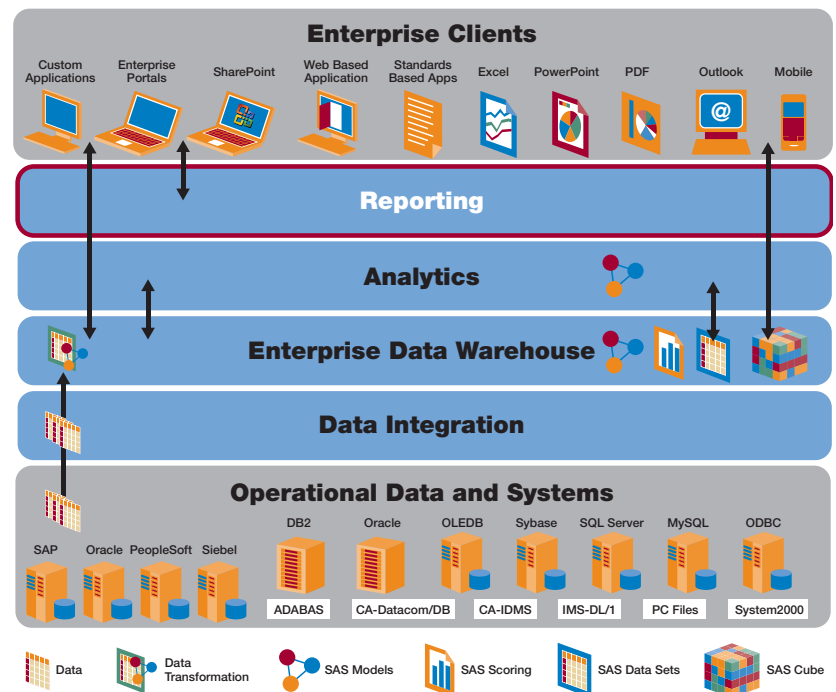


Figure 1: The SAS and Teradata Business Insight Advantage Program delivers fast and accurate reporting in a unified environment.



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## Optimizing Business Insight

The SAS and Teradata Business Insight Advantage Program offering goes beyond the standard business intelligence capabilities of query and reporting of historical data by enabling organizations to leverage proactive evidence-based information for making business decisions. SAS® Reporting leverages the strengths of the Teradata platform by utilizing high-performance data loading and exporting capabilities. SAS Reporting provides the ability to implement a relational OLAP (ROLAP), where the data stays in the Teradata system reducing any additional processing involved in building or updating the cube for reporting.

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## Easy to Build and Maintain for Better and Smarter Decision Making

SAS Reporting gives you the information when you need it, in the format you need. By integrating data from across your enterprise and delivering self-service reporting and analysis, IT spends less time responding to requests and business users spend less time looking for information. SAS Reporting also offers an integrated, robust and flexible presentation layer for the full breadth of SAS Analytics capabilities, including statistics, predictive analytics, data and text mining, forecasting, and optimization – all integrated within the business context that power smarter business decisions.

SAS Reporting is a comprehensive, easy-to-use business intelligence software solution that integrates the power of SAS analytics and data integration to share insights that power better business decisions. It includes

role-based, self-service interfaces for all types of users within a well-defined IT governance framework and a centralized point of administration. This helps organizations simplify and speed business intelligence deployment.

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## The Metadata Advantage

SAS gives IT-savvy users and data architects the opportunity to translate data structures into terms that business users can understand and use, and define business rules in a consistent manner. It is through these data structures that IT can control which data can be retrieved, as well as the volume of data that can be retrieved. This ensures that IT maintains control without infringing on the users' flexibility and productivity. SAS business metadata allows the use of business logic in addition to SQL to derive needed data.

SAS Reporting delivers an open, integrated metadata server that allows for sharing of metadata across the entire SAS and Teradata Business Insight Advantage Program from a centralized repository. This ensures consistent security, information and business rules. Shared metadata reduces maintenance issues and increases interoperability between applications, resulting in lower cost of ownership. In addition, SAS offers a single point of management that allows IT to manage the whole environment from one location. This significantly reduces administration and maintenance overhead normally associated with such a comprehensive solution.

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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.

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

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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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