



## ■ Key Benefits

**Expert, customized knowledge transfer and hands-on workshop.** This quick start service includes a knowledge transfer session designed expressly for specific customers. Data analysts learn tips for using SAS Text Analytics tools and analytical techniques and best practices from SAS analytical consultant(s) who have deep experience in text analytics and SAS analytic solutions.

**Fast, business rules.** The service helps analysts produce results as they learn. SAS analytical consultant(s) and customers jointly tackle text analytics business problems to address current customer business requirements.

**Foundation for efficient, effective text analytics.** This joint development project ensures that customers thoroughly understand how SAS Text Analytics streamlines and automates the time-consuming mechanics of text analytics. At the end of the engagement, customers have hands-on knowledge of key text analytics concepts, product capabilities and best practices so they can focus on creating the most effective results, and on the analysis to mine unstructured data for patterns that yield critical business insights.



## SAS® Text Analytics Quick Start Service

### What Is SAS® Text Analytics Quick Start Service?

SAS® Text Analytics Quick Start Service is designed to help customers quickly become productive as they use SAS Text Analytics solutions to solve specific customer business requirements.

The service focuses initially on enabling customers to understand and gain comfort and familiarity with the features and capabilities of SAS Text Analytics. By the end of the service, customers are well on their way to building models with support from SAS analytical consultant(s).

Customers can use SAS Text Analytics to solve complex business problems across a broad range of industries.

Examples include:

- Taxonomy development – develop comprehensive, exhaustive and accurate tagging of unstructured data content.
- Customer comment analysis (Web and e-mail-based) and visualization – analyze call center data to better understand customer feedback or monitor blogs to track customer sentiments.
- Search, summarize and alert – analyze large volumes of textual data, summarize the text and deliver real-time content alerts so decision makers can take appropriate actions as soon as possible.

### How Does It Work?

The SAS Text Analytics Quick Start Service typically lasts two weeks. Initially, SAS analytical consultant(s) meet with customer technical and analytical personnel to discuss business goals and data requirements, and jointly develop objectives for the service. After everyone agrees on a high-level plan for the engagement, SAS analytical consultant(s) in collaboration with experts from the customer organization perform the following tasks:

- Identify specific customer business projects to be the focus for the service.
- Review and conduct a brief assessment of the necessary data.
- Review software requirements.
- Prepare customized plans for the knowledge transfer sessions.

SAS analytical consultant(s) deliver the service both on- and off-site using customer data and business projects to demonstrate SAS Text Analytics solutions and analytical techniques. They then work with customers on text analytics models. Throughout the development process, SAS analytical consultant(s) coach customer experts on best practices and share tips from prior experiences.

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## What Do I Get?

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- **Customized knowledge transfer sessions.** Arm your experts with techniques, insights and best practices for exploiting SAS Text Analytics to address specific customer business requirements.
- **Executable code and/or flows, including items such as binary taxonomy code, SAS code and process flow diagrams.** Customer experts will have a starting point on which they can build.
- **Document summarizing agreements from the workshop.** This includes best practices and/or recommended approaches and strategies to achieve specific customer business requirements, and captures the service discussions, decisions and best practices for future reference and archival.

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## What Is the Time Commitment?

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The approximate duration of the SAS Text Analytics Quick Start Service is determined based upon specific customer business requirements. For planning purposes, an estimated elapsed time of 10 business days is assumed. The service is performed both on- and off-site, as needed.

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## How Much Does It Cost?

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Price depends on various factors, such as level of effort, required skills or expertise, market demands and business strategy.

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## How Do I Find Out More or Arrange for the SAS® Text Analytics Quick Start Service?

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Your SAS account executive can connect you with the appropriate SAS analytical consultant.



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To contact your local SAS office, please visit: [www.sas.com/offices](http://www.sas.com/offices)

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