SASUnified Insights MM
Quickly and easily deploy a comprehensive, scalable analytics platform to meet diverse business needs across an insights-driven organization

Key Benefits
With SAS Unified Insights MM, you can:

- **Solve complex analytical problems.** SAS Unified Insights MM empowers users with market-leading data mining and machine learning capabilities and the latest advances in artificial intelligence and machine learning, complete with diverse programming language options.

- **Centrally deploy models.** Use powerful tools and automation to streamline the process of creating, managing, administering, deploying and monitoring your organization’s analytical models.

- **Automate model deployment.** By consolidating and streamlining the deployment of analytical models, you can automate repeated operational decisions and make them both data-driven and analytically sound. This ensures rapid deployment and consistent decision making in dependent applications, other systems and frontline workers.

- **Establish effective governance across data access, analytics, reporting and model deployment** for centralized administration and monitoring of the entire analytics platform, as well as data governance and data lineage. Easily create, publish and centrally manage business rules, and deploy models in a sustainable, auditable, compliant manner.

- **Collaborate seamlessly across business and IT teams, regardless of skill level,** using self-service functionality to prepare data, access analytics and reports, and collaborate around them. Easily generate deep insights everyone trusts using a visual, point-and-click interface.

- **Free up resources with scalable, automated and repeatable processes** – for example, streamlined data preparation with native access engines and data preparation tools that use artificial intelligence (AI). You can also ensure that models are complete, impactful and scalable as your data grows.

Overview
Business leaders depend on IT to deliver integrated analytics that provide fast access to trusted insights. However, many organizations have complex, siloed data and analytics environments that make this difficult to achieve. IT can struggle with integrating and administering multiple tools from different vendors – often without a standardized approach to analytics and governance. In addition, most analytics environments don’t enable business people to collaborate – in part because there’s no agreement on which data is “accurate” and can be trusted to understand and address issues.

SAS Unified Insights MM addresses these challenges by providing a single, comprehensive, analytics platform that empowers your insights-driven organization to maximize the value of analytics and reporting. Implemented in weeks, SAS Unified Insights MM gives everyone – from programmers to consumers of analytic outcomes – the ideal environment for centralizing and managing data and using sophisticated data mining, AI and machine learning, data wrangling, and more to get answers and solve problems.
Why SAS?
With SAS Unified Insights MM, you can deliver faster time-to-value for your business users and lower total cost of ownership – while enabling your entire company to achieve even more with analytics. You can:

- Use state-of-the-art AI and machine learning.
- Enable, govern and orchestrate open source software with SAS to ensure you get the best analytic results.
- Use data from any source and in any format, because SAS is data-agnostic.
- Deploy multiple ways – on-site or in the cloud – to meet the demands of current and future IT architectures.
- Easily scale up the solution’s distributed, in-memory environment as data needs grow, users increase and analytics are used to solve more complex problems.

The Solution
With SAS Unified Insights MM, you can quickly and easily deploy a flexible, companywide analytics platform that spans the entire life cycle – from data to tangible results – complete with comprehensive AI and machine learning capabilities. Once deployed, this single platform enables different business groups and users, regardless of their analytic skill, to collaborate and realize even more value from analytics and reporting.

It’s never been easier for IT to deliver the value of analytics to users of all skill levels across the organization – from analytics teams within lines of business to citizen data scientists, business users and data engineers. It also allows open source programmers to collaborate across the organization.

Data mining and machine learning
Harness the latest technologies and innovative approaches to turn diverse data into trusted insights and answers, including:

- A highly scalable, GUI-based data mining and machine learning environment.
- Open source integration using R, Python, Java and Lua models.
- Model tournaments to identify and deploy the most effective models.

Data exploration and visualization
Empower people with diverse analytic skill levels and expertise – from the most basic to advanced – to explore, share and visualize data using:

- Self-service discovery, reporting and world-class analytics.
- Easy-to-use predictive analytics with “smart algorithms.”
- Tools to deliver analytics and reports via email, web browsers, Microsoft Office applications or mobile devices.
- Centralized, web-based administration, monitoring and governance of the entire platform.

Model management
Use powerful resources to centrally create, manage and deploy models, including:

- A framework for registration, validation, monitoring and retraining of models.
- Tools to assess candidate models and identify and publish champion models.
- Support for auditability and regulatory compliance.

Collaboration
Work with others productively with tools that let you:

- Integrate with Microsoft Office to encourage collaboration.
- Share live, dynamic visualizations and dynamic reports with ease.

Data preparation
With SAS Unified Insights MM, users can trust the data used to generate analytics and reporting thanks to:

- GUI-based tools to efficiently profile, cleanse and blend data.
- Full integration with your analytics pipeline.
- Data lineage and automation support.
- Collaboration through job sharing.

Learn More
To learn more about how a unifying analytics platform can bring together diverse data and analytics to drive measurable value for your organization, download the white paper **SAS in the Open Ecosystem**.

Find out more about SAS Unified Insights MM at [sas.com/unified-insights-mm](http://sas.com/unified-insights-mm).