



## **SAS® BUSINESS INTELLIGENCE**

Better answers, faster



**THE  
POWER  
TO KNOW®**



# Spend less time looking for answers and more time driving strategic decisions

## ■ Challenges

- Takes too long to get information.
- Unsure of accuracy and consistency of information.
- Too hard to sort through data or find what we need.
- Information is not being shared across the organization.

## ■ Solution

SAS Business Intelligence integrates data from across your enterprise and provides self-service reporting and analysis at everyone's fingertips. Decision makers spend less time looking for answers and more time driving strategic decisions.

Today's fast-paced, competitive marketplace means increasing pressure to raise profits, do more with less and operate more efficiently. Achieving these goals requires faster and improved decision-making ability across your entire organization.

Unfortunately in many organizations, departments continue to operate in information silos. Existing enterprise systems often are not linked and software packages are not integrated. Decision makers have difficulty getting consistent and accurate information that they need to make informed decisions quickly.

SAS offers an integrated business intelligence platform that provides consistent, accurate information based on a comprehensive view of the business.

A suite of intuitive interfaces empowers decision makers across the enterprise with self-service query and reporting capabilities so they can get the information they need in time to make the right decisions and take the best actions.

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“From data warehousing and manipulation to forecasting, all of these pieces come together to build a solid foundation for BI. SAS helped us develop that foundation, and now SAS Enterprise BI Server helps us share the benefits of that platform with our business users.”

### **Grant Felsing**

Decision Support Manager, Briggs & Stratton

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## Benefits

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### Reporting: All levels of users can access and produce reports

SAS reporting is self-service so information consumers can access and generate reports on their own in the time frames they require. Users can quickly access data and make informed decisions that will steer favorable outcomes and deliver the desired results.

Multiple interfaces are tailored to the different skills and business needs of individuals throughout an organization and users can work in familiar environments (Web browsers, e-mail, Microsoft Office, etc.). The need for training is minimized and results are fast.

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### Query & Analysis: Users can ask new questions and quickly get the answers they need

SAS provides multiple query interfaces for differing skill levels, enabling users to access and query data on their own without having to learn new skills. SAS has the power and interoperability to query across multiple databases and platforms, and incorporate those results into reports, portals or Microsoft Office applications. Complex analysis can be performed in familiar environments as well.

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### Business Visualization: Easily present data in charts, graphs and maps

SAS provides an extensive suite of graphic data presentation options to illustrate relationships that are difficult to see in spreadsheets or table formats. These graphics can be produced as reports that can be surfaced in the portal or as part of an application, or as a freestanding graphic.

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### Microsoft Office Integration: Leverage SAS capabilities directly from Microsoft Office

SAS functionality is seamlessly integrated into Microsoft Office so users have self-service access to SAS business intelligence and analytics from within Microsoft Office applications. This allows organizations to implement business analysis standards, while making data from multiple sources easily available to users through familiar Microsoft Office environments.

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### Integrated Analytics: Integrate the full breadth of SAS analytics and make results available to all

SAS is the market leader in analytics, and these powerful analytic capabilities can be leveraged by more users across the organization. This includes analytic

### ■ Key benefits

- All levels of users can access and produce reports.
- Everyone can ask new questions and quickly get the answers they need.
- It is easy to communicate results visually with charts, graphs and maps.
- Leverage SAS capabilities for data access, reporting and analytics directly from Microsoft Office applications.
- The full breadth of SAS analytics can be integrated into BI applications and results made available to all.

results or the ability to run analytic models directly from within their BI interface of choice – Web browser, portal or Microsoft Office applications. SAS analytic capabilities are the highest quality in the industry, ensuring precision and allowing for greater certainty and confidence in the results.

## More than history

Other vendors provide business intelligence solely in the form of historical reports that provide hindsight but limited insight. SAS provides business intelligence that helps you understand the past, monitor the present and predict outcomes as you move your business ahead.

We deliver this through our technology and expertise in data integration, analytics, targeted business solutions and specific industry solutions.

## The SAS Difference

- **FAST.**  
SAS provides fast access to information, reports and analysis so that users have the information they need to make informed decisions.
- **SIMPLE.**  
SAS offers capabilities appropriate for users with different skill sets at all levels of the organization. It provides the information in familiar, easy-to-consume formats.
- **COMPLETE.**  
SAS presents a comprehensive, fully integrated BI platform that addresses users' needs across the organization. This makes it easier to share a consistent, holistic view of the business and enhances decision-making abilities.

## About SAS

SAS is the leader in business intelligence software and services. Customers at 40,000 sites, including 96 of the top 100 FORTUNE Global 500® companies, use SAS software to manage and gain insights from vast amounts of data, resulting in faster, more accurate business decisions; more profitable relationships with customers and suppliers; compliance with governmental regulations; research breakthroughs; and better products. Only SAS offers leading data integration, intelligence storage, advanced 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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