



## SAS RESULTS

### Key benefits

**Obtain expert help** – SAS RESULTS tackles the difficult business issues, often seen as “too hard right now”.

**Access to skilled resource** – Many organisations struggle to recruit and retain analytical talent. SAS RESULTS provides access to these highly skilled individuals.

**Fast turnaround of key projects** – Organisations often face difficulty in getting the right blend of IT and business to deliver key projects. SAS RESULTS will provide rapid ROI.

**Bring in-house** – As business conditions demand, SAS will provide support to enable organisations to bring SAS RESULTS in-house.

In their research report *The Analytics Mandate*, MIT Sloan report that most businesses believe that analytics are critical to competitive advantage and success, and in his book *Big Data, Big Innovation*, Evan Stubbs identified that it’s the combination of experience, business knowledge and technical capability that best enables an organisation to get the most value out of big data.

We can think of several companies whose “product” is analytically driven – Google’s page ranking algorithm makes web users come back time after time; Amazon’s recommendation engine accurately guesses what product we’ll want next.

SAS RESULTS leverages the expertise and technical capability of SAS to develop analytical models that help organisations generate quick ROI from their data. Whether this involves profiling and segmentation, retention, response modelling, visualisation, fraud or forecasting – SAS can develop a system that adds competitive advantage to your organisation.

### Service Description

SAS RESULTS enables you to leverage SAS’ powerful analytic software to identify previously unknown patterns and trends in your data that could have an impact on your organisation. Additionally, this service provides a foundation for discovering critical information that will help you know your customers better. As part of this service, SAS will work with you to develop an appropriate analytical model that will accelerate your knowledge of your customer behaviour and in turn the ROI.

SAS will run a secure, cloud-based service on your behalf, giving you the benefits of our most advanced software, operated by our own experts.

Our team of experts are among the most qualified professionals in the use of SAS’ advanced suite of analytical products. With skills acquired across the public, financial and commercial sectors, together with SAS® intellectual property, there are few problems that cannot be solved through SAS RESULTS.

Our proactive approach ensures that your team spend their valuable time realising the value of your data, rather than managing it. Augmenting your skills and business knowledge with top SAS analytical talent, as if it were part of your own team, you can achieve the insights that drive the ROI you are looking for.

### Activities

- Gather information about your data and modelling requirements via on- site assessment
- Provide delivery technologies either on-site or hosted on SAS infra- structure
- Utilise proven analytical techniques together with skilled analytical resource and intellectual property
- Develop appropriate analytical models to address the business problem
- Establish acceptance criteria and evaluate level of effort
- Provide knowledge transfer and end- user training for select users, where requested
- Review results against agreed performance criteria.

## Service Deliverables

Service deliverables include:

- One or more analytical models together with software infrastructure necessary to support on-going model scoring. However, we believe that flexibility is key in meeting customer requirements and SAS RESULTS can provide a whole range of possible outputs
- Project documentation outlining how the analytical model was developed
- Optionally, SAS RESULTS can monitor on-going model performance and alert you when the performance has degraded to the extent that a refresh of the model is recommended.

As well as offering a bespoke approach, for organisations that need to resolve business problems even faster, SAS RESULTS offers several packaged options:

- Forecasting RESULTS
- Customer RESULTS
- Visual RESULTS

## Estimated duration

Although duration may vary in line with your particular requirements, most projects take approximately six to twelve weeks. Services are performed on- and off-site.

## Estimated Price

Price depends upon various factors: software requirements, level of effort, required skills or expertise, and business strategy. Contact your SAS account manager to determine the estimated price and duration of this service, and for more information about related services.

## The SAS® Difference

Access to the information you need to make quick and accurate business decisions is key to your organisation's success. SAS RESULTS will provide you with access to actionable intelligence to help meet your needs for predictive and descriptive modelling, forecasting and optimisation.

SAS RESULTS enables you to define your business problems and craft strategies for solving those problems with SAS® Analytics. Now you can harness the power of this new world-class software to drive true analytical insights within your organisation.

No one knows SAS technology and solutions better than SAS. Our expertise ensures that every engagement follows defined methodologies, best practices and delivers tangible results.

To find out more, or to discuss this further, please contact:

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