



Empower your analytics in the cloud

Five use cases for using SAS[®] Viya[®] on Microsoft Azure



Companies are rapidly moving analytics workloads to the cloud

More than ever, businesses are moving their data and analytics capabilities to the cloud – and for good reason. Nearly 80% of companies estimate that 50% – 90% of their data is unstructured. The cloud makes it easy to aggregate and organize all your data – structured and unstructured – and analyze it to make better decisions.

When cloud workloads are architected optimally and can access the right data, your organization can make faster and more informed decisions, accelerate digital transformation, and vastly simplify the deployment, maintenance and adoption of analytics across the enterprise. Your stakeholders will thank you, as cloud analytics can also support faster innovation, ideation, collaboration and information sharing.

When you opt to run analytics in the public cloud, the cost and efficiency savings add up quickly, too. According to Accenture, businesses can reduce their total cost of ownership (TCO) by as much as 40% by migrating their business to it¹. It also removes the internal challenges of getting environments up and running and simplifying access to software and fragmented data, which, in turn, increases the speed of insights and innovation. By bringing together data from across the enterprise – both structured and unstructured – near where cloud analytics run, you can minimize public cloud costs and optimize performance.

Given all these benefits, it's no surprise that globally, the [cloud computing market will surpass \\$1 trillion by 2028](#). But to realize these benefits – and empower employees at all levels to make the best decisions possible – your IT function needs:

- The right tools to make the most of all their incoming data.
- A plan to effectively operationalize cloud analytics, from engaging in digital transformation best practices to democratizing their data to finding use cases.

This e-book explores how SAS and Microsoft have partnered to help businesses like yours accelerate the journey to successful cloud analytics. Included are real-life use cases that showcase how SAS customers – many of whom are accessing SAS Viya on the Microsoft Marketplace – are realizing value from our partnership today.

Nearly 80% of companies estimate that 50% – 90% of their data is unstructured. The cloud makes it easy to aggregate, organize and analyze all of it³.

40% The amount businesses can reduce TCO by migrating their business to the public cloud, according to Accenture²

¹ <https://www.accenture.com/nl-en/blogs/insights/cloud-trends>

² Ibid.

³ <https://www.accenture.com/us-en/blogs/search-and-content-analytics-blog/search-unstructured-data-analytics-trends>



The Microsoft-SAS partnership: What it means for you

Microsoft and SAS joined forces in 2020 to bring together SAS' industry-leading analytics with Azure, Microsoft's most trusted cloud. Now, everyone across your organization can make better decisions faster. **The partnership continues to experience great success and has grown globally through a joint road map that combines the best of SAS and Microsoft.**

Realize extraordinary return on investment

According to a recently commissioned Total Economic Impact™ study conducted by Forrester Consulting, organizations deploying SAS Viya – a cloud-native AI, analytics and data management platform – on Microsoft Azure saw a 204% return on investment over three years. Additional study results further emphasize the value of customers' investments in SAS Viya on Azure, including millions of dollars in net present value and a 14-month payback period. The study also identified the accelerated time to market, improved decision making and cost savings made possible by the SAS and Microsoft partnership.

Innovate faster

In the world of AI, models deployed into production are the singular proof point of productivity. SAS Viya automates the entire AI and analytics life cycle across data pipelines, model development, model management, deployment, and execution of automated and augmented decisions. We make the process seamless through automation and end-to-end AI and analytic capabilities so customers can see trends, understand customers, make decisions, hit deadlines, focus on business outcomes and innovate faster.

This is all vital because today, data is the new gold. There are petabytes of data being created today, and companies that do not monetize their data are left behind.

Elevate everyone

SAS Viya is a comprehensive analytics platform that allows companies to get more done designed for the whole AI and analytics team, offering users support for the complete analytics life cycle – from data management, deployment and model management to built-in support and training. It is designed for ease of use so everyone, from data scientists to business users, can use it and realize value almost immediately.

SAS Viya integrates with numerous programming languages and data sources so organizations can get more value out of their broader ecosystem and existing investments. For example, professional coders can use their preferred coding language, such as SAS, Python or R, and user-friendly, drag-and-drop functions enable business users to use SAS Viya to surface analytics for business decisions.

In addition, with data being so critical to business decisions, everyone must be fluent in data, from executives to business users to data scientists. SAS Viya running on Microsoft Azure enables the true democratization of data and analytics. Now anyone – not just data scientists – can use an intuitive, drag-and-drop interface to surface business decisions in seconds. They can also collect, analyze and manage data to drive their business forward with better business outcomes.

Through our partnership, organizations of all sizes can now access SAS Viya, SAS Cloud and more on Microsoft Azure Marketplace, manage production SAS environments on Microsoft Azure and more. Your IT department can simply click, pay, download and deploy in minutes.

Explore your options at sas.com/microsoft.





Equally important, [SAS Viya](#) enables collaboration across business rules and skill sets so organizations can learn rapidly, improve their AI maturity and gain a competitive advantage. Simply stated, SAS Viya is the unifying force that delivers significant productivity gains in the development of advanced analytics and AI. Additionally, these capabilities and benefits can be accessed in the cloud, on the edge and through APIs.

Easy access to SAS solutions on Microsoft Azure Marketplace

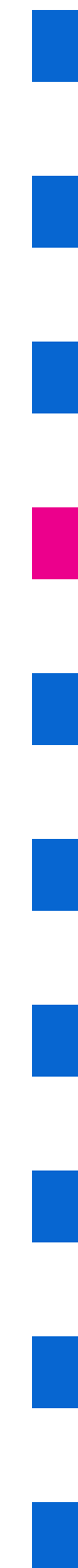
Through our partnership, organizations of all sizes can now access SAS Viya and SAS Cloud on Microsoft Azure Marketplace, manage production SAS environments on Microsoft Azure and more. Your IT department can simply click, pay, download, deploy in minutes and make SAS Viya and other solutions available across the enterprise.

It truly is that fast and that simple.

The full-featured SAS Viya platform on Microsoft Azure enables your organization to explore data with ease and employ machine learning and model deployment analytics from day one. Through collaborations with SAS and Microsoft, organizations of all sizes can access SAS Viya on Azure, manage production SAS environments on Azure, access SAS Cloud and SAS on Azure Marketplace, and more.

204% return on investment.
Better infrastructure
availability and performance.
More efficient operations.
Scalability to new use cases.
These are just some of the
key benefits realized by
a composite organization
comprised of interviewees
with experience using SAS
Viya on Azure.

[Read the Forrester study
to learn more.](#)





How businesses win with SAS and Microsoft: Five customer use cases

The SAS and Microsoft partnership makes advanced analytics and AI easier to use by erasing traditional friction points between data, insights, decisions and actions. Now, organizations of all sizes can:

- Access SAS solutions – including SAS Cloud and SAS Viya – on the Microsoft Azure Marketplace.
- Manage production SAS environments on Azure.
- Unlock numerous business use cases for advanced analytics.

Let's explore several customer stories to illustrate how creatively businesses are finding and realizing value from the SAS and Microsoft partnership. These stories can help you envision the partnership's potential for your business.

A leading fintech boosts scalability and improves risk management

For auxmoney, a leading fintech based out of Germany, when it came to its IT infrastructure, there was only one strategy: the consistent path to the cloud with a core system like SAS. In the case of risk management, auxmoney decided to outsource the entire SAS operation.

With SAS Viya on SAS Cloud hosted on Microsoft Azure, auxmoney gets the scalability, speed and security it needs to better assess risk for its P2P loan marketplace.

[Read the full story](#) to learn more about how SAS solutions on Microsoft Azure are helping auxmoney scale effortlessly, improve governance and data security, empower coders to use SAS and open source languages and more.

“The advantages are obvious. If we need more capacity, we simply request it without having to worry about computer expansion, software upgrades and so on. We order, SAS delivers – and quickly.”

Jitesh Surelia, *Director of Oversight and Analytics, Credit Risk*

auxmoney

Facts & Figures



400,000+
loans provided



€3.5 billion
in loans disbursed



Dusseldorf, Germany
headquarters



2



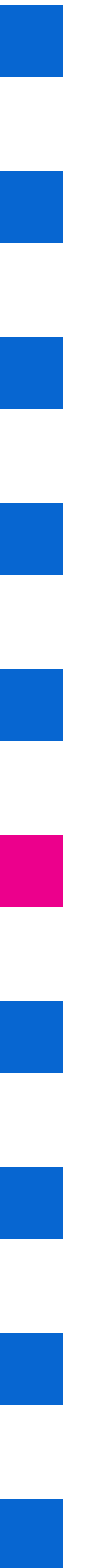
A state's department of education reimagines student funding with SAS Viya

An education provider has been innovative in helping students and teachers achieve their greatest potential. The passage of a recent bill created the first outcomes-based student funding formula in the country, and leaders needed an analytics solution to help them track outcomes.

They engaged SAS to help them scope out their needs, proposed a plan and executed it. Ultimately, this department of education chose to adopt SAS Viya (running on SAS Cloud in Microsoft Azure), which will help connect student performance to outcomes, secure data from the public and develop reporting best practices. The result will be the first outcomes-based student funding formula in the US.



With SAS solutions on Microsoft Azure, state departments of education are creating more transparent systems that make the outcomes of students more quantifiable and actionable. To learn more about how SAS and Microsoft can deliver wins for your industry, visit sas.com/microsoft.



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A subprime lender and leasing company automates loan decisions at scale

For CNG Holdings Inc., an online and retail subprime lender and leasing company, speed is essential. Online credit application decisions must be made instantly and at scale. But fraudsters are lurking in the shadows to steal identities and take over accounts.

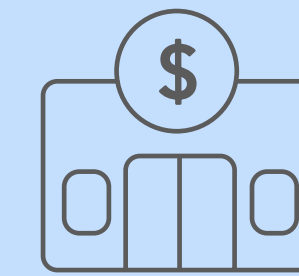
That's why CNG took a new approach – stop fraud before it happens by using an “identify-first” approach enabled by SAS analytics and machine learning technologies running on Microsoft Azure. CNG uses SAS Identity 360 as its orchestration layer, which supports linking multiple data sources and a vendor ecosystem that informs the credit application decision process. Microsoft Azure enables real-time access to data within seconds of an application.

CNG is now spending less money fighting fraud, has reduced its false positive rate to nearly zero and gives its investigators the tools to quickly close those rare cases.

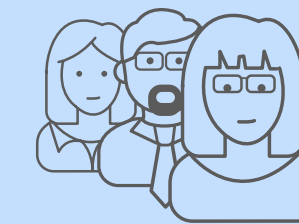
[Read the full story](#) to learn how CNG uses SAS analytics and machine learning on Microsoft Azure to detect and prevent fraud while providing an optimal customer experience.

“By using Azure and being able to push that real-time response through into our data lake, I can access that data within moments of an application. So, for example, if I believe I have a fraud attack that’s occurring, and I need to adjust my rules in real time, I can get to that data in time to make those adjustments and shut it down quickly.”

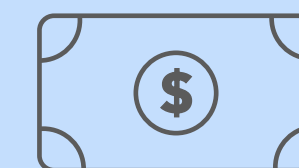
Rick Cooney, Vice President of Fraud and Identity Management, **CNG Holdings, Inc**



Family of brands
including Check 'n Go, Allied Cash Advance
and Smart Pay

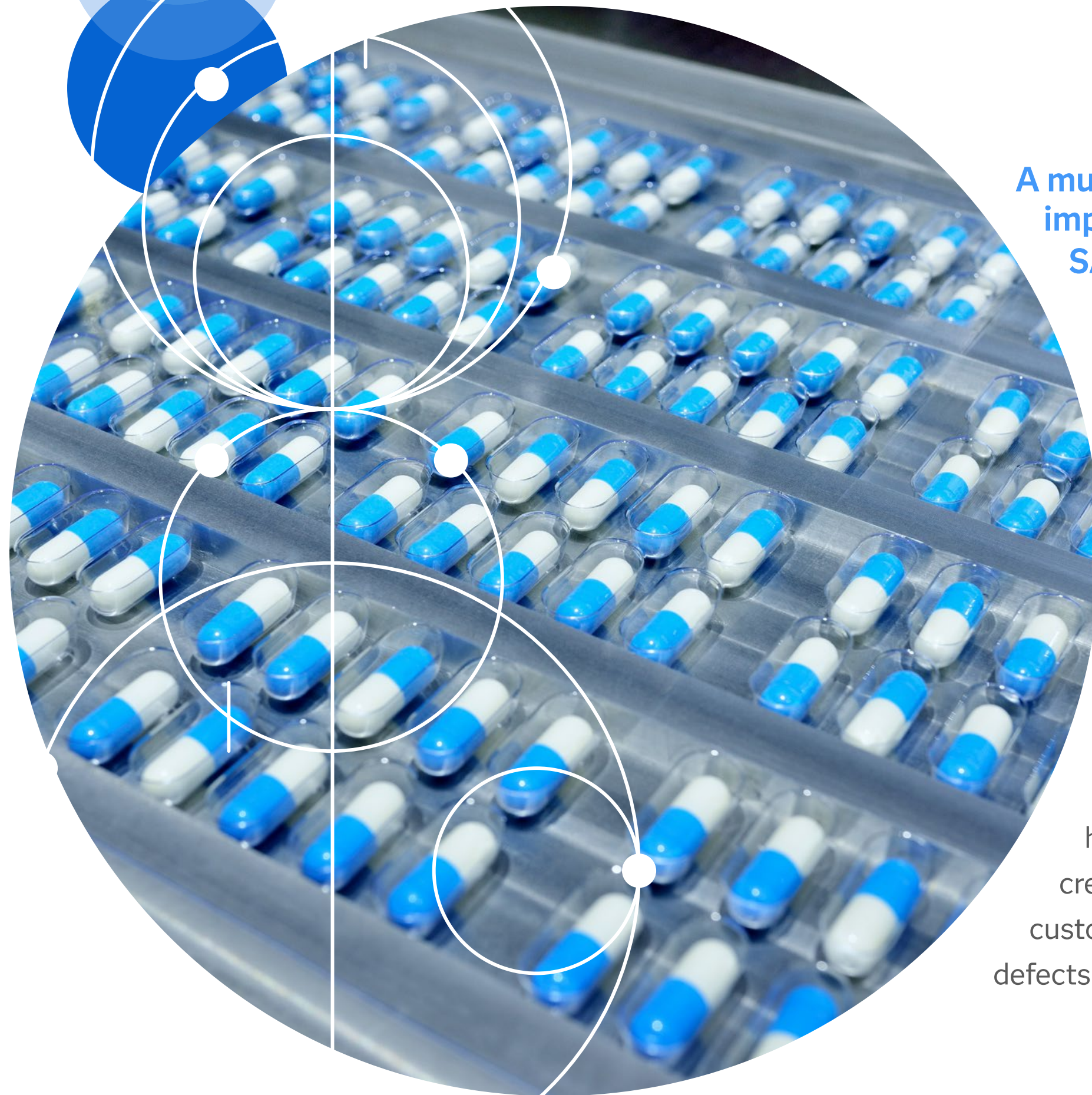


3,000
employees



\$31 million
in annual revenue

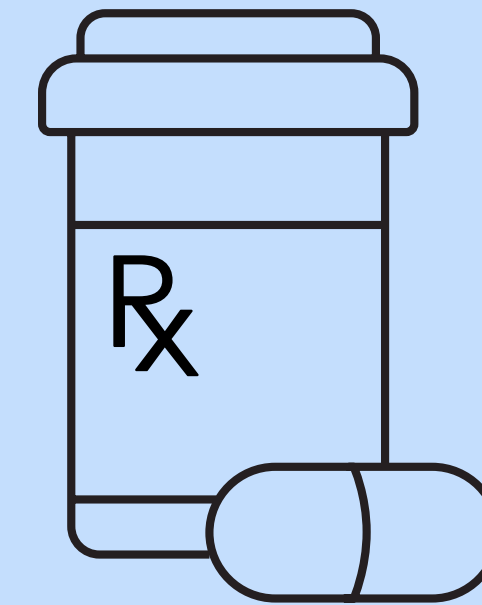
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A multinational pharmaceutical company improves production quality analytics with SAS and Microsoft

This pharmaceutical business must ensure that the vaccines and medicines it develops and produces are of the highest quality. Its global supply chain team has been a SAS customer for many years. Management came to SAS looking for ways to improve product quality, including meeting the target of zero waste, defects and non-conformities.

SAS helped them move to SAS Viya on Azure. By adopting Microsoft and SAS, the company will save millions of dollars and thousands of hours of effort through reduced failure rates, created waste and rework. At the same time, its customers benefit from higher product quality, zero defects and zero non-conformities.



SAS solutions on Microsoft Azure are helping health care companies around the world reduce costs, improve product, quality, drive better patient outcomes and more. Learn about how SAS and Microsoft can help your business achieve its goals at sas.com/microsoft.



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Finland's top retail bank transforms its customer experience

For banks to succeed in today's harsh, hyper-competitive market, they need loyal customers. Finland's top retail bank, S-Bank, is rated No. 1 in customer loyalty. And they are continuously investing in ways to better serve their customers.

For example, S-Bank wanted to automate its processes with a focus on the customer and speeding up credit scoring and lending processing times. To achieve this, S-Bank decided to migrate its existing workloads to the cloud with Microsoft Azure and modernize its analytics with SAS Viya. S-Bank now has access to improved visual tools and faster performance from running its analytics closer to its data. It also has incorporated automation and real-time decision making to reduce process silos and improve management across the analytics life cycle.

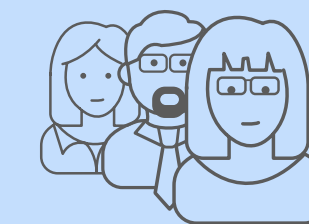
To learn more about how S-Bank is differentiating and winning by modernizing with SAS Viya on Azure, [read the full customer success story](#).

“The solution with SAS and Azure has greatly improved how we are working with analytics, particularly the visual capabilities of the tool, which have helped strengthen the alignment between the analytics team and the business development team.”

Ilkka Kuosa, Senior Vice President, Products and IT, **S-Bank**



Facts & Figures



3.1 million
customers



No. 1

“Most Responsible Bank” in Finland for the ninth consecutive year, according to the Sustainable Brand Index



€5.9 billion
loan portfolio

To learn more about the SAS partnership with Microsoft
and how we can help your business, visit

sas.com/microsoft



To contact your local SAS office, please visit: sas.com/offices