The explosion of data and use of technology in our society has impacted almost everyone. This data-driven culture requires skills in managing the mountains of data we create and making sense of the meanings hidden within.

Academic institutions are rising to the challenge and arming students with the data management and analytics skills they need to secure jobs in today’s global economy. As learning institutions adapt to these changing dynamics, they are creating new academic programs focused on developing deep analytics skills in demand in both the private and public sectors.

For academic researchers who need to tackle key problems and support their institution’s research priorities, SAS offers a powerful data management and analytics suite to enable researchers to extract deeper meaning and insights from their data. Teaching professionals have been using SAS in the classroom for more than 37 years in a wide variety of data-rich disciplines. SAS continues to offer teaching and research professionals the same world-class software and support that’s used by over 65,000 business, government and university sites around the world.

■ Challenges

**Teaching**
- Increased demand in the global economy for skills related to data analytics.
- Pressure from students, parents and higher education leaders to prepare students for securing jobs after graduation.
- Providing the foundation for building transferable skills and experiences students can bring to the workplace.

**Research**
- Managing research data collected involves large amounts of disparate data from multiple sources, in multiple formats.
- Modeling and extracting insights from data quickly and easily.
Advanced analytics for teaching and academic research

SAS is committed to supporting teaching and academic research communities through a broad range of analytic capabilities that meet the needs of teaching and academic research professionals. Our Education Analytical Suite for teaching and academic research integrates several SAS analytics and data management foundation software products in a bundle exclusively available for educational professionals who want superior analytic tools.

The Education Analytical Suite is offered at a substantially reduced price that allows for flexible licensing options – designed to meet the distinct needs of a variety of user groups to further innovation and skill development.

Solution Overview

Point-and-click interface: SAS® Enterprise Guide®

SAS Enterprise Guide provides a point-and-click, menu-driven tool to easily analyze data and publish results. It provides fast-track learning for quick data analysis, generates code for increased productivity and allows you to deploy analyses and forecasts in real time.

- Advance the scientific discovery process by applying the latest statistical techniques.
- Uncover trends, identify issues or summarize findings on large or small volumes of data.
- Teach SAS skills using traditional SAS programming windows (e.g., program editor, log, output).
- Reporting features promote the sharing and publishing of results.
- Supports many disciplines, including data analysis, statistics, research methods, math, economics, operations research, SAS programming and more.

The Education Analytical Suite includes:

- Base SAS®
- SAS® Enterprise Guide®
- SAS/ACCESS® *
- SAS/ASSIST®
- SAS® Bridge for Esri
- SAS/EIS®
- SAS/OR®
- SAS/QC®
- SAS/AF®
- SAS/CONNECT®
- SAS/ETS®
- SAS/FSP®
- SAS/GRAPH®
- SAS/IML®
- SAS/SHARE®
- SAS/STAT®
- SAS® Integration Technologies
- SAS® e-Learning Library

* Includes access to multiple relational databases
Using SAS® Enterprise Guide®, professors can teach students using a project-based theme that helps organize and analyze data.

Flexible, low-cost licensing options
SAS is committed to leading the way for integrating technology and education. The Education Analytical Suite is offered at a substantial discount to ensure that cost doesn’t stand in the way of education getting the technology it needs. Flexible licensing options are available for users to install the software in both a server and PC environment.

Unmatched analytic capabilities
The Education Analytical Suite provides a comprehensive set of analytic capabilities:
- **Statistics** – From traditional analysis of variance and linear regression to exact methods and statistical visualization techniques.
- **Forecasting and econometrics** – A broad array of econometric, time series and forecasting techniques that enable modeling, forecasting and simulation.
- **Optimization** – Powerful array of optimization, simulation and project scheduling techniques to identify the actions that will produce the best results, while operating within resource limitations.
- **Quality improvement** – Goes beyond basic process control to incorporate more advanced statistical analyses for additional insights into processes and product improvements.

Seamless data integration
Regardless of native format or platform, SAS quickly and easily integrates data from the most popular platforms – including PC files, relational databases, data warehouse appliances or legacy mainframe systems – and provides:
- A high degree of control over data security by honoring and augmenting the native security of the target data source.
- Improved performance and reduced network traffic due to the ability to pass database queries, joins and some functions to a target data source for processing.
- The power of SAS software to cleanse, transform, analyze and present data from diverse data sources in accordance with established business rules of the organization.

SAS® e-Learning modules available at no cost
Web-based training is an essential component of the Education Analytical Suite. Users get free access to 11 of SAS® award-winning e-Learning courses as part of the Education Analytical Suite license. Training programs can be customized to easily accommodate different skill levels. This easily accessible training allows professors to quickly refresh their own SAS skills as well as bring students up to a common skill level so advanced learning can take place.
The SAS® Difference

- Easy point-and-click interface to access the full power of SAS Analytics.
- Flexible, low-cost licensing options that meet the needs of teaching and academic research professionals.
- Comprehensive analytic capabilities.
- Seamless, secure data management regardless of native format or platform.
- Free access to award-winning e-learning modules to quickly bring users up to speed.

About SAS

SAS is the leader in business analytics software and services, and the largest independent vendor in the business intelligence market. Through innovative solutions, SAS helps customers at more than 65,000 sites improve performance and deliver value by making better decisions faster. Since 1976 SAS has been giving customers around the world THE POWER TO KNOW®.

SAS e-Learning Courses

SAS® Programming Language

- SAS Programming Introduction: Basic Concepts
- SAS Programming 1: Essentials
- SAS Programming 2: Data Manipulation Techniques
- SAS Programming 3: Advanced Techniques and Efficiencies
- SAS Macro Language 1: Essentials
- SAS SQL 1: Essentials

SAS® Enterprise Guide® (point-and-click interface)

- SAS Enterprise Guide 1: Querying and Reporting
- SAS Enterprise Guide 2: Advanced Tasks and Querying

Statistics

- Introduction to Statistical Concepts
- SAS Enterprise Guide: ANOVA, Regression, and Logistic Regression
- Statistics 1: Introduction to ANOVA, Regression, and Logistic Regression

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