



SAS® FOR PERFORMANCE MANAGEMENT

Don't just manage performance—improve it

Overview

To know which actions will improve your organization's performance, you need a deep understanding of the factors that influence it. That understanding requires much more than a pretty dashboard sitting on top of basic reporting applications.

Organizations that rely on a few shallow capabilities for performance management often find it difficult to pinpoint the root cause of performance issues, identify business opportunities, make agile decisions or sustain profitable growth.

SAS provides the widest, deepest range of offerings for performance management. All our software is built on a single enterprise intelligence platform that seamlessly integrates data integration, storage, business intelligence and analytic intelligence.

We offer solutions to help you answer tough questions in every functional area

Challenges

- Strategic alignment, collaboration and accountability.
- Aligning budgeting and planning with strategy.
- Adapting quickly to market changes.
- Measuring results against targets.
- Mitigating threats and capitalizing on opportunities.
- Predicting future performance.

of your enterprise. Our industry-specific solutions are also tailor-made to the unique demands of your market. In particular, SAS offers:

- An end-to-end enterprise intelligence platform.
- Dashboarding and alerts.
- Strategy planning and modeling.
- Predictive scorecarding.
- Cost and profitability management.



Align resources and improve results

Solution

- Better align resources with strategies.
- Synchronize financial and operational strategies.
- Quickly respond to business and market changes.
- Ensure a single view of enterprise information.
- Reduce costs without compromising profitability.
- Streamline departmental activities.

- Integrated budgeting, planning and reporting.
- Campaign management, customer analytics and marketing performance management.
- Workforce analytics.
- IT resource, service and cost management.
- Procurement analysis.

SAS® for Performance Management brings context and direction to business intelligence initiatives and supports a continuous process for improvement across the enterprise.

Together, all the capabilities SAS provides let you do more than manage the performance of your organization – they help you improve it.

Better align resources with strategies

When you understand which measures drive your business, you can begin to align operations toward those drivers and, in turn, your long-term goals. SAS provides predictive scorecarding capabilities that let you tie traditional scorecard features such as traffic lights and speedometers to powerful predictive analytics.

Using these capabilities, you can verify your strategy by analyzing historical trends or by creating forecasts and simulations.

Ultimately, SAS helps you identify, quantify and prioritize improvement

opportunities, mitigate threats and measure results. With the intelligence that SAS provides, you can ensure that resources are aligned across departments. Then see how changes in one department might affect another's performance.

Synchronize financial and operational strategies

One of the primary challenges for managers today is linking financial budgets to corporate strategy. Information and analytics are critical to that linkage. According to a recent survey conducted by BetterManagement.com, analytic tools such as forecasting provide the most influence in helping companies realize benefits from performance management initiatives. Among other results, the survey found that companies using analytics are three times more likely to align budgets and plans with strategy than companies without analytic capabilities.

It's easy to collaborate on the development of scenarios and associated budgets using SAS. With everyone in the organization developing plans using common data, you will have a foundation for organizational alignment.

A proprietary calculation engine and accounting logic also consolidate planning or historical financial data on demand, thus ensuring that the latest information is always available for decision makers and regulatory agencies.

With one integrated solution for financial planning, budgeting and reporting, SAS gives you the ability to create more frequent, accurate forecasts, ensure financial transparency and publish reports more quickly. Together, these capabilities help you quickly synchronize your financial and operational strategies to be sure your organization is operating as efficiently and cost-effectively as possible.

Quickly respond to business and market changes

With the ability to display key information through at-a-glance dashboard visuals, SAS ensures that you have the most efficient access to your organization's current status. Automatic alerts also ensure that you are informed immediately of important events.

SAS' diagram editor makes it easy for you to visualize strategies and process flows. Strategy maps dynamically read from and write to underlying data tables, so you can design your strategy with a true focus on organizational objectives. You can build your entire strategy model in the diagram editor and implement changes quickly.

SAS also offers you the ability to view cause-and-effect relationships between events, which helps illustrate results in the proper context. Role-based views allow you to see relevant performance results across departments.

Ensure a single view of enterprise information

To ensure a clean, consistent view of information within each department across the enterprise, SAS' performance management offerings are all built on the SAS Enterprise Intelligence Platform.

This platform offers unmatched data integration capabilities to cleanse data and manage business rules for accurate communication of results.

By embedding data integrity capabilities within the ETL process, SAS lets you transform and combine disparate data, remove inaccuracies and cleanse dirty data to create consistent, trustworthy information. In the BetterManagement.com survey, respondents who indicated they were cleaning/rationalizing their data also had more fully realized the benefits of strategic alignment, collaboration, accountability and financial transparency.

The SAS Enterprise Intelligence Platform also makes it easy for you to discover why problems occurred and how to prevent them in the future. Our sophisticated analytics let you analyze scenarios, run simulations and model the impact of your decisions, so you can always be confident that your choices will deliver the expected results.

To ensure maximum flexibility and interoperability, the SAS Enterprise Intelligence Platform supports open standards, reads from and writes to any database, and runs on many

The SAS® Difference

- Modeling and simulation of potential outcomes to capitalize on opportunities and mitigate threats.
- A comprehensive view into all aspects of your business.
- A single technology platform and Web-based reporting for collaboration across departments.
- True understanding of costs and bottom-line profitability.
- Focused but integrated business solutions for marketing, HR, IT, finance and other industry-specific needs.

types of computing platforms (including grid configurations). These capabilities ensure that the SAS system can integrate into any IT environment and offer the highest performance with the lowest cost of ownership.

Reduce costs without compromising profitability

Few vendors can offer costing capabilities that are completely integrated with their financial management packages. SAS is the recognized leader in activity-based management, which gives you a complete operational view of cost and cost drivers.

You can improve financial results by equitably charging back shared service costs and reducing the process costs associated with key activities.

Additionally, you can analyze the profitability of products, customers and channels to help you make the right decisions for product development, marketing and distribution.

When combined with SAS' unmatched predictive capabilities, activity-based management lets you calculate customer lifetime value, optimize your use of IT resources and streamline costs throughout your supply chain.

Streamline departmental activities

SAS provides a number of focused business solutions to enable performance management in your particular context. Specifically, we can help you use organizational data to streamline activities in:

- **IT** – Clarify the real costs and value of your information assets, and identify the best projects and strategies to maximize that value.
- **Human resources** – With a holistic view of your workforce, analyze and optimize human capital.
- **Finance** – Create a cohesive, holistic perspective of true costs and profitability. Understand all internal and external risks and effectively manage regulatory compliance. Forecast scenarios and design optimization strategies.
- **Marketing** – Understand customer behavior, risk and profitability, then drive more effective offers and marketing campaigns.
- **Procurement** – Analyze spend and supplier performance, so you can make strategic sourcing decisions and optimize your supplier base.

About SAS

SAS is the leader in business intelligence and analytical software and services. Customers at 44,000 sites use SAS software to improve performance through insight from data, resulting in faster, more accurate business decisions; more profitable relationships with customers and suppliers; compliance with governmental regulations; research breakthroughs; and better products and processes. Only SAS offers leading data integration, storage, analytics and business intelligence applications within a comprehensive enterprise intelligence platform. Since 1976, SAS has been giving customers around the world THE POWER TO KNOW®

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