SAS® Data Warehousing

A complete perspective for managing enterprise data

In almost every industry, business success today depends on a company’s ability to deliver high-quality information to the right people at the right time. In this fast-moving arena, where marketplace challenges can change abruptly, information technology holds the key. And the strategic mission of IT departments everywhere is to deliver the technologies that drive enterprise performance.

That means providing information that enables decision makers to be creative and smart. It means finding better ways to look at information on customers, resources and costs. It means delivering insights that differentiate your business from the competition. It means getting the most from the technology investments you’ve already made and identifying vendors who will partner with you for long-term success.

To accomplish all this, you need a flexible, extensible framework — one that is easy to maintain, adapts to changing business needs and carries minimal risks. This framework should provide a foundation of intelligence that can optimize organizational performance. It should integrate new investments easily while leveraging existing computing and operational environments across any platform and storage facility.

Unfortunately, decision makers often struggle to get information and derive insights in a timely manner. They lack confidence in their information, which inhibits their ability to respond and make effective decisions. With data streaming in from an increasing number of locations — operational systems, e-channels, supply chains and more — just collecting it all can be overwhelming. And you have to do more than just collect data — you need to help users make sense of it by transforming it into useful information, storing it, then delivering it in a consumable format where quality is never in question.

The only integrated information management platform that deals gracefully and effectively with diverse data sources

SAS® Data Warehousing enables you to bring together a 360-degree view of your suppliers, organization, customers and enterprise and serves as the foundation for obtaining insights in a low-risk manner. And because it’s part of an integrated suite of data quality applications from SAS, you know that the information you capture is of the highest quality.

As the leading data warehousing solution provider and the only vendor with 25 years of experience in information management, SAS offers the most powerful Extraction, Transformation, Loading (ETL) capabilities on the market today. You get access to all major databases and file structures, the most powerful data transformation language, integrated data quality monitoring and enrichment capabilities. Our metadata-driven information management process makes ongoing maintenance of your warehouse and the adjustment of resources — hardware, software, schedules — simple, so it’s easy to keep pace as your business evolves.
Our Data Warehousing solution feeds the analytic and business intelligence capabilities of the SAS Intelligence Architecture, forming an integrated architecture for end-to-end delivery of intelligence that decision makers can act on.

A delicate process of distributed data handling, from source to target
SAS Data Warehousing alleviates the complexity of data management and easily accommodates the needs of business users and IT professionals to give you a complete and reliable view of your enterprise. You can leverage existing hardware, software, data and human resources to easily integrate legacy and non-legacy data sources in a highly flexible, readily maintainable environment.

Streamline the integration and management of your information.
The SAS Data Warehousing enables IT professionals to surface and deliver consistent, accurate and reliable information that represents a single version of the truth — so decision makers can act with confidence. Our integrated environment lets you build and manage a data warehouse from a single point of control. With an approach that emphasizes not only construction, but also the ongoing management of your warehouse, SAS provides increased automation of data transformations, integration of external information and simplified management of complex job dependencies.

Provide a foundation for quality information throughout the enterprise.
Integrate information from a multitude of sources — internal processes, third-party sources, the Web and beyond — gaining a holistic view of your organization, while leveraging investments in legacy technologies and resources. As part of the SAS Intelligence Architecture, SAS Data Warehousing seamlessly integrates all this information into a single, extensible environment for proactive decision making, allowing you to get the most out of your operational systems while generating meaningful new intelligence.

SAS enhances the traditional ETL process by integrating value-adding data quality technologies into the transformation process, ensuring accurate and reliable information. An intuitive interface simplifies maintenance of your warehouse and enables you to administer the entire ETL process from one vantage point. You get a uniform framework for managing enterprise data, including Web data, data marts and more, ensuring consistency across departments and throughout your enterprise.

• Data Extraction. Data access is the most critical step in building a data warehouse. SAS access engines and interfaces provide direct and transparent access to flat files, ERP systems, hierarchical files and relational databases.

• Data Transformation. If the quality of your data is questionable, then business users and decision makers cannot trust the results. With more built-in and customizable transformations than any other vendor, SAS uses a transformation language that handles everything from validation, scrubbing, integration and structuring, including denormalization and summarization, to conform with all the established business rules of your organization.

• Data Loading. SAS offers options for every enterprise need. Data can be stored in SAS tables, Scalable Performance Data Server (SPDS) and SAS OLAP Server (multidimensional database), or third-party hierarchical and relational databases such as DB2, Oracle, SQL Server, NCR Teradata and more.

Grow and adjust with your market demands.
SAS Data Warehousing lets you react quickly to changing business and IT needs, minimizing the time to achieve short-term results while planning and preparing for future business objec-
tives. Through the creation of a rich metadata layer, SAS manages the entire data warehousing process, ensuring the long-term viability of your work. Your efforts are readily adaptable to technology platform changes, addition of new databases, or changes necessitated by new business requirements. Build your warehousing solution in the most scalable, intelligent environment available.

**Form a long-term strategic partnership.**

SAS, an acknowledged industry leader and innovator in business intelligence, analytics and data warehousing, has developed strategic partnerships with customers for more than 25 years. Our track record is demonstrated by our 98 percent customer retention rate. We pride ourselves on long-term relationships with our customers — our success depends upon it. Unlike other software vendors, SAS enables you to integrate information in ways that make enterprise intelligence immediately accessible any time, any place, and in the most appropriate form. And we’ll be here for the life of your investment.

**The SAS® Intelligence Advantage**

In today’s competitive marketplace, organizations must focus scarce resources on the strategies most likely to yield success. SAS can help you achieve this focus. Because all SAS solutions rely on the same open, extensible framework — the Intelligence Architecture — it’s easy to link individual solutions and leverage existing technology to produce reliable information that decision makers can act upon with confidence.

Whether you’re focused on one facet of your business or committed to improving performance throughout the enterprise, SAS Intelligence can help you maximize profitability, minimize risk and achieve competitive advantage.

Solutions from SAS, the world’s largest privately held software company, are used at more than 37,000 business, government and university sites around the world. Customers include 98 of the largest 100 companies on the Fortune 500 and 90 percent of the Fortune 500.

For 25 years, SAS has been giving customers *The Power to Know™*. For more information, visit us at [www.sas.com](http://www.sas.com)