



SAS Consulting®

SAS® Information Evolution Assessment

Value Proposition

The SAS Information Evolution Assessment helps you define an enhanced information-delivery strategy with a prioritized roadmap for deployment. The assessment provides a vision for maximizing the value and impact of information to improve decision making.

Service Description

The SAS Information Evolution Assessment offers an interactive business setting where SAS consultants, experts in information delivery, work with you to develop an enterprise-wide strategy to evolve your use of information for decision making. This assessment leverages the Information Evolution Model as the strategic framework and basis of measurement for understanding the maturity of your organization's information-delivery capabilities. It is a five-level maturity model that evaluates the four critical dimensions of any organization (human capital, knowledge processes, culture and infrastructure) that must be aligned to utilize information strategically.

During the assessment, we lead a dynamic information exchange with your key senior business and technical managers. Through our proven consulting workshop approach, we explore your current information-delivery environment and processes. We also help establish a vision for using information more effectively by understanding your desired information-delivery strategy, goals and requirements. The results are evaluated and mapped to the Information Evolution Model. We then analyze the gaps between your current and desired information-delivery maturity level and assess how your human capital, knowledge processes, culture and infrastructure support the desired strategy.

Together, we build an execution strategy for bridging these gaps and moving your organization to the desired level of maturity on the Information Evolution Model. This strategy includes an immediate action plan for evolving information-delivery capabilities throughout your organization, as well as a prioritized roadmap for long-term deployment. The SAS Information Evolution Assessment will help you see how enterprise information can be used as a strategic corporate asset to increase profitability.

Key Benefits

Evolve information delivery — The patent-pending Information Evolution Model is the framework for evaluating how information is used throughout your organization. By following this model, you can evolve your organization into an *intelligent enterprise*. An intelligent enterprise exploits information to accomplish strategic and tactical objectives through effective decision making. It leverages enterprise-wide intelligence as a strategic corporate asset to gain a sustainable competitive advantage.

Gain business insight — SAS consultants, experts in information delivery, help you better understand how you presently use information to operate your business and make decisions.

Maximize inter-relationships — We help you understand and maximize the impact of the interactions between human capital, knowledge processes, culture and infrastructure on your information-delivery strategy.

Capitalize on investments — We help you understand how your information-delivery investments, past and future, will strategically affect your ability to make timely, fact-based business decisions.



The Power to Know.

Key Benefits (continued)

Realize the vision — Together, we define a vision and execution strategy for improving decision making, by evolving information-delivery capabilities across your organization. This includes an immediate action plan, as well as a prioritized roadmap for long-term deployment, to help you implement your strategy and realize your vision.

Service Activities

- Review engagement objectives with your executive sponsors to define the scope, success factors and project plan.
- Discuss the organization's business vision, strategy and objectives with your executive sponsors.
- Conduct individual meetings with your senior business and technical managers to:
 - Benchmark the current information-delivery environment, including organizational infrastructure, information-delivery processes, how information is used to make decisions and how these components support the organization's business objectives.
 - Identify the desired information-delivery strategy, goals and requirements.
- Survey senior managers and other functional managers to identify how the interaction of human capital, knowledge processes, culture and infrastructure affect your information-delivery capabilities.

- Analyze the collected information, and based on the results, map your current and desired maturity level for human capital, knowledge processes, culture and infrastructure on the Information Evolution Model.
- Perform analysis to identify and evaluate the information-delivery gaps between your current and desired maturity level.
- Make recommendations and identify appropriate resources to bridge the prioritized information-delivery gaps.
- Develop a vision and an execution strategy for maturing information delivery, which includes an immediate action plan and a prioritized deployment roadmap.
- Present findings, recommendations and next steps to your team and executive sponsors.

Service Deliverables

- **Information Evolution Model Report** — Establishes the current and desired maturity levels for each critical dimension: human capital, knowledge processes, culture and infrastructure.
- **Information Evolution Model Gap Report** — Identifies the gaps between the current and desired information-delivery maturity level.
- **Recommendations Report** — Provides recommendations to bridge the information-delivery gaps.
- **Information-Delivery Roadmap** — Documents the prioritized long-term initiatives, implementations and rec-

ommended changes to human capital, knowledge processes, culture and infrastructure required to move your organization to the desired maturity level.

• Immediate Action Plan —

Outlines the steps necessary to begin executing the Information-Delivery Roadmap.

Estimated Duration

The approximate duration is to be determined based upon specific customer requirements. For planning purposes, an estimated elapsed time of two to three business weeks is assumed. Services are performed onsite or offsite, as needed.

Estimated Price

Price is driven primarily by the scope of the engagement and the number of workshop discussions. It is also based upon level of effort needed to analyze results, required skills or expertise, market demands and business strategy. Contact your Consulting Business or Practice Manager to determine the estimated price. All travel and expenses are additional.

The SAS Advantage

SAS is the thought leader in information delivery. For over two decades, SAS has been helping customers solve real-world business and technology problems. This assessment provides a dynamic environment to explore and understand your information-delivery issues and opportunities, across your organization. Working together, we will develop a customer-centric business strategy that will evolve the use of information for decision making to increase profitability.

No one knows SAS technology and solutions better than SAS consultants. We are your best resources for assessing and implementing SAS business and technology solutions. SAS is the acknowledged industry leader and innovator in business intelligence, advanced analytics and data management.



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