

SAS® HELPING SMALL & MIDSIZE BUSINESSES

Drive Growth & Gain Competitive Advantage

Leading a small to midsize business is hard. Every dollar of revenue and profit, every new customer and every new hire requires more effort and greater creativity than larger, resource-rich competitors.

Our approach helps SMBs gain and delight customers, scale their business, innovate, reduce costs and gain new insights.

Accelerate Growth & Competitive Advantage



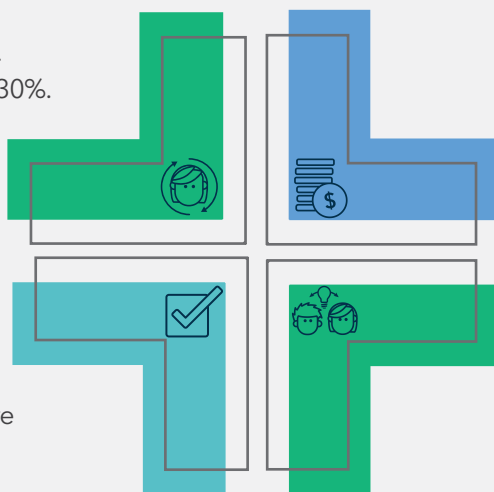
Results With SAS®

Delight Customers

- Lender issues new loans 85% quicker.
- Retailer improves customer retention 30%.
- Hospital decreases median emergency room length of stay 50%.

Grow Revenue

- Telecom provider grows mobile subscribers 5% with real-time campaigns.
- Insurer gets 30% positive lift from more effective marketing campaigns.
- Nonprofit increases fundraising 34% with targeted campaigns.



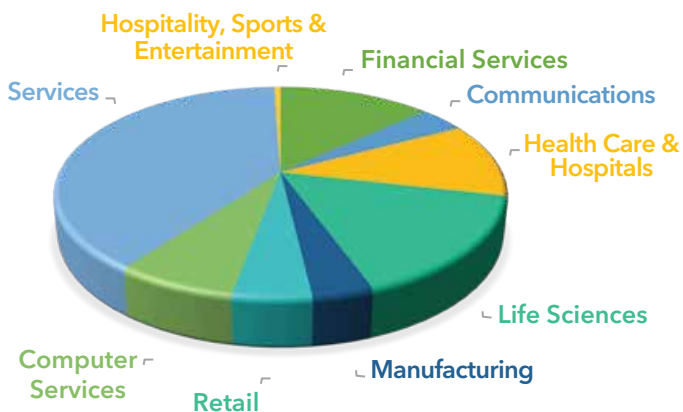
Reduce Costs & Increase Efficiency

- Marketing services firm processes their client data 85% faster.
- Transportation saves 22,000 hours with automated reporting.
- Manufacturer yields 32% improvement in throughput.

Gain New Insights

- ID most at-risk patients for postoperative infections.
- Biotech proves efficacy = speeds to market faster.
- Subprime lender uncovers fraudsters in the application process.

SAS® Delivers Value Across Industries for SMBs



For the past 20 years, SAS has been right there with us to provide the next-level analytics and expertise to help us meet the challenges of tomorrow.

Midmarket Retailer

SAS has helped us grow our business. It is probably one of the greatest investments that we've made as an organization over the last half-dozen years.

Professional Sports Team

One of the main reasons why we chose the SAS Life Science Analytics Framework was because of SAS' exceptional customer service.

Midsized Life Science Firm

Learn more about how SAS can help you drive growth at sas.com/smb or the **contact center**.

