

Corporate Overview



# SAS COMPANY VALUES

## Approachable

---

We are accessible to our customers and make it easy for them to do business with us.

## Customer-Driven

---

We work closely with customers to understand and solve their business issues.

## Swift and Agile

---

We seek to reduce complexity in a constantly changing world.

## Innovative

---

We champion excellence by creatively and constructively challenging the status quo.

## Trustworthy

---

We act with transparency and openness, and always keep our promises.



## An Introduction to SAS

As the world's largest independent business analytics company with consistent revenue growth and profitability since it was founded more than 34 years ago, SAS provides an integrated set of software products and services to more than 45,000 customer sites in 118 countries. SAS leads the pack with its general and industry-specific business solutions, and integrated technologies for data management, advanced analytics and reporting. Across the globe, both the public and private sector use SAS® software to assist in their efforts to compete and excel in a climate of unprecedented economic uncertainty and globalization.

Through our belief that making employees a priority makes good business sense, SAS has pioneered a distinctly unique corporate culture that has allowed us to attract and hire the best and brightest. The philosophy that drives SAS is simple: Put employees and customers first and the benefits will follow, be it extraordinarily high customer satisfaction, impressive employee loyalty and retention – and ultimately – a consistent and profitable revenue stream.

SAS delivers proven solutions to customers to access relevant, reliable, consistent information throughout their enterprises, giving them the ability to make the right decisions and achieve sustainable performance improvement. By enabling them to seize the opportu-

nities and attendant benefits afforded by their data, SAS has been giving customers around the world THE POWER TO KNOW®.

### Proven Financial Strength

SAS' record of revenue growth in every year of our existence makes us a stable business partner; it also enables us to reinvest a substantial percent of revenues (more than 20 percent) in R&D each year so we can continually improve our products. This commitment to innovation is one reason why the overwhelming majority of our customers renew their software licenses every year.

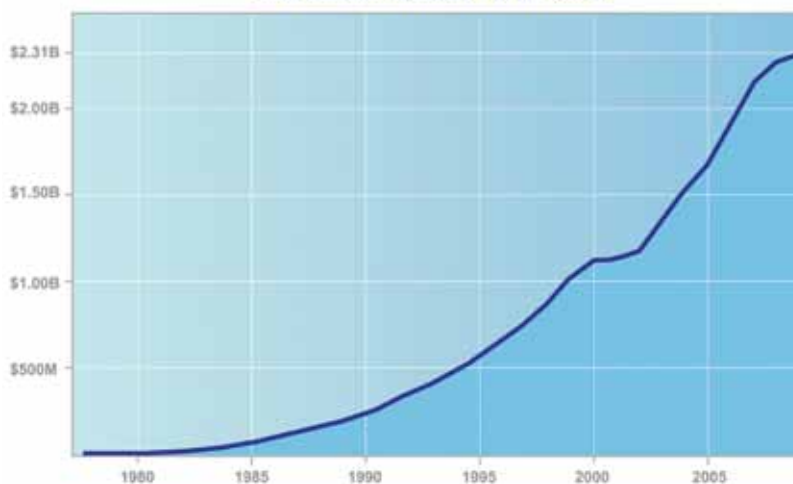
With such consistency in revenue growth, SAS has the depth of resources to sustain excellence in product development and customer support.

While many competitors have merged, changed ownership or ceased operations, privately held SAS has remained focused on its primary mission – delivering superior software and enhancing customer relationships.

### Knowing the World's Data

SAS is a global company with more than 11,000 employees in local and regional offices in 54 countries providing consulting, training and support to our customers' global business analytics implementations. SAS customers, including 92 of the top 100 companies on the 2009 FORTUNE Global 500® list, partner with SAS to develop more profitable relationships with their customers and suppliers; to enable better decisions; and to move forward faster with confidence and clarity.

SAS Annual Revenue 1976 - 2009



## You Can . . . with SAS® Solutions

---

### What if

you could increase revenue by 66 percent using your data to make confident, fact-based decisions?

### What if

you could deliver three times as many campaigns – with the same staff – to retain your most valuable members?

### What if

you could boost margins by 100 percent with a 10 percent price improvement?<sup>1</sup>

**What if you could access the best software solutions, industry domain expertise and more than 30 years of proven success from the leader in business analytics?**

### You can.

Frequent shifts in the way the world operates are forcing everyone to rethink strategies and adapt to the swift streams of change. But with such rapid change, on what do you base decisions? Addressing these new challenges and implementing new strategies requires a new way of looking at your business and operations.

Data that holds enormous value and insight is converging from all over the world. To succeed, today's organization must harness all that data and use it to make the right decisions for the organization in a timely manner. It's the difference between surviving and thriving in today's fast-paced, ever-changing knowledge economy and data-centric world.

SAS is the first company to call when you need to solve complex business problems, achieve key objectives and more effectively manage your information assets. As the leader in business analytics software and services, and the largest independent vendor in the business intelligence market, SAS delivers innovative solutions within an integrated framework to improve performance and deliver value by making better decisions faster.

Technology plays a role, but this is more about solving business problems – specifically solving problems you face in your own industry. SAS helps organizations:

- Integrate massive amounts of structured and unstructured data.
- Analyze that data to gain predictive insights.
- Share those insights and facilitate collaboration through Web-based reports.
- Apply this knowledge to solve business issues specific to an industry.
- Improve performance across the organization.
- Empower every decision maker with the right information at the right time.

Complementing SAS' comprehensive functionality is our deep industry and IT expertise. In today's information-infused economy, SAS helps organizations meet their unique business objectives, whether it's to increase profitability, identify and mitigate fraud, or better understand risk. SAS allows organizations to create greater value from one of their most important assets: huge volumes of collected data. All enterprises need business analytics in order to be successful, because it reveals not only what happened in the past, but also what may happen in the future.

<sup>1</sup> Actual savings, results, and performance characteristics will vary depending on individual customer configurations and conditions. SAS does not guarantee or represent that every customer will achieve similar results. The only warranties for SAS products and services are those that are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty.

■ “We want to be the first company people call when they need to solve business problems. SAS has everything it takes to achieve this: unmatched analytical capabilities, deep industry expertise, a long track record of delivering proven results, and the ability to innovate.”

JIM GOODNIGHT, CEO, SAS



■ “Analytics ... is truly the source of differentiation. ... Being compliant is no longer a source of competitive advantage. Just showing up is no longer enough in a contested marketplace around the world. So being smart wins, and the only way you can be smart in a very complex, data-rich environment is through the informed, innovative and cost-effective application of business analytics.”

THORNTON MAY, AUTHOR OF *THE NEW KNOW: INNOVATION POWERED BY ANALYTICS*



## Knowing Your Industry's Needs

In every area of your organization, decision makers need answers to the questions that are crucial to creating competitive advantage, such as:

- Who are our best customers, and what can we do to keep them?
- How can we improve the accuracy of our financial forecasts?
- How can we cut supply chain costs without compromising quality?
- How can we effectively manage risk across the enterprise?

SAS allows you to transform data about customers, performance, financials and more into information and predictive insight that lays the groundwork for solid and coherent decisions:

- Financial services companies in particular have confidence in SAS' ability to collaborate with them to solve complex business issues and to meet regulatory requirements, comprising 42 percent of SAS revenue.
- Governments across the world are facing challenges such as declining tax revenues, maintaining adequate service levels and transparency. They use SAS to manage their data as a strategic asset to combat fraud, make sure taxes are collected most effectively and ensure that citizens are getting the most for their tax dollars.
- SAS' robust retail solutions help retailers price products and stock stores, taking into account regional, local and even store-level buying preferences of their customers.

SAS business and industry solutions help you answer the tough questions. With our domain expertise and best practices built in, you can address critical issues faster – and at far lower cost – than with custom-built alternatives. Our packaged applications provide capabilities specifically targeted to core organizational areas, including:

**Customers.** SAS' award-winning customer intelligence solutions help you generate a comprehensive picture of customer behavior, risk and profitability so you can create the best offers for individuals and produce more profitable marketing campaigns.

**Finance and human capital.** SAS financial management and strategy solutions help you create a cohesive, holistic view of costs, profits, regulatory compliance, forecast scenarios and optimization strategies – enabling you to improve the accuracy of plans and budgets.

**Operations.** SAS supply chain and sustainability solutions let you analyze spending and supplier performance across many dimensions; make strategic sourcing decisions; optimize your supplier base; and predict and respond to environmental, social and economic risks and opportunities.

**Risk.** With SAS' market-leading risk intelligence suite, you can more accurately identify, measure, monitor, control and report risks across all areas of your organization. Our suite enables your organization to go beyond silo approaches and merely satisfying

regulatory requirements by enabling organizational risk management in areas such as credit, market and operations.

**IT.** SAS solutions for IT intelligence assess the real costs and value of your information assets, helping you identify the best mix of resources to meet strategic goals while managing risk and minimizing delivery costs.

## Industry Solutions

SAS serves every industry and government activity, with business solutions for:

- Aerospace
- Automotive
- Communications
- Education
- Financial Services
- Governments and Ministries
- Health Insurance
- Health Care Providers
- Hospitality and Entertainment
- Insurance
- Life Sciences
- Manufacturing
- Media
- Nonprofits and Nongovernmental Organizations
- Oil and Gas
- Retail
- Utilities

## The SAS® Business Analytics Framework

### An effective infrastructure for managing the growing appetite for intelligence

SAS' core business is providing business analytics software and services that include data management, analytics and reporting technologies. These technologies can be used by themselves or as a part of a business solution specific to an industry or line of business.

The SAS Business Analytics Framework empowers organizations to solve complex business problems, anticipate and manage change, manage for performance and drive sustainable growth through innovation. The framework represents everything SAS does, including solutions, technology and services – and lets our customers address their most critical issues today and then add new functionality cohesively and incrementally over time. It is comprised of:



- **Line-of-business and industry-specific solutions.** SAS develops business solutions to solve the critical issues unique to key line-of-business and functional areas, including marketing, finance, IT, human resources and procurement. These organizational and industry-specific solutions address issues common to all organizations, including:
  - Reducing anti-money laundering in financial services.
  - Expediting drugs to market in pharmaceuticals.
  - Optimizing revenue and identifying cross-sell opportunities in retail.
  - Assessing policyholder risks to determine insurance premiums.
  - Using demand-driven forecasting in manufacturing.
  - Detecting and preventing fraudulent government benefit claims.
- **Data Management.** With so much data being generated, and so many mergers and consolidations happening across industries, master data management and data quality capabilities are more important than ever. SAS' comprehensive data management environment meets the full spectrum of needs – from small tactical projects to large strategic business initiatives. For IT and data provisioning or data connectivity and preparation, SAS offers data integration, data quality/cleansing and enrichment, and master data management. SAS also combines structured and unstructured data – such as e-mail, voice mail, call

■ “Business analytics empowers people in the organization to make better decisions, improve processes and achieve desired outcomes. It brings together the best of data management, analytic methods and the presentation of results – all in a closed-loop cycle for continuous learning and improvement.”

THOMAS H. DAVENPORT, *THE NEW WORLD OF “BUSINESS ANALYTICS”*



■ Our customers use SAS® solutions in private industry, nonprofits, government and education to manage and gain insight from vast amounts of data, resulting in faster, more accurate decisions; more profitable relationships with customers and suppliers; compliance with government regulations; research breakthroughs; better products; and more satisfied customers and constituents.



center records and information from social networking sites – providing the integrated, accurate information your organization requires.

- **Analytics.** Analytics not only solves problems, but also creates opportunities. For more than three decades, SAS has helped organizations use predictive analytics to make proactive decisions. Instead of asking what did happen, you can answer questions like: “What will happen next?” and “What is the best that can happen?” Or more specifically, SAS can help you:
  - Know how to capture any abnormal behavior as close to time of transaction as possible to combat fraud.
  - Reduce your risk by uncovering operational gaps, vulnerabilities and threats that may otherwise go unnoticed until it is too late to intervene.
  - Predict the business value of investments such as advertising, incentives and the Web and increase marketing ROI by determining the best offers for individual customers.

We apply predictive analytics across all SAS solutions so you can ask forward-looking questions, gain predictive insights and seize new opportunities. With SAS’ data mining, data visualization, operations research, forecasting and optimization, you can make fact-based decisions that produce the best results possible.

- **Reporting.** Everyone recognizes the importance of getting the right information to the right person at the right time to enable fact-based decision making. With SAS, reporting is part of a seamless process for creating and sharing intelligence. While other vendors provide multiple interfaces that all serve the same purpose, SAS uses a single Web-based interface for all types of reports. SAS delivers everything from simple, Web-based reporting to complex desktop workbenches where you can perform sophisticated statistical analyses. SAS provides this range of reporting capabilities so that users of varying skill levels across your organization can easily access the data. As a result, decision makers can get answers to sophisticated questions, format high-quality results and easily communicate their findings.

---

### On-Demand Solutions

---

SAS offers on-demand solutions for a low up-front investment and quicker ROI. SAS Solutions OnDemand offer various options in software-as-a-service (SaaS) and enterprise hosting solutions. They include industry-specific offerings for organizations that want to quickly deploy a solution with prebuilt reports and a Web-based interface, providing a combination of affordability, low risk and fast “time-to-solution.” Enterprise hosting options suit organizations that need customized applications and infrastructure configurations because of their business models, regulatory environment or capacity

for advanced analytics, making off-premise, industry-specific enterprise hosted solutions the best choice to stay agile and competitive.

## SAS Continues to Receive Top Ranking and Perfect Scores for Key Strategies

**The Forrester Wave: Predictive Analytics and Data Mining Solutions, Q1 2010** (February 2010). SAS has been named a leader among nine vendors in *The Forrester Wave: Predictive Analytics and Data Mining Solutions, Q1 2010*. SAS earned top overall ranking in all three categories – current offering, strategy and market presence – including perfect scores for functionality, professional services, licensing and cost, direction and company financials criteria.

**SAS ranks first in Chartis RiskTech100™ report** (November 2009). “By September 2009, 400 financial institutions and nonfinancial corporations worldwide were relying on SAS risk management solutions covering such areas as credit risk, operational risk, fraud, anti-money laundering, energy risk and Fair Banking ... The credit risk solutions showcase SAS’ key strengths – its superior data management and risk analytics capabilities, which provide SAS the ability to offer a true end-to-end solution.”

## Driven by the Possibilities of Innovation

---

CEO Jim Goodnight set the cornerstone for the SAS culture when he said, “If you treat employees as if they make a difference, they will make a difference.” The SAS environment nurtures innovation, and employees do make a difference. Our continued revenue growth fuels our research and development, and this commitment to innovation is one reason an overwhelming majority of customers renew their SAS software licenses every year.

**Optimizing with high-performance computing architecture.** SAS is proactively tackling the challenges customers face with ever-increasing amounts of data growing exponentially year after year. SAS’ developers are continuously looking for ways to leverage new technologies. For highly difficult challenges such as risk and retail computations, we have designed our offerings to take advantage of high-performance, multi-processor blade server technology. SAS’ unique set of software algorithms combined with blade computing greatly reduces computational time.

**Expanding cloud computing.** SAS continues to make major investments in on-demand IT solutions with the addition of a US\$70 million cloud computing facility at our global corporate headquarters. The facility will include two 10,000-square-foot server farms for enterprise hosting, SaaS and cloud computing initiatives to offer our customers greater value, scalability and ease of access.

**Gaining insight with unstructured data.** Today almost every business decision is based on structured data. But at least 95 percent of the data flowing into organizations is unstructured data: video, voice and text. SAS is addressing these areas with products such as SAS Text Analytics and SAS Social Media Analytics. The SAS Business Analytics Framework incorporates unstructured data so that our customers can reap the benefits of gaining meaningful intelligence from all these data sources.

**Economizing with grid computing.** SAS offers grid computing environments where SAS computing tasks are distributed among multiple computers on a network, all under the control of SAS Grid Manager. This environment provides workload balancing, accelerated processing and job scheduling.

**Communicating on the environment.** In March 2009, SAS contributed to the ongoing development of a framework for the Shared Environmental Information System (SEIS), sponsored by the European Union. SEIS endeavours to improve collaboration among EU member states, technical partners from private companies and nongovernmental organizations to share timely environmental information and assess data from a variety of sectors and sources to allow decision makers to make immediate and life-saving decisions.

■ “If you treat employees as if they make a difference, they really will make a difference, and the customer is the one who benefits from that.”

JIM GOODNIGHT, CEO, SAS



■ With an array of service consultants across the globe building one-to-one relationships with customers, SAS Professional Services helps our customers with their growing needs by extending the value of their SAS investments. By learning how customers use our software now and how they need to use it in the future, we can continually evolve SAS in response to changing global needs.



## Professional Services and Resources

---

SAS offers a rich variety of services and resources to help build SAS skills and explore and apply the full power of SAS software, including training, technical support, consulting, books and online resources. Technical and educational resources, documentation, reference information and worldwide SAS users groups are the backbone of business and technical user communities. Whether for a professional or academic setting, we have learning products that can help maximize your investment in SAS solutions.

**Training.** SAS Education provides state-of-the-art technical training and professional development that ensures SAS users get the most out of their software investment. A curriculum of more than 200 SAS, JMP® and statistical courses are offered in the traditional classroom setting, on-site at customer locations, in the Live Web classroom or as Self-Paced e-Learning, all aimed at improving user performance and skills using SAS technology.

**Reference.** SAS Publishing is a global enterprise committed to providing SAS customers and prospects with the highest-quality resources for learning SAS. Our bookstore offers SAS documentation and SAS Press Series titles, with Google Book Search to search titles and browse related information about our products and services that support SAS.

**Customer support.** With offices in 54 countries, SAS provides award-winning local, hands-on support for customers undergoing global software implementations. SAS customers receive a full suite of support services at no extra charge, including skilled telephone technical support and around-the-clock online technical support. Our online customer support center provides always-on access to a wealth of technical support, reference information, educational resources and communities. Knowledge sharing is continuously available through regular seminars, webcasts and SAS Education's expansive selection of training courses.

**Consulting.** SAS combines software with flexible business and technical consulting services to turn strategies into reality. Our consultants take the time to listen and learn about your business challenges and enterprise goals to establish a foundation for strategic advancement. This enables us to deliver the right SAS technology and tailored services to solve your unique business requirements. We have amassed in-depth industry knowledge and domain expertise, leveraging industry and technology best practices and proven methodologies.

## The SAS Difference: Our Unique Culture

---

Culturally, SAS is unlike any other company in the world, where at each SAS office its employees and customers are most important. Treating employees as if they make a difference has created an atmosphere of loyalty and achievement, spawning high levels of employee and customer satisfaction and sustained business success.

With an average employee tenure of 10 years, SAS experiences an average voluntary employee turnover of a mere 4 percent in an industry where 22 percent is the norm.<sup>2</sup> This extraordinary employee retention means our customers benefit from the long-standing knowledge and relationships that result from our well-established work force.

---

### Our Most Valuable Asset: Our People

Many companies can gain their employees' loyalty through good compensation, professional development opportunities and forward-thinking benefit programs. SAS does all of this and more; SAS inspires employees. Encouraging creative passion and growth in its employees is one of SAS' extraordinary accomplishments over its 34-year history.

If you believe that a company's most important asset is its creative capital, you agree with CEO Jim Goodnight, who believes his employees are his most important asset. "Knowledge workers need to be nurtured – they need an environment where people feel cared for," says Goodnight. This approach fosters creativity so people feel

challenged to pursue those individual successes that make the business productive as a whole.

SAS believes that a healthy workplace environment is critical for employees and for the business. Focusing on people and relationships leads to more productive, satisfied and dedicated employees, and a healthy work-life balance is critical to this success. SAS has a wide range of benefits for employees – from comprehensive medical coverage and learning and development opportunities to on-site child care and health care at our corporate headquarters.

SAS' continued success proves our core belief that happy, healthy employees are more productive. **In 2010, SAS ranked as the No. 1 company to work for in the US on the FORTUNE 100 Best Companies to Work For list after making the list every year since it began in 1998.**

---

### Empowering Customers

Among existing SAS customers, customer satisfaction remains high. In 2009, a survey of SAS customers showed that 92 percent of customers were likely to recommend SAS for renewal, and 90 percent were likely to be a customer in five years.<sup>3</sup> In 2010, poll results showed that 96 percent of customers were somewhat or extremely satisfied with SAS software, and 95 percent probably or definitely would recommend SAS to a colleague.<sup>4</sup>

**And at SAS® Global Forum 2010, a survey found that almost all (99 percent) of our long-term customers – customers who have used SAS for more than 15 years – are likely to recommend SAS to colleagues.** This validates our long-standing philosophy that software cannot be developed in a vacuum, and that the customer should be involved in all stages of research and development – from planning and development to testing and implementation:

- Customers can influence how SAS products evolve through the annual SASware Ballot® that seeks user suggestions on new features they would like to see added to software and services.
- The SAS CTO Advisory Board – comprised of CTOs, chief architects and CIOs who are able to represent their companies' critical business needs and articulate their critical IT strategies, processes and technology requirements – shares feedback, discusses top-of-mind issues and helps determine how to improve SAS software.
- Numerous user and executive conferences and events provide forums for exchange of ideas and innovation, such as SAS Global Forum and The Premier Business Leadership Series. Like our customers, we also derive great value from these opportunities for interaction.

SAS believes in strengthening its products with this feedback to give customers the means to tackle their challenges efficiently and effectively.

■ “We’ve worked hard to create a corporate culture that is based on trust between our employees and the company, a culture that rewards innovation, encourages employees to try new things and yet doesn’t penalize them for taking chances, and a culture that cares about employees’ personal and professional growth.”

JIM GOODNIGHT, CEO, SAS



2 U.S. Department of Labor, Bureau of Labor Statistics (BLS), via Nobscot Corporation. “Latest BLS Employee Turnover Rates For Year Ending August, 2006 – Released October 11, 2006.” Retrieved 2010.

3 SAS Customer Satisfaction Survey, December 2009.

4 SAS Customer Usage Survey – SAS Global Forum, April 2010.

■ “We selected SAS for Sustainability Management to monitor our CO<sub>2</sub> emissions because it’s flexible. It can calculate CO<sub>2</sub> equivalents for our 120 municipal buildings, 550 vehicles, public lighting and, eventually, our pump stations. Multiple users have access to reports, so we can quickly make changes to meet our goals.”

HENRY TERLOUW, CLIMATE CHANGE POLICY ADVISOR, MUNICIPALITY OF THE HAGUE



## Being a Good Corporate Citizen

---

We are very committed to corporate social responsibility and the environment, where we strive to make a real difference year after year – whether by engaging employees to support education or taking measures to reduce our environmental footprint.

### **SUSTAINABILITY: The Right Thing to Do for Many Reasons**

---

At SAS, sustainability means that we take a long-term view when making business decisions, whether they involve attracting, retaining and motivating the best employees, serving customers or caring for the physical environment. From LEED-certified (Leadership in Energy and Environmental Design) buildings to a solar farm generating energy for the region, SAS strives to meet the sustainable demands of doing business. Below are some highlights of sustainable practices SAS achieved in 2009. Please read our SAS Corporate Social Responsibility Report ([www.sas.com/csr](http://www.sas.com/csr)) to learn more.

At our global corporate headquarters in Cary, North Carolina:

- We have constructed a 12-acre, 2.2-megawatt photovoltaic solar array of more than 10,000 solar panels, providing sustainably sourced power to the public grid to generate 3.6 million kilowatt-hours annually to North Carolina – enough to reduce CO<sub>2</sub> emissions from conventionally produced electricity by more than 3,500 tons a year.
  - We are constructing two new buildings – the Executive Briefing Center and Cloud Computing Facility – to LEED standards for water and energy conservation while using sustainable construction methods that encourage recycling of materials.
  - In 2009, we saved more than 19 million gallons of water through wise landscaping practices, low-flow water fixtures and employee awareness; reduced delivery of hardware by 58 percent and reduced packaging size by 50 percent; and donated \$16 million in cash, \$3 million in-kind and more than \$650,000 in laptops and surplus equipment.
- And throughout the world, SAS employees are striving to reduce our carbon footprint:
- SAS R&D India has developed a subsidized transport facility that employees can use to commute to and from the office. More than 50 percent of the staff uses this facility, which reduces the number of private vehicles on the busy roads by about 150. As a result, pollution, fuel consumption, need for parking and employee stress are all reduced.
  - SAS Netherlands is helping developing countries gain access to information technologies by participating in Close the Gap, an international not-for-profit organization that offers cost-efficient, high-quality, used IT equipment to schools, hospitals and other organizations.
  - The Toronto SAS building is Canada's first newly constructed commercial office building to earn LEED certification. In fact, SAS Canada was named one of Canada's Greenest Employers for 2010, recognized for its commitment to environmental sustainability, its LEED Silver certified headquarters, and its earth-friendly employee initiatives.<sup>5</sup>
  - In 2009, SAS Australia reduced electricity consumption by 18 percent at the Sydney headquarters, equivalent to removing 50 typical midsize cars from the road.
  - SAS UK headquarters houses an on-site facility for employees to recycle gently used clothing and shoes on behalf of Textile Recycling for Aid and International Development (TRAID), a registered charity focused on protecting the environment by diverting usable shoes and clothing items from landfill sites.
  - In 2009, SAS Canada harvested more than 1 million liters of rainwater for internal plumbing and landscaping and operated a recycling program that kept more than 85 percent of waste from the SAS building out of landfills.
  - SAS UK achieved Bronze Accreditation from ITM ICARUS environmental accreditation by measuring, targeting and creating a strategy to reduce CO<sub>2</sub> emissions related to staff travel.

5 Mediacorp Canada Inc. (Canada's Top 100 Employers annual competition.)

Additionally, SAS has been involved in the following sustainability activities:

- SAS participated in COP 15, the global climate change summit hosted by the United Nations in Copenhagen, Denmark. As one of three global IT companies allowed to participate in the conference, SAS addressed the need to integrate measurement and metrics as fundamental elements to any global solution to climate change.
- Through technology, SAS helps customers measure and manage their environmental impact through two cross-industry solutions: SAS Sustainability Reporting, which uses generally accepted reporting metrics with predefined analytics for better reporting about sustainability performance; and SAS Energy and Emissions Management, which provides activity-based capacity and resource planning models to help organizations choose between alternatives based on predicted resource requirements. At SAS, we use these software solutions to measure and report on our own sustainability.
- SAS has an Executive Sustainability Council serving as the key body for establishing policies, programs and practices as well as a Corporate Social Responsibility (CSR) Task Force mandated to provide strategic advice and communications, and manage reporting. Both the council and the task force are made up of representatives from across the SAS business enterprise.

- Strong governance and compliance practices ensure that SAS conducts business in an honest, respectful, fair and safe manner. The SAS Code of Business Ethics helps our company maintain these standards. In addition to the Code of Business Ethics, SAS has established a Supplier Procurement Guide to help create and maintain value-based relationships with suppliers that will foster a long-term commitment to SAS ethics.

These projects are just some examples of our ongoing commitment to environmental stewardship, a commitment recognized by the North Carolina Technology Association when it recently named SAS its Green Company of the Year. Although we have many reasons for achieving a strong record of sustainability, it has remained a top priority with SAS precisely because of its potential to deliver tremendous business value.

---

### **An Abiding Commitment to Education**

---

Since CEO Jim Goodnight and his colleagues at North Carolina State University founded SAS, the company has remained true to its educational roots, constantly looking for ways to sow the seeds of new technologies and advance knowledge. Finding ways to keep students interested in learning is critical to the future, and SAS has always prioritized education to promote innovation, creativity and economic development. While a global company, SAS has adopted the

“think global, act local” approach and primarily supports initiatives in North Carolina – the location of our corporate headquarters. SAS’ focus on education covers four areas: education initiatives, charitable donations, in-kind donations and employee volunteering.

One example of our commitment to education is SAS<sup>®</sup> Curriculum Pathways<sup>®</sup>, an online, interactive resource for educators and students that provides Web-based curriculum resources in the core disciplines of English, math, science, social studies/history and Spanish. Available at no charge to educators and students, the software won the 2009 Award of Excellence from *Tech & Learning* magazine and was used in nearly 6,000 US schools by more than 35,000 teachers in 2009. Another example of SAS’ commitment to education is SAS OnDemand for Academics, an online delivery software model for teaching and learning data management and analytics in higher education – available at no cost to students and professors.

After being used in colleges and universities for more than 34 years, SAS is continuing to advance knowledge by providing quick access to award-winning software so students can gain valuable skills to be competitive in the job market.

## SAS Continues to Thrive

Led by decades of experience, SAS is poised to provide the most innovative solutions to one of the most progressive trends of today and the future – business analytics. The SAS Business Analytics Framework with our industry solutions can make a transformational difference to your organization's bottom line, and help you expand the top line while your competitors are struggling. For governments around the world, SAS can enable greater transparency and more responsible use of taxpayer money.

### SAS is here for you.

What SAS does is much more than technology. As we work with our customers, we see that organizational readiness is just as important as the hardware and software being used.

Does your organization have the people and processes necessary to support fact-based decision making, and is your culture ready? All of our software implementations, as well as our extensive range of consulting, training and support services, are geared toward increasing your organizational readiness.

SAS is a partner to all its customers, here for the long haul. We are committed to continuing our long-standing focus on helping organizations understand the value of their data, and how business analytics is the driving force behind sound decision making.

**SAS is . . . more than 11,000 employees in 54 countries and 600 alliances globally delivering . . . THE POWER TO KNOW®.**

### SAS ranks No. 1

For 2009, FORTUNE magazine's annual 100 Best Companies to Work For list ranked SAS as No. 1. SAS was listed as one of the best for health care, child care and work-life balance. SAS has made the list all 13 years since it was first established in 1998. This is the seventh time SAS has been in the top 10 and the fifth time in the top five.

### World recognition

SAS has been ranked as one of the best places to work in many countries for several years. In 2009 and 2010, SAS was again recognized as an employer of choice around the world by receiving workplace awards at:

SAS Argentina	SAS India
SAS Australia	SAS Italy
SAS Belgium	SAS Mexico
SAS Brazil	SAS Netherlands
SAS Canada	SAS Norway
SAS China	SAS Portugal
SAS Europe	SAS South Africa
SAS Finland	SAS Sweden
SAS France	SAS UK
SAS Germany	SAS US

▶▶ **[www.sas.com/resources](http://www.sas.com/resources)**

From here you can access analyst records, learn about customer successes, download white papers, view webcasts and more.



THE  
POWER  
TO KNOW®

SAS Institute Inc. World Headquarters +1 919 677 8000

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

SAS and all other SAS Institute Inc. product or service names are registered trademarks or trademarks of SAS Institute Inc. in the USA and other countries. ® indicates USA registration. Other brand and product names are trademarks of their respective companies.  
Copyright © 2010, SAS Institute Inc. All rights reserved. 100355\_S67412US.0111