

SAS® Business Analytics

Put data exploration, analytics and reporting in the hands of more people using an integrated, self-service solution that simplifies extracting value from data



Key Benefits

With SAS Business Analytics, you can:

- **Understand and share what's happening by creating dynamic visuals**, such as interactive reports and dashboards, by easily querying multiple sources and sharing results via the web or mobile devices.
- **See the big picture and underlying connections** by visually exploring relevant data using interactive discovery tools that uncover opportunities and trends hiding in data and using automated analysis that highlights key data relationships with easy-to-understand explanations.
- **Drive business results with data-backed insights** using easy-to-use predictive analytics. Business users and analysts can assess possible outcomes and make better, data-driven decisions without programming. Visualizations, smart algorithms and automated analysis make it easy to collaborate around what's most relevant.
- **Eliminate analytics silos** by providing a single application that everyone uses for data preparation, exploration, reporting and analytics.
- **Boost productivity through self-service data preparation** that eliminates the need for specialized skills or coding to access, merge, shape and prepare data. Users can easily access and integrate a wide range of data sources into analytics and reporting. And all tasks are automatically integrated with downstream analytics and reporting tasks.

Overview

Just about everyone across your company wants to explore data and use analytics to make better decisions, but most people lack the deep analytical skills needed to use traditional analytic software. There may be pockets of expertise across the company, but these "silos" prevent effective collaboration.

As a result, most analysts struggle to meet business demands for data access and prep while handling daily requests for ad hoc analyses, reports and dashboards in a timely manner. As a result, decision makers get frustrated, often waiting weeks to receive requested analytic reports.

SAS Business Analytics solves these challenges by providing integrated, self-service functionality that empowers employees - regardless of skill level - to access, gather and visually explore data and share results. It's never been easier to put insights in the hands of more people anytime, anywhere.

Why SAS?

- **Empower people with diverse skills to create interactive dashboards, reports and analytics – all from a single interface.** This reduces the number of tools employees need to learn to use.
- **Use familiar Microsoft applications to document and share discoveries.** Free people to collaborate and share live, dynamic visualizations using familiar, integrated Microsoft Office apps. They can explore, report, present and share using Excel, PowerPoint, Word and Outlook – and even mobile devices.
- **Flexibly deploy on-site or in the cloud.** Deployments can fit current and future IT architectures to meet your organization's evolving needs.
- **Scale with ease.** The solution's distributed, in-memory environment effortlessly scales to support new demands as data volumes, user bases and analytic complexity increase.
- **Purchase with flexible options.** Organizations benefit from a flexible pricing model with options to meet their specific needs and situations.

The Solution

SAS Business Analytics makes it easy to gather data from multiple sources for self-service data prep and provides a modern, integrated environment for visual exploration. Users with basic or advanced analytical skills can use it to examine and understand patterns, trends and relationships in data; create and share reports and dashboards; and get insights from data to better solve complex business problems.

Self-service data preparation

SAS Business Analytics provides an interactive, self-service environment for users who need to access, blend, shape and cleanse data to prepare it for reporting or analytics. For example, you can:

- Profile, cleanse and blend data using a GUI.
- Enable full integration with your analytics pipeline.
- Access data lineage with network diagrams.
- Reuse, schedule and monitor jobs.
- Use language-specific data quality algorithms with support for over 37 countries and 27 languages.

Data access

Use native connectivity within SAS Business Analytics to connect to ODBC-compliant and JDBC-compliant sources and other data sources with speed and reliability.

- Access data from more than 15 native data connectors and access countless other sources through ODBC and JDBC, including relational and nonrelational databases, CSV, tab-delimited, Excel, Hadoop, Amazon Redshift and data warehouse appliances – all without having to place an undue burden on your IT organization.
- Get direct, secure access with native interfaces and integration standards.
- Support business decisions with complete, consistent, up-to-date and accurate data.

Visual data exploration and insights deployment

Create an integrated environment for governed discovery and exploration. Users, including those without advanced analytical skills, can examine and understand patterns, trends and relationships in data, as well as share reports and dashboards that monitor business performance. Take advantage of:

- Self-service discovery, reporting and world class analytics.
- Easy-to-use predictive analytics with self-generating algorithms.
- Delivery via email, web browser, Microsoft Office or mobile devices.
- Web-based administration, monitoring and governance of a single platform.

Approachable analytics

SAS Business Analytics offers a wide range of self-service analytic capabilities that require no coding, including:

- Correlations.
- Forecasting.
- Scenario analysis.
- Decision trees.
- Text analysis.
- Automated goal seeking (an advanced SAS forecasting feature).

Learn More

If you need to equip people without advanced analytical skills to use analytics for better decision making, explore SAS Business Analytics. Find out more at sas.com/businessanalytics.

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

