



OPEN SOURCE ANALYTICS MYTHBUSTER

Separate facts from fiction about SAS and open source

Using publicly available source code has become super-popular in the analytics space. It's not hard to see why. Open source software offers powerful tools that come with little or no cost of entry. It's compatible across the analytics ecosystem, and often comes hand-in-hand with the freedom and immediacy of cloud.

Like many, you may view analytics tools as a binary choice between 'traditional' analytics platforms and free open source tools.

But this could mean you're missing out on big opportunities to get more business value from analytics, boost efficiency and reduce risk. Especially when it comes to operationalising and scaling up analytics models built on open source tools.

To make sure misconceptions aren't compromising the value of analytics in your business, we've created this quick, easy-to-navigate mythbuster guide.

Whether you're a strategic IT leader or a hands-on data scientist, and regardless of whether your current analytics estate is built on open source tools or a vendor platform like SAS, we hope you'll find this guide helps you make informed decisions about your analytics ecosystem.

For business and strategic leaders

Discover how SAS complements open source tools, maximises the impact of data, and powers your organisation's digital transformation.



MYTH

Businesses either adopt open source big data techniques or buy an analytics solution like SAS. It's a binary choice.



REALITY

SAS is Open for Analytics. That means SAS works with - not instead of - open source analytics tools, and has an important role to play alongside your ecosystem of open source analytics tools. Choosing SAS gives you the flexibility to:

- Get more value from your existing data systems: give data scientists the tools they prefer to use, but fully integrated into a SAS analytics platform, so you benefit from enterprise-grade data governance, consistency of results, and efficient operations.
- Easily manage the entire analytics life cycle, from development to discovery to deployment, and apply centralised controls across all analytical assets.
- Even if you've already invested in SAS, there's no need to rip and replace your SAS analytics platform, as SAS provides a proven framework for any new open source tools you choose to deploy as part of your analytics modernisation program.



MYTH

Choosing SAS restricts businesses to slow and expensive proprietary on-prem systems.



REALITY

SAS gives your business the freedom to blend open source technologies, commercial software solutions, enterprise-hosted applications and cloud deployments. With SAS in the cloud, you can:

- Enjoy industry-leading SAS analytics, alongside the choice, speed of deployment and flexibility of cloud - helping you accelerate ROI and reduce time to value.
- Balance the rapidly growing world of self-service capabilities with the reliability of SAS's system and data governance.
- Run cloud-ready SAS analytics on your terms - in a public cloud, private cloud or a hybrid environment.
- Access SAS analytics via popular open source programming languages and data frameworks via the 100% open SAS cloud platform.

Embrace the speed and flexibility of open source with the enterprise assurance of SAS to build unique analytics ecosystems that pack a bigger business-advantage punch.

For data scientists

Open source? Proprietary platforms? If you're a data scientist, there's no need to choose. Just enjoy the best of both words with SAS.

MYTH

SAS isn't relevant for data science teams that prefer open source languages like Python and R.

MYTH

SAS creates resourcing issues because SAS specialists are harder to find than programmers who can use open source.

REALITY

With SAS, data scientists can still use their favourite languages, like R, Python, Java, Scala or Lua, but within a unified environment. With SAS, it's easy to balance your priorities:

- Retain the freedom to create, experiment, test, and rapidly deploy different methods, using your expert skills and preferred tools, to encourage happy and productive teams.
- Mitigate the risks and inefficiencies that creep into environments where open source analytics tools are widespread, by working within a single unified analytics platform.
- Overcome common challenges with scalability and deployment, like analytics silos, or code that's difficult for different teams to interpret.

REALITY

Data scientists can work their magic from within the SAS cloud platform using their favourite programming tools and languages:

- Users who don't code in SAS can access SAS functions from R, Python, Java, Scala or Lua.
- Alternatively, they can use public REST APIs.
- Widen your team's potential talent pool with SAS instead of constricting it.

Embrace the freedom and innovation of open source, and the self-service convenience of cloud, within a consistent analytics platform, and get your data models into production faster.

"Using SAS alongside Open Source, the Bank can write more intelligent and sophisticated models using a combination of Python and Enterprise Miner Gradient Boosting models. Not only could they write better models but they could put them into production more quickly."

SAS customer testimonial

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