



## SAS® Solutions OnDemand: Marketing Automation

It takes more than good products and services to succeed today. Successful marketing now requires more precise segmentation, and more frequent and sophisticated communications than ever before — communications that involve multiple stages and span multiple channels, from radio and television to direct mail, e-mail and the Web.

The SAS Solutions OnDemand: Marketing Automation offering can help you improve the success of your marketing campaigns and the value of your customers. The solution is one component of the SAS Solutions OnDemand suite, a collection of powerful SAS capabilities available as hosted solutions.

With SAS Solutions OnDemand, you simply send your data to SAS, and we apply our unsurpassed analytic capabilities to the data. We then send a variety of reports back to you the very next business day. The hosted version of SAS Marketing Automation even lets you access SAS' analysis and reporting capabilities as if the solution were locally installed.

### **Analytic insight, every step of the way**

Many campaign management solutions provide campaign planning and execution along with standard query and reporting tools. But if you are to invest already limited marketing resources into the right opportunities, you must understand and manage customer life cycles and profitability.

Through the analytics SAS provides, you can take the next step in understanding how to maximize your efforts. SAS Solutions OnDemand: Marketing

Automation provides analytic insight every step of the way with tools that are made to handle wide-ranging investigations and analytic discoveries.

Our full-service approach to marketing automation gives you a rapid and robust solution backed by a best-in-class delivery team and a scalable, reliable infrastructure. Using our proven approach for solution delivery, more robust solutions are delivered in a shorter time and at a lower cost than traditional approaches.

### **What does the solution do?**

The SAS Solutions OnDemand: Marketing Automation offering provides a number of capabilities that help you improve the value of your customer relationships, including:

- Customer and prospect data management.
- Robust analysis, reporting and data mining across multiple channels.
- Multichannel integration for both Web-based and traditional customer data.
- Campaign planning and execution. (See [www.sas.com/solutions/crm/mktauto](http://www.sas.com/solutions/crm/mktauto) for more information.)
- Flexible data model design for a high-performance and extensible data warehouse.
- Highly scalable query and reporting with Web-enabled SAS Business Intelligence tools.
- Powerful and scalable desktop campaign analytics with SAS Analytic Intelligence tools.
- Powerful data quality and data cleansing tools.



## Quality, security and service

This solution also includes:

- A 99 percent uptime guarantee.
- SAS-70 and Systrust Certification that assure quality and secure infrastructure services.
- A proven approach to solution development and deployment that provides high-value solutions without project risk.
- Proven SAS expertise.
- Proven, scalable SAS applications and infrastructure.
- A single contact who will help you resolve issues and answer questions.
- Monthly “learn with the experts” meetings.

## Solution benefits

- **Maintain an integrated customer view.** SAS provides a unified view of customers across your enterprise that incorporates information from all touch points and channels, ensuring that customer information is consistent, secure, accurate and comprehensible to users.
- **Manage customer life cycles.** Customer segmentation and profiling capabilities consolidate insight at a customer level to build and monitor critical strategic segments over time.
- **Improve effectiveness through better targeting, measurements and analytics.** Through advanced analytic techniques such as data mining, market basket analysis, link

analysis, forecasting and optimization, as well as segmentation, profiling and behavior analysis, the SAS Solutions OnDemand: Marketing Automation offering helps you understand customers’ past behaviors and predict future opportunities.

- **Create complex communication strategies.** Through an intuitive graphical interface and in-depth campaign management functions, business users can easily deploy the results of advanced analytics and create multichannel, multistage communications using reliable customer intelligence.
- **Understand the results of marketing activities.** This solution allows users to fully understand campaign responses, whether those responses involve direct communication or subtle changes in behavior. Reports on campaign effectiveness combine this response analysis with budget expectations to deliver a full picture of the financial return achieved by each marketing initiative.
- **Provide integrated support for all business units.** This SAS Solutions OnDemand offering fully supports the activities of your key marketing campaign participants, including business users, database marketers and quantitative personnel.

## Solution capabilities for business users

- **A powerful interface** gives users the flexibility to go behind the scenes to define and perform in-depth analysis and campaign definitions.

- **A portal-driven dashboard** gives marketers one central point from which to manage all marketing activities.
- **Advanced clustering analysis** also helps marketers generate target lists and visually track the ways clusters relate to each other.
- **Campaign execution capabilities** such as campaign process activity breakdown.
- **The ability to translate complex data structures** into useful business terms for more rapid, customized reporting.
- **Data warehousing capabilities** that allow business users with minimal training or programming skills to access the information they need.
- **Robust Web reporting** makes developing and distributing reports very much a business user activity.

SAS provides a broad range of reporting options from simple lists to complex, dynamic, Web-enabled graphical reports complete with drill-down and interactive multimedia. Any type of user is thus empowered to create and use reports with tools appropriate to their business needs and level of ability.

SAS gives you the option of using our hosted solution for as long as it meets your needs. If you want to bring the application in house, SAS also provides the option of leasing SAS Marketing Automation.

**Call us toll free at 1-800-727-0025 (U.S. and Canada). Ask for the SAS Solutions OnDemand sales team.**



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