

# Connect your marketing technology ecosystem to unlock better brand experiences

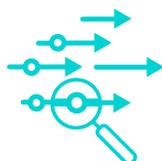
SAS® Customer Intelligence 360 Integrations



360  
SAS® Customer Intelligence



Integrate at the data, protocol, content, channel or application level.



Perform data integrations and movement in a batch, event or real-time manner.



Extend insights across multiple channels and application types.

## The Issue

Marketing departments use a variety of tools and applications to learn more about their customers and deliver better experiences throughout the customer journey. Organizations need technology integrations to link data and insights among departmental or channel applications. Without those integrations to deliver broader use within the enterprise, business results are limited and the customer experience suffers.

Business users need a customer intelligence solution to easily integrate with adjacent marketing technology applications, channel-specific tools, content management systems, protocols and data providers. For data scientists or analysts, SAS provides open-source libraries to interface with a variety of coding and modeling applications.

With better integrations, organizations can create a more connected enterprise, extend the value of their marketing investments, and improve the experience customers have with the brand.

## The Challenge



**Add new integrations in an agile manner.** Marketing technology ecosystems constantly change. Organizations need standard integrations to web, email and mobile applications, as well as an easy-to-use integration framework to add new data sources and destinations. SAS enables tightly coupled integrations via included software development kits (SDKs) and adapters that perform better than one-off custom API or web service-level coding.



**Deploy analytical insights quickly.** Managing and deploying models can be a difficult, time-consuming process - from wrangling and preparing data to deploying models and creating business value. SAS delivers powerful integrations that move models from development into production, preventing model decay and suboptimal insights.



**Meet specific data integration needs.** Enterprises use a variety of internal and external systems, each requiring specific integrations to get the most value from the data. SAS Customer Intelligence 360 provides multiple capabilities to integrate with thousands of internal and external systems.

## Our Approach

SAS helps organizations get the most value from data and insights generated by their many internal and external marketing applications. SAS addresses all aspects of the marketing technology ecosystem to:

- **Provide a 360-degree view of the customer experience.** By integrating at all levels across the marketing technology ecosystem, SAS allows marketing professionals to create a comprehensive view of customer brand interactions and personalize the customer experience.
- **Deliver strong integrations for business impact.** SAS allows organizations to efficiently reach deeper into engagement channels and collect more detailed insight, improving automation, operations and outcomes.
- **Unlock more value from data with multilevel integrations.** SAS unlocks more insights from data by providing integrations at the data, protocol, content or asset level, channel level, and application or UI level at varying levels of maturity and complexity. API gateways move raw data, mobile SDK for Android and IOS push into mobile applications, agent SDKs move data to and from the agent channels, and our solution's connector framework helps to develop customizable user interface-level integrations into third-party systems.

## The SAS® Difference

SAS brings tight, multilevel integrations into the marketing technology ecosystem to create a complete view of customers' experiences with the brand. Our customer intelligence solution offers:

- **Enhanced value from the marketing technology ecosystem.** SAS enhances the effectiveness of marketing technology applications, providing data, analytical insight and personalized recommendations to improve the customer experience.
- **Better, timely decision making.** SAS gives front-line employees and applications access to more and better data so organizations can deliver more effective offers and decisions at the point of customer interaction.
- **Extensive integration.** SAS supports frameworks to integrate into external systems, including:
  - **Customer relationship management systems.** More details about the current customer and potential next-best actions help sales and service agents improve the overall customer experience, as well as conversion and retention.
  - **Third-party programmatic advertising channels.** With better customer or prospect segments, organizations can deliver targeted ads more efficiently, resulting in higher viewing and interaction metrics.

For more information on these integrations, see our [online documentation](#) and [source code repositories](#) on GitHub.

# THE SAS® CONNECTOR FRAMEWORK

## SAMPLE INTEGRATIONS

DATA	PROTOCOL	CONTENT	CHANNEL	APPLICATION
<ul style="list-style-type: none"> <li>• AWS data stores</li> <li>• IBM</li> <li>• JDBC/ODBC</li> <li>• Microsoft Azure data stores</li> <li>• Oracle MySQL</li> <li>• Pivotal</li> <li>• postGRES</li> <li>• SAP HANA</li> <li>• Snowflake</li> <li>• Tealium</li> <li>• Teradata</li> <li>• Third Party Data Layers</li> <li>• Streaming Engines, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Alexa</li> <li>• Android</li> <li>• Apple</li> <li>• Docker</li> <li>• Google Home</li> <li>• Kafka</li> <li>• Javascript</li> <li>• JMC</li> <li>• MMS/SMS</li> <li>• RCS</li> <li>• PMML</li> <li>• REST/SOAP</li> <li>• SMTP</li> <li>• SPAs</li> <li>• Solace Systems</li> <li>• Teradata Subscriber</li> <li>• Tervela</li> <li>• Teradata</li> <li>• Tibco</li> <li>• Web Socket, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Adobe AEM</li> <li>• Hubspot</li> <li>• Oracle</li> <li>• Wordpress</li> <li>• Contentstack</li> <li>• Sitecore</li> <li>• CDNs</li> <li>• DAMs</li> <li>• Direct (catalog, inserts, etc.)</li> <li>• Email</li> <li>• HTML</li> <li>• Image files</li> <li>• JS Frameworks</li> <li>• Print</li> <li>• SMS/MMS</li> <li>• Text</li> <li>• Video, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Adform</li> <li>• Lotame</li> <li>• Other DMPs</li> <li>• AWS SES and SNS</li> <li>• Cisco Kinetic</li> <li>• Clickatell</li> <li>• Facebook</li> <li>• FB Messenger</li> <li>• Google Display Network</li> <li>• Instagram</li> <li>• LinkedIn</li> <li>• Mobile App/Push</li> <li>• SAP Hybris</li> <li>• Other e-commerce solutions</li> <li>• Sparkpost</li> <li>• Selligent</li> <li>• Other MTAs</li> <li>• Syniverse</li> <li>• Twitter</li> <li>• YouTube, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Adobe Experience Platform</li> <li>• Genesys</li> <li>• Other contact center apps</li> <li>• Hubspot</li> <li>• Coremetrics</li> <li>• Cheetahmail</li> <li>• MS Dynamics</li> <li>• MS Office</li> <li>• Oracle apps</li> <li>• Salesforce Clouds</li> <li>• SAP apps</li> <li>• Social Media Platforms</li> <li>• Line</li> <li>• Whatsapp</li> <li>• Tibco</li> <li>• ESBs</li> <li>• BPMs</li> <li>• RPAs, etc.</li> </ul>

To learn more about SAS® Customer Intelligence 360, please visit [sas.com/ci](https://sas.com/ci).

