



**Peter Harvey**  
President and CEO

# INTELLIDYN

Answering consumers' calls to 'know me' with SAS®

## Business Issue

Help clients understand the behavior and attitude of the customer and increase returns on their direct-to-consumer marketing campaigns.

## Solution

SAS' intelligence architecture leverages consumer data and helps Intellidyn clients increase customer retention and lower customer costs per acquisition.

## SAS® powers intelligent dynamics at Intellidyn

Housing the most comprehensive repository of consumer-related data in the United States, information and analytical services powerhouse Intellidyn ranks SAS high among its inventory of strategic assets.

"We have three strategic elements to our business," says company President and CEO Peter Harvey. "We have the most atomic-level data available in this country and the most talented and experienced team who have designed and executed thousands of marketing campaigns, risk analyses and channel tactics. And finally, we have the unmatched integration and intelligence capabilities of SAS."

Counting on the full potential of all three assets, Intellidyn offers its clients increased marketing performance, risk management and channel integration services, with an ROI guarantee that stands up to every test of payback imaginable.

In fact, many businesses with millions and millions of customers turn to Intellidyn every day to understand the needs and values of consumers. With their SAS-powered data warehousing and data mining capabilities, Intellidyn helps companies like Fireman's Fund, American Express and LensCrafters attract new customers and retain their most profitable customers through targeted, direct-to-consumer marketing initiatives.

"Our clients are very aware of escalating acquisition costs, and they know that

it's much cheaper to retain a customer than to acquire a new one," explains Harvey. "High levels of competition make it difficult to differentiate their business, and for many companies it comes down to differentiating their business based on their levels of service quality. And today, service quality translates into understanding the customer."

## SAS intelligence drives CRM

"Universally, businesses are hearing their customers say two simple words: 'Know me'," says Harvey. But he admits that meeting this straightforward demand requires more than standard data management.

"While there are a myriad of data and database marketing programs to choose from, CRM is about more than just the data or the tool," Harvey asserts. "Understanding your customers is no longer about data. Instead, it's about bringing a level of dynamic intelligence to clients that makes their initiatives unique. SAS gives us the ability to leverage data in near real-time, to drive the decisions that power the performance of our clients' businesses."

To improve each client's business success, Intellidyn provides unique multichannel marketing strategies that include integrated plans for online promotions and traditional campaigns. The company's SAS-powered data mining capabilities sort and analyze consumer demographics, purchasing behaviors, credit scores and online profiles to yield a dynamic 360-degree view of the consumer. Intellidyn combines this informa-

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tion with client requirements and accurately forecasts results for a myriad of marketing scenarios.

“With SAS, we reliably forecast response rates, conversion rates and break-even points for each campaign,” explains Harvey, “enabling the client to decide campaign volumes and tactics based on their profit objectives. Once we understand the revenue and profitability of the given product and the costs of the campaign, the client draws the line in terms of volume and determines what the break-even point should be.”

According to Harvey, SAS clearly translates results to clients and allows them to make the most concise and efficient decisions. “They can assess revenues and profits for each campaign and decide whether to send 3 million pieces or 10 million. They know who to send mailings to and specifically which programs to mail at what time. The answers

are very clear. We’re able to show a client the power of their spending dollar by channel, by media and by market, and work with them to optimize their spending decisions.

“And because of the science that goes into this, it’s very rare that we don’t hit or exceed their ROI expectations. Bottom line: Our clients are able to roll up their tactical marketing activity to meet their annual income goals and ensure that they exceed ROI for their companies.”

#### **SAS® offers knowledge transfer to Intellidyn and its clients**

Harvey lists a catalog of reasons for choosing SAS, among them scalability, accuracy, agility, flexibility and intelligence. But he cites the company’s commitment to Web mining and data analytics as the key factor. Acting hand-in-hand with that commitment, Harvey says the knowledge and skills of SAS’ employees

contribute to the company’s leading role in the area of Web mining and analytics.

In fact, Harvey says the knowledge transfer from the people at SAS has been an invaluable asset. “We don’t look upon SAS as a software partner. We look upon SAS as a people partner, and it’s all about knowledge transfer. From their cumulative experience, SAS brings a level of intelligence into our operation that has been the most tremendous gain.”

Harvey says SAS offers Intellidyn the ability to put information into the hands of executives to make decisions quickly and reliably over time. “When I first heard the tag line THE POWER TO KNOW®, it immediately resonated,” says Harvey. “It resonates because SAS brings the ability to navigate across many levels of information and put it into the hands of the user. SAS far exceeds the other players out there by maximizing the amount of information it brings to the table.”



**THE  
POWER  
TO KNOW®**

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