

# Move from data to done



## How SMBs get ahead by empowering teams to do more

Doing more with less is a challenge small and midsize businesses (SMBs) constantly face. To achieve higher productivity at lower costs means more than squeezing out additional efficiencies. You need to use data in new ways to make better, more insightful decisions.

See how boosting productivity starts with transforming your data and AI strategy.

### Overcoming operational obstacles



92% of SMBs believe data technology is very or somewhat important to their business.<sup>1</sup>

#### That's because a data analytics solution can help you achieve:

- Cost-savings through automation
- Improved communication and collaboration
- Agility to adapt to changing demands

But finding the right technology is no easy feat.

#### As an SMB, you must balance:



Limited budgets



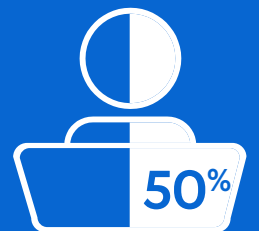
Speed of innovation



Integration with existing solutions



Limited IT support



50% of US SMBs don't have one full-time IT employee in-house.<sup>2</sup>

### The productivity lift is real

Transforming mountains of data into decisions – a process known as the data and AI life cycle – enables SMBs to drive outcomes while reducing operational costs.

What's the solution to drive productivity? According to The Futurum Group, the SAS® Viya® data and AI platform stands above the rest.

#### Unleash your productivity



4.6x more productive than competing solutions<sup>3</sup>

#### Empower non-technical staff to gain insights



86% of data life cycle tasks can be completed by business analysts.



16x more productive at accessing, preparing and governing data



4.5x more productive at automating, monitoring and retraining models



3.5x more productive at building, optimizing and validating models

# Where analytics and profitability meet

## Customer success stories



### Challenge

The NBA's Orlando Magic prizes the fan experience almost as much as winning. From variable ticket pricing to in-stadium concession sales, the team aims to deliver a personalized experience from way before tip-off to the final buzzer. The challenge? How to convert streaming app data combined with historical data from more than 2 million customers into actionable insights.

### Solution

The Magic turned to SAS to help model the data and predict what products and services fans are likely to purchase. Integrating information from 13 source systems – including ticketing, concessions, retail merchandise and its app – the analytics team uses SAS analytics to cluster individuals into segments

based on their behavior. Personalized offers are then automatically sent to fans via push notifications, website banners and emails.

### Results

The Magic saw a 120% increase in game-day app users in just one season, and fan satisfaction scores have increased by 20% regarding the team's use of in-venue technology. Fans keep on returning for more: Since the 2013-14 season, the Magic's single-game ticket revenue has grown by 91%.



**4x** revenue jump from app purchases over previous year



**BODDIE-NOELL  
ENTERPRISES, INC.**

### Challenge

Family-owned Boddie-Noell is the largest Hardee's franchise operator in the US, with 326 restaurants located throughout the South. The company used to rely on spreadsheets and manual processes to make business decisions that would maximize profitability – a formidable challenge when they generate 39 to 40 million records of data every day.

### Solution

To keep up with its growing number of restaurants, Boddie-Noell chose SAS Viya and its user-friendly dashboards to generate timely, reliable reports. With SAS Viya, the company can reduce the complexity of supporting the data needs of its various departments,

anticipate customer traffic and cravings to identify and produce specific menu items, and assess the profitability performance of its restaurants.

### Results

Now, Boddie-Noell knows exactly how they're performing every day with profitability metrics by hour at every location. In 2024, when they began forecasting revenue, the company missed its forecast in the first half by only 0.1%.



Sales forecast accuracy within **0.1%**

## Your platform for productivity

Empower team members of all skill levels to participate in the analytics process with SAS Viya, the industry-leading data and AI platform. No matter your size, achieve productivity gains that will dwarf the competition.

Learn more at: [www.sas.com/smb](http://www.sas.com/smb)

1. SMB Group's 2024 SMB Technology Buying Journey Survey: SMBs with 1 – 1,000 employees.

2. IDC. CIO Webinar: How SMBs can embrace today's AI Era. <https://www.cio.com/article/3477567/webinar-how-smbs-can-embrace-todays-ai-era.html>

3. The Futurum Group. From Data to Decision: Increasing AI Productivity with SAS Viya. September 2024.