



SAS® Marketing Automation

Award-winning data warehousing. Industry-leading analytics and business intelligence. State-of-the-art campaign management. All in one integrated marketing environment.

What does SAS® Marketing Automation do?

SAS Marketing Automation enables marketers to design, automate, execute and measure complex customer communications and campaigns while providing insights that lead to more profitable customer interactions. It's the most sophisticated software available for managing integrated, personalized customer communications.

Why is SAS® Marketing Automation important to IT?

Leveraging the SAS Enterprise Intelligence Platform, SAS Marketing Automation provides an extensible, open, enterprise-class solution that uses centralized metadata, security and administration, including interactive data integration capabilities, robust analytics and reporting, and comprehensive campaign management. The solution's easy integration with existing systems and infrastructures protects your technology investments while delivering comprehensive customer intelligence.

How does SAS® Marketing Automation ease IT's workload?

A centralized management platform lets IT staff speed application deployment, minimize the impact of system changes, mitigate project risk and meet new user requirements in a timely manner. The high-performance data integration platform enables efficient data and metadata management across the enterprise.

Markets change quickly and often. To keep pace, organizations need a marketing solution that meets the needs of everyone involved in the marketing process.

SAS Marketing Automation is the most comprehensive marketing solution available. Based on open standards, the solution delivers customer intelligence to diverse users via an integrated enterprise marketing platform.

The solution's easy-to-use interface puts campaign management capabilities, powerful analytics and reporting, and centralized data and metadata management into the hands of those who need it, in whatever format they prefer.

SAS Marketing Automation is built on the open, extensible SAS Enterprise Intelligence Platform. This enables full integration with your existing technology infrastructure.

The solution reduces manual integration work, applications management and maintenance costs for IT while supplying decision makers with differentiating intelligence drawn from consistent, reliable data.

Key benefits

- Efficiently manage data.** SAS Marketing Automation can access data from virtually any source without replication. As a result, existing investments in an RDBMS and other systems can be leveraged efficiently for maximum benefit — without requiring additional data storage. Database administrators benefit from SAS Marketing Automation's ability to
 - fully utilize the underlying database and clean up any temporary tables it creates.
- Lower total cost of ownership.** Streamline system administration needs and support multiple departments from one system. SAS Marketing Automation uses the SAS Management Console, the single point of administrative control for all SAS applications. Support multiple lines of business in the same environment, enabling the independent management of different product lines, customer segments or geographies.
- Schedule jobs with confidence.** Enterprise-class scheduling ensures that your jobs run when they're supposed to, without interfering with other critical tasks.
- Integrate easily with other applications.** SAS Marketing Automation contains APIs for Java- and .NET-based integration, including an add-in that provides SAS reporting directly into Microsoft Office.
- Continue working through network outages.** A thick client user interface is provided so your power users can work even when your network is down. A thin client interface enables users to access reports, perform many common tasks and support the distributed marketing needs of organizations.
- Customize to meet the evolving needs of your marketing users.** Fully supported and version-portable SAS code and macros can be embedded directly in the campaign diagrams and saved as application components, allowing users to easily modify processes. No custom Java coding or Perl scripting is needed to deliver specific functionality.



approach provides IT with the flexibility to leverage existing RDBMS investments or take advantage of the SAS Scalable Performance Data Server® storage environment.

Industry-specific solutions

SAS provides vertically focused solutions that include industry-specific data models, statistical models and reports to assist with the deployment of enterprise-level solutions. This decreases deployment time and leverages industry best practices.

Business metadata mapping

An interactive interface lets you specify business rules that drive consistent and appropriate data usage, not just within a campaign but across the entire enterprise. Information architects can easily create business metadata that translates complex data structures into understandable business terms. Business users can get answers for themselves, freeing IT from ad hoc list pulls or reporting requests, and reducing the need for user training in programming and database structures.

Integrated predictive analytics

SAS Marketing Automation is tightly integrated with SAS' market-leading predictive analytics, enabling you to understand not only customers' past behavior, but also predict their future behavior. Quantitative analysts can build out predictive models and use them directly in the campaign process, or copy and paste existing SAS code directly into the flow. Because analytic work can be deployed, shared and reused easily, productivity and integration with IT is increased.

Comprehensive business intelligence

Only SAS Marketing Automation combines customer intelligence with business intelligence in one solution. Because it was built on the SAS Enter-

Key Features

Easy-to-use campaign management application

- In-depth campaign management capabilities.
- Easy-to-use process flow diagram design integrates campaign planning, targeting, analysis, execution and measurement.
- Customizable templates and linkable campaign diagrams support reusability.
- Export layout control, flexibility and personalization ensure that third-party fulfillment agency requirements are met.
- Use SAS or SQL code to create custom campaign nodes for use in campaign diagrams.
- Integrate analytic models, optimization and campaign management processes.
- Robust scheduling enables control at all necessary levels, including user control for scheduling at the campaign level and administrative control to manage campaigns at the enterprise level.
- Development, testing and production environments are available to improve the efficiency of getting campaigns up and running.
- Manage different brands, regions and/or business units through the same environment using business context capabilities.

Integrated, open, enterprise-class architecture

- Open, cross-platform architecture allows programs to be written once and run anywhere.
- Parallel I/O optimization lets you work with huge volumes of data.
- Multithreaded processing provides faster sorting and data manipulation.
- Scalability spans multiple machines and networks for better optimization.
- Interface for monitoring availability and performance within and across diverse applications.

High-performance data integration environment

- Interactive system for managing ETL processes and data storage on an enterprise scale.
- Wizards for accessing data from virtually any data source or format, including streaming data.
- High-performance read/write for seamless, native access to relational databases.
- Application-specific adaptors to ERP systems (e.g., SAP) and CRM systems (e.g., Siebel and Salesforce.com).
- Powerful, predefined data transformations and wizards enable customized transformations.
- Centralized security and access control.
- Integrated change management with full check-in/check-out.
- Cross-platform workflow scheduling and load balancing.
- Customizable menus and wizards show users only what they're authorized to see.

Centralized metadata creation and management

- A common reporting data model to support contact history, response history and performance analysis across SAS Customer Intelligence solutions.
- Centralized metadata server stores technical and business metadata across the enterprise.
- Customizable metadata navigation lets you display, visualize and understand metadata.
- Support for CWM/XML enables metadata import and export from a variety of sources.
- Versioning, check-in/check-out, impact analysis, access controls and audit history.
- Interface for mapping physical data sources to intuitive business terms.
- No need for separate data marts; no need to persist derived data fields and data for ad hoc use.
- Open API provides access to centralized metadata from programming environments, including XML, Java and COM/DCOM.

Integrated predictive analytics and business intelligence

- Best-of-breed data mining and customizable modeling tools.
- Market basket analysis, link analysis, time series analysis, forecasting and optimization.
- Customer segmentation and profiling; behavior analysis.
- Web reports, OLAP analysis and Microsoft Office add-in tools.
- Portal application to support information distribution.

prise Intelligence Platform, SAS Marketing Automation delivers information to everyone in your organization any way you want — Web reports, OLAP analysis, e-mail alerts, even tables and charts generated by SAS in Microsoft Office. This meets the needs of users throughout your organization and minimizes their ad hoc reliance on IT to produce those reports and analyses.

Extensibility to address broader marketing needs

SAS Marketing Automation can be easily extended through its integration with other SAS solutions to provide even more benefits for marketers. Whether it's the tight integration with SAS Marketing Optimization to efficiently maximize campaign ROI; a common user interface with SAS Real-Time Decision Manager for inbound marketing; or the integration, history and reporting enabled by an enterprise marketing platform, SAS provides the capabilities needed to maximize the efficiency and effectiveness of the marketers you support.

Technical requirements

SAS Marketing Automation is an open, Java-compliant solution with components installed on clients, a midtier and an application server tier. Since platform support changes over time, contact SAS for a current list.

Client applications

Supported platforms

- Windows 2000, Service Pack 3 or later
- Windows XP, Service Pack 2 or later
- Windows is supported on the 32-bit editions

Key Features (continued)

Interoperability and integration

- APIs to market-leading message queuing products.
- Publish information to message queues using the SAS Publishing Framework.
- Service-oriented architecture via Web services (Java and .NET).
- XML interchange engine, application and APIs.
- HTTP/HTTPS support; support for WAP/WML wireless SDKs.
- Comprehensive set of Java API infrastructure services.
- Support for load balancing, pooling, fault tolerance and grid environments.

Hardware and memory requirements

- Intel or compatible processor

Required products

- Internet Explorer 6 for SAS Campaign Web Studio functionality

Midtier applications

Supported platforms

- Microsoft Windows
- Sun Solaris for SPARC
- HP-UX
- IBM AIX

Hardware and memory requirements

The minimum memory recommended for the midtier application is 2GB. Memory requirements may vary based on other Web applications running, the number of total and concurrent users accessing the SAS Marketing Automation Application Server applications, and the amount of content users access.

Additional software required

- Application Server
 - BEA WebLogic*
 - IBM WebSphere*
- Platform Suite for SAS*
- Xythos WebFile Server
- Java 2 Software Developer Kit

*OEM available from SAS; others included with the solution.

SAS® Application Server Tier

Supported platforms

- Microsoft Windows
- Sun Solaris for SPARC
- HP-UX
- AIX
- HP PA-RISC

Hardware and memory requirements

See SAS 9.1 system requirements under the relevant operating system: <http://support.sas.com/documentation/installcenter/index.html>.

Database compatibility

SAS Marketing Automation 5.1 can connect to various databases using SAS/ACCESS®. The databases below are compatible. Contact SAS Technical Support to determine if SAS has tested against any new database releases.

- SAS Scalable Performance Data Server
- HP Neoview
- IBM DB2/UDB
- Microsoft SQL Server
- Netezza
- Oracle
- Teradata

Please contact your SAS representative for additional details about technical requirements.



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