

SAS and Teradata Analytic Advantage Program

Timely, Trustworthy Intelligence for a Competitive Edge

Business Challenges

Organizations are under enormous pressure to work smarter and faster. To do so, they must:

- Improve customer acquisition and profitability.
- Identify and mitigate risk.
- Pinpoint cost savings.
- Optimize supply chain performance.

"With SAS predictive models integrated with Teradata, we've seen double-digit growth in overall sales per catalog along with performance increases of as much as 60 percent from some of our retail fliers. In the past, our statisticians spent 75 percent of their time just trying to manage data. Now they are spending much less time managing the data and more time analyzing the data. And we have become more flexible in the marketplace. That is just priceless."

Corey Bergstrom,
Director, Marketing Research and Analysis,
Cabela's

¹Thomas Davenport and Jeanne G. Harris. *Competing on Analytics: The New Science of Winning*. (Cambridge, MA: Harvard Business School Press, 2007).

When it comes to developing a competitive strategy, intuition alone isn't enough. To succeed in any market, organizations must back their strategies with careful planning based on sound analytics.

In fact, according to Tom Davenport, author of the acclaimed book *Competing on Analytics*¹, companies that succeed in this area share several key attributes. They are committed to investing in analytics at the CEO level and managing analytics at the enterprise level; they encourage widespread use of modeling and prediction; they can clearly identify their distinctive capabilities or processes and use analytics to support them; and they have large-scale ambitions for using analytical results to do business more competitively.

Unfortunately, the pressure in today's economy has highlighted the two major challenges companies face when attempting to execute an enterprise analytical approach: a cultural and functional divide between IT and business analysts; and decentralized nonscalable analytical applications and IT infrastructure.

To help organizations overcome these challenges, SAS and Teradata Corporation have taken the investment in their strategic partnership to the next level and created the SAS and Teradata Analytic Advantage Program. This program provides our customers with competitively priced, integrated packages that enable them to quickly and cost-effectively implement and deploy SAS® Business Analytics with

Teradata® data warehouse solutions. It gives decision makers the technology and resources needed to solve critical business problems.

A Powerful Package

We've designed the SAS and Teradata Analytic Advantage Program to meet any organization's unique or changing analytic and data warehousing requirements. The program includes three different offerings to meet customers' growing analytic needs.

- **SAS Analytic Advantage Express for Teradata** — An entry-level offering for a department/group wanting to explore business questions using analytics. This offering uses a programming tool approach to employ statistical analysis and discovery to gain a quick understanding of critical issues.
- **SAS Analytic Advantage Advanced for Teradata** — A comprehensive offering for both established and expanding analytic organizations. By leveraging SAS and Teradata-specific in-database technologies, this package takes organizations to a new level by streamlining analytic model development and deployment processes. Companies quickly realize the benefits by predicting and growing new revenue streams, measuring and managing risks, and achieving greater returns from customer relationships.
- **SAS Analytic Advantage Enterprise for Teradata** — A complete offering for mature analytic organizations that maintain a large and diverse portfolio of analytic models. By leveraging SAS



and Teradata-specific in-database technologies, this package offers organizations an opportunity to centralize on their development, deployment and management of analytic models and processes. Organizations quickly reap the benefits by automating analytic decision making within their business processes and improving performance at every level.

Each of the three offerings is paired with the Teradata data warehousing package that provides a powerful foundation for analytic processing. The key Teradata components include:

- **The Teradata Purpose-Built Platform Family** — A wide range of platforms to meet customers' business requirements, from a departmental data mart to a comprehensive active enterprise intelligence platform. All the platforms are affordable, scalable, highly available and reliable – and it's easy to migrate from one to another, making Teradata platforms ideal for SAS Analytics.
- **Teradata Database and client** — Designed with a unique internal parallel architecture, the Teradata Database simplifies system administration and analytic application development while providing industry-leading capability and performance.
- **Teradata Data Set Builder for SAS** — An SQL generator that automates data exploration and preparation tasks and generates optimal Teradata SQL to support analytic projects and complement SAS Enterprise Miner™.

These unique packages provide customers the ability to centralize and increase the productivity of their IT investments and business analysts.

The Right Team for the Job — The SAS and Teradata Center of Excellence

SAS and Teradata have created the SAS and Teradata Center of Excellence — a globally-based, dedicated team of joint solution architects and technical consultants to help customers quickly understand, implement and optimize the SAS and Teradata Analytic Advantage Program.

About SAS and Teradata

SAS is the leader in business analytics software and services, and the largest independent vendor in the business intelligence market. Through innovative solutions delivered within an integrated framework, SAS helps customers at more than 45,000 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®.

As the global leader in data warehousing and analytic solutions, Teradata makes smart companies smarter. Teradata gives companies the people, technology, innovation and a world-class network of customers and partners enabling them to gain competitive advantage to master their markets.

For More Information

To find out more about how the SAS and Teradata Analytic Advantage Program can help you grow your business and improve your performance, contact your SAS or Teradata representative or visit www.sas.com or www.teradata.com.

The Road Map to Optimizing Your Analytical Environment

In order to implement a corporate analytical strategy, the following steps are needed:

- **Create a quick win.** Identify a new application, special project or department where you can pilot a new approach to leverage analytics to create a quick win.
- **Deploy a purpose-built analytical platform.** Replace the common general-purpose database with a purpose-built analytical platform; one that is designed from the ground up with workload management and computation capabilities that scale linearly for analyzing ever-growing volumes of data.
- **Standardize on a common development environment.** Provide analysts a centralized, shared system that allows them to maintain analytic data, import external data and query across the entire data warehouse.
- **Leverage analytical data sets.** Provide analysts with prebuilt and reusable analytical data to significantly reduce their model development time.
- **Exploit in-database analytical functions.** Run complex analytical functions against large volumes of detailed data in the database without having to offload the data to a different server for processing.
- **Incorporate full lifecycle analytic management.** Standardize the model development process at an enterprise level by being able to organize, share and track analytical models and their effectiveness over time.

