

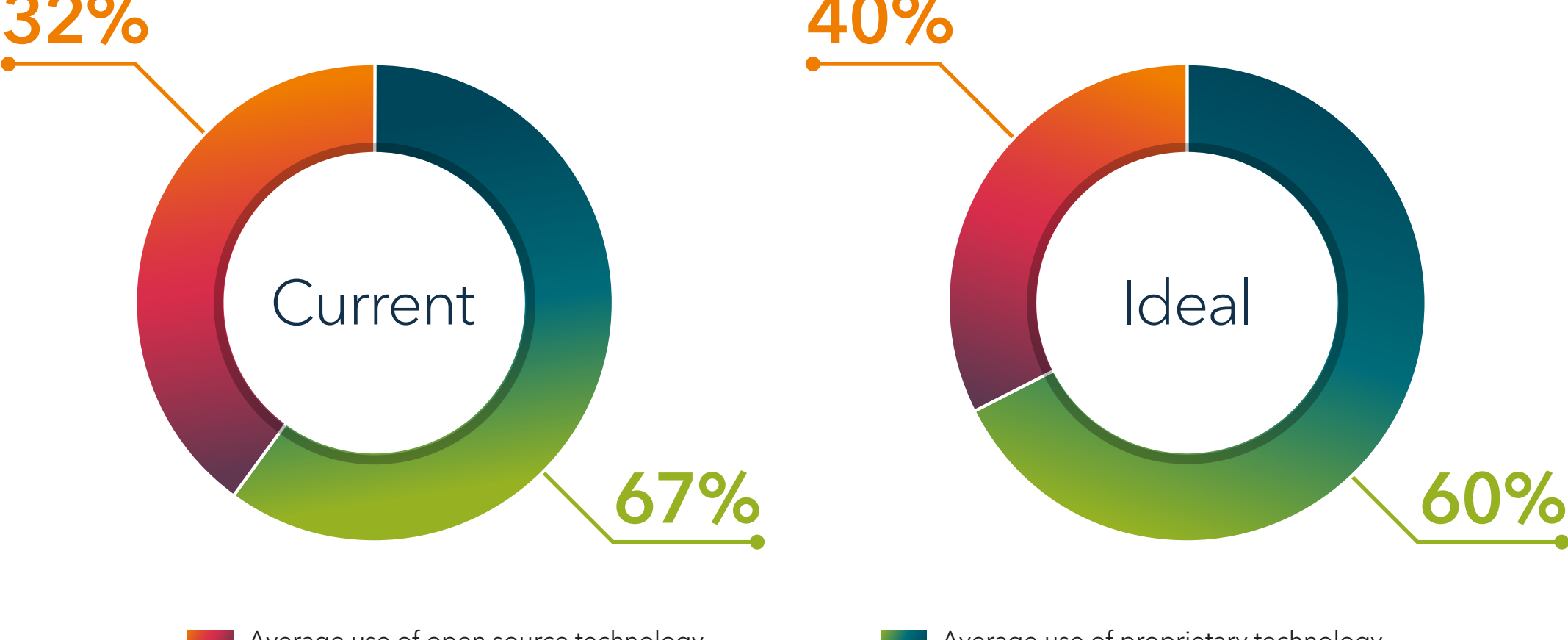


Open source vs Proprietary: What companies need to know

Meeting IT and business priorities with a hybrid approach to open source and proprietary solutions

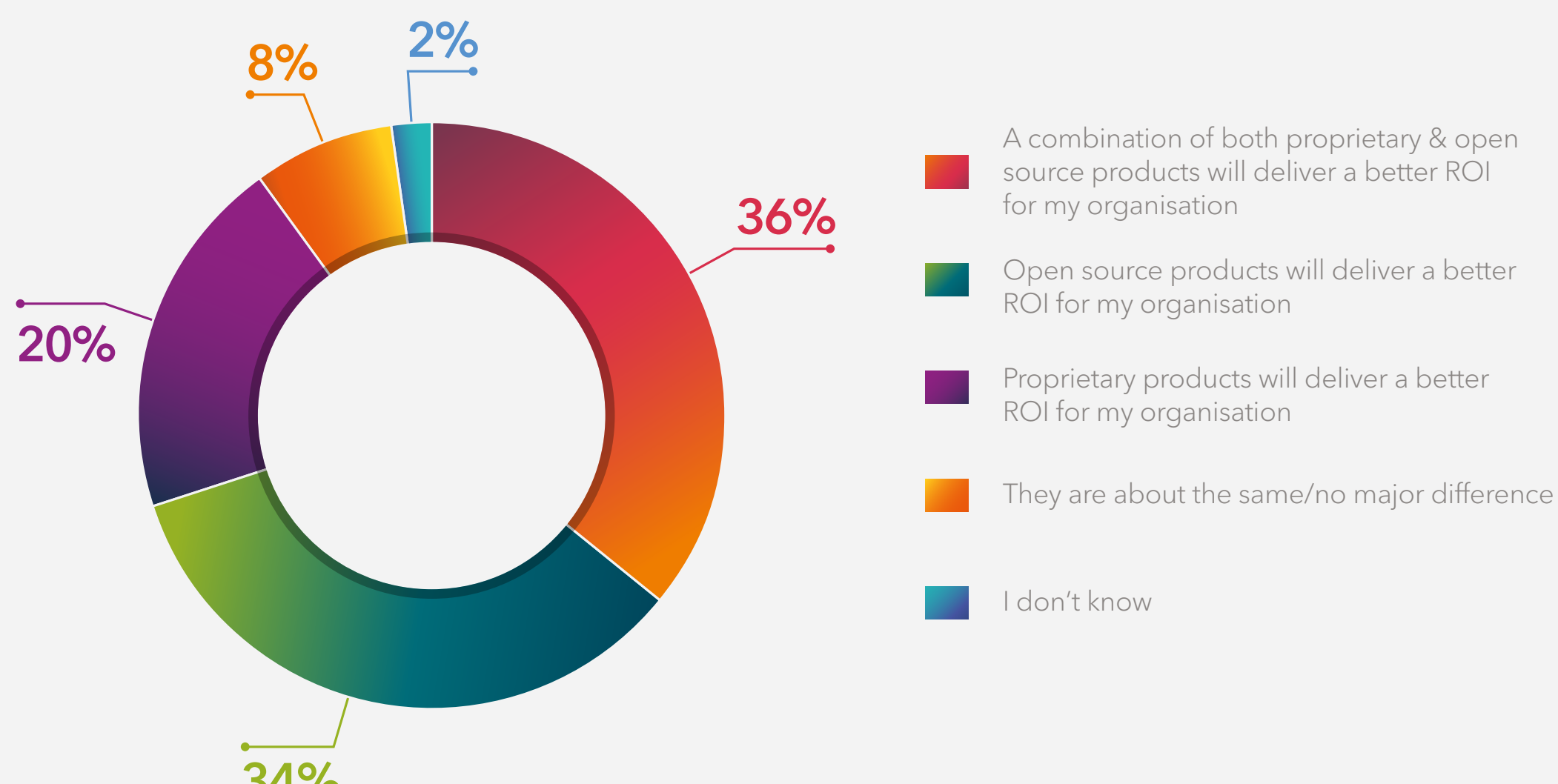
Current vs ideal mix of open source & proprietary technology

On average, senior decision makers report that their organisations use 67% proprietary and 33% open source technology. In an ideal world, they say they would increase use of open source to 40%, meaning proprietary would still form the majority at 60%.



A hybrid mix of open source & proprietary technology delivers the best ROI

A combination of proprietary and open source products is most commonly believed to deliver the best ROI for respondents' organisations (36%).



Potential vulnerabilities of open source

Almost all (94%) believe there are hidden vulnerabilities associated with use of open source technology.

- Security threats (48%)** are the most commonly reported potential vulnerability of open source.
- Many are concerned about a **lack of control (45%)**. There is some mistrust about the open source community (39%).
- Around 32% worry about an **over-reliance on a small number of experts**, and employees with knowledge of the technology leaving the company (28%).

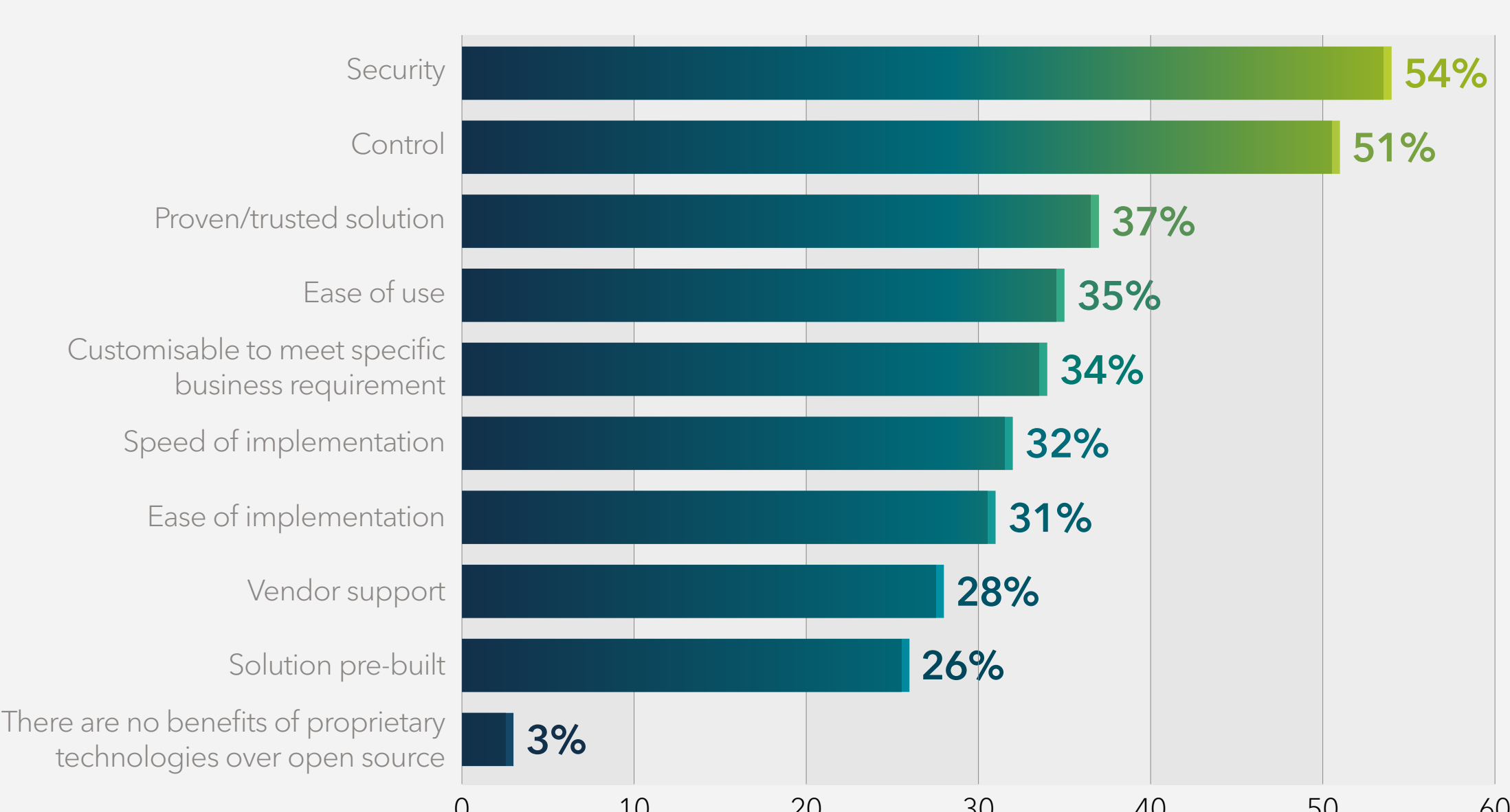
Potential benefits of open source

Open source is generally viewed in a positive light, and as something that can bring benefits to the organisation and its customers.

- Most respondents (57%) believe that open source can lead to **cost savings** for their organisations.
- Many (48%) are interested in the **greater flexibility** to solve business problems open source provides.
- Four in 10 believe open source will assist with **faster decision making** within their business.

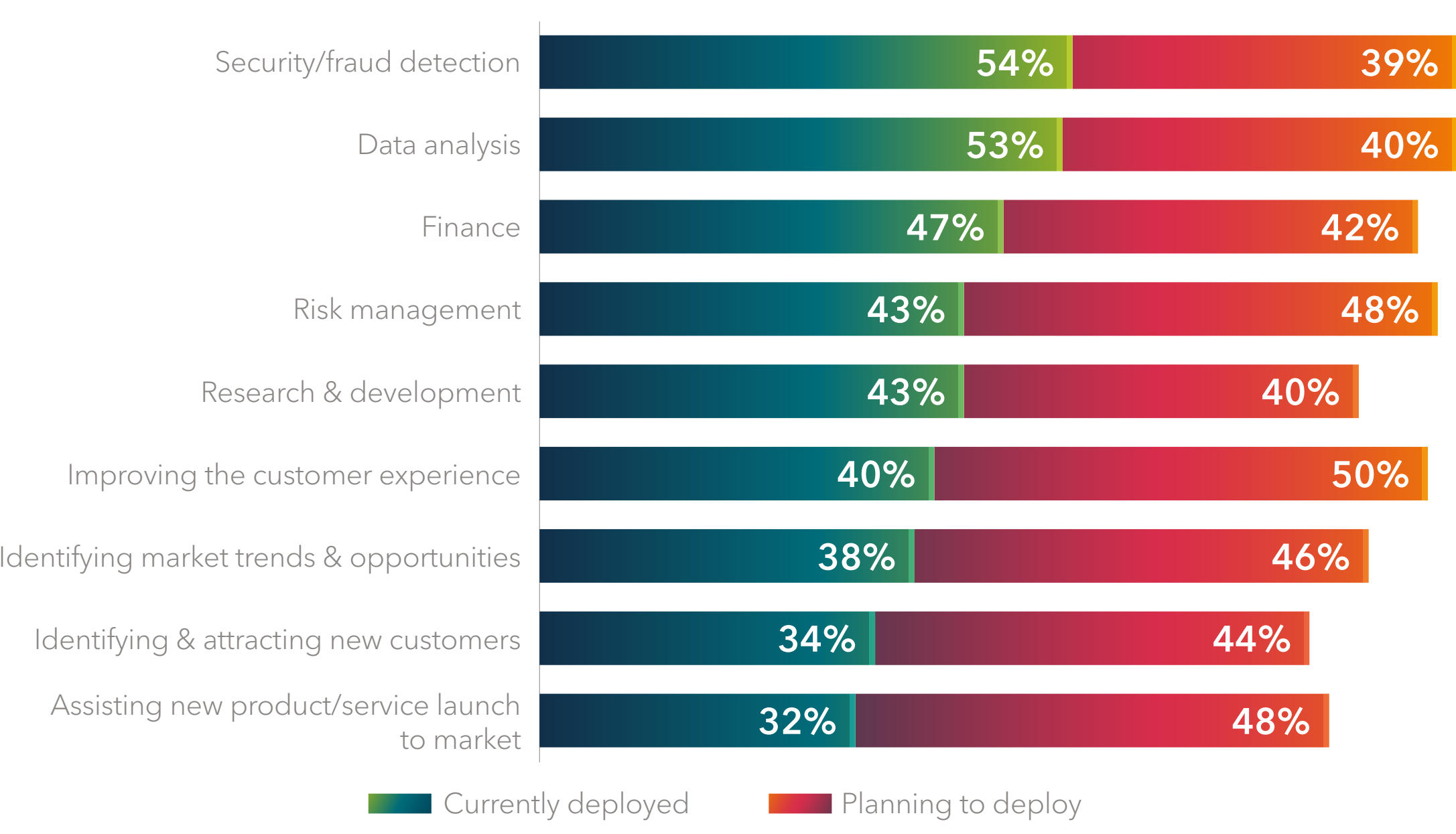
Perceptions of proprietary technology

Almost all respondents (97%) still see benefits of proprietary technology and recognise areas where it delivers over open source. Security (54%) is the most common benefit reported, followed by control (51%). Significant numbers also believe that proprietary technologies offer a proven/trusted solution (37%) and are easy to use (35%) and implement (31%).



Machine Learning

Overall, 84% claim to be familiar with the technology, and use of machine learning is expected to broaden across the business and shift towards more forward-thinking commercial areas. Four in 10 say they are planning to use machine learning.



The most common areas where machine learning is deployed are security/fraud detection (54%), with a similar proportion also listing data analysis and finance. For those not currently doing so, the most likely areas where organisations are planning to deploy machine learning are improving customer experience (50%) and assisting new product/service launch to market (48%).

SAS and Open Source

The research shows that organisations see benefits in using open source and proprietary solutions and, for most, a hybrid approach combining the best of both worlds will deliver optimal ROI.



SAS recognises that organisations are already using or plan to use open source. SAS has created an open analytics platform - SAS® Viya™ - where the benefits of SAS' proprietary systems can be combined with open source technology.

SAS brings three key strengths when it comes to making the best of both worlds

Stability

For most organisations, investments made in analytics today need to be future proof. SAS® Viya™ works with open source to ensure compatibility in a rapidly changing landscape.

Deployment

As a runtime environment, SAS is available on all popular platforms to be put into production and scaled, using large quantities of data and other architectures.

Governance

SAS has the knowledge from hundreds of thousands of analytics projects, and knows what it takes to make analytics as sustainable and efficient as possible when governance questions arise.

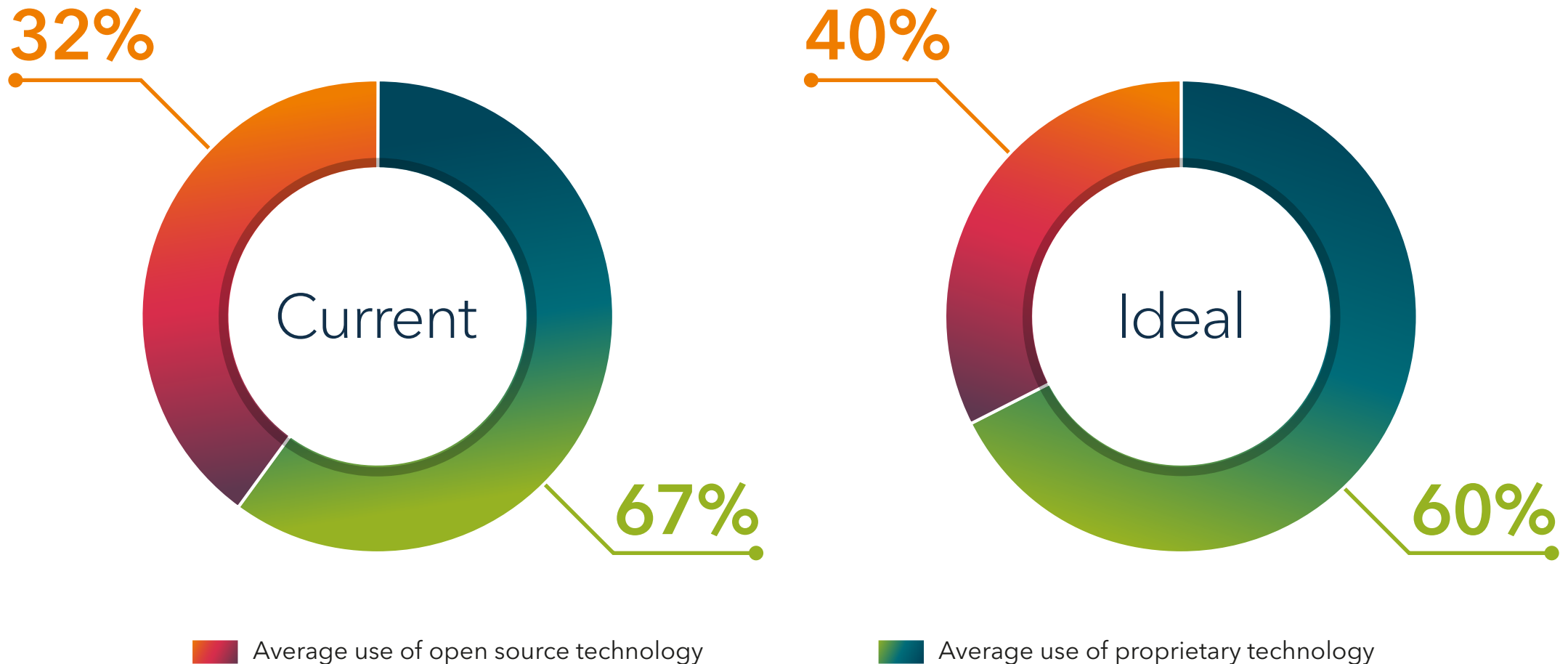
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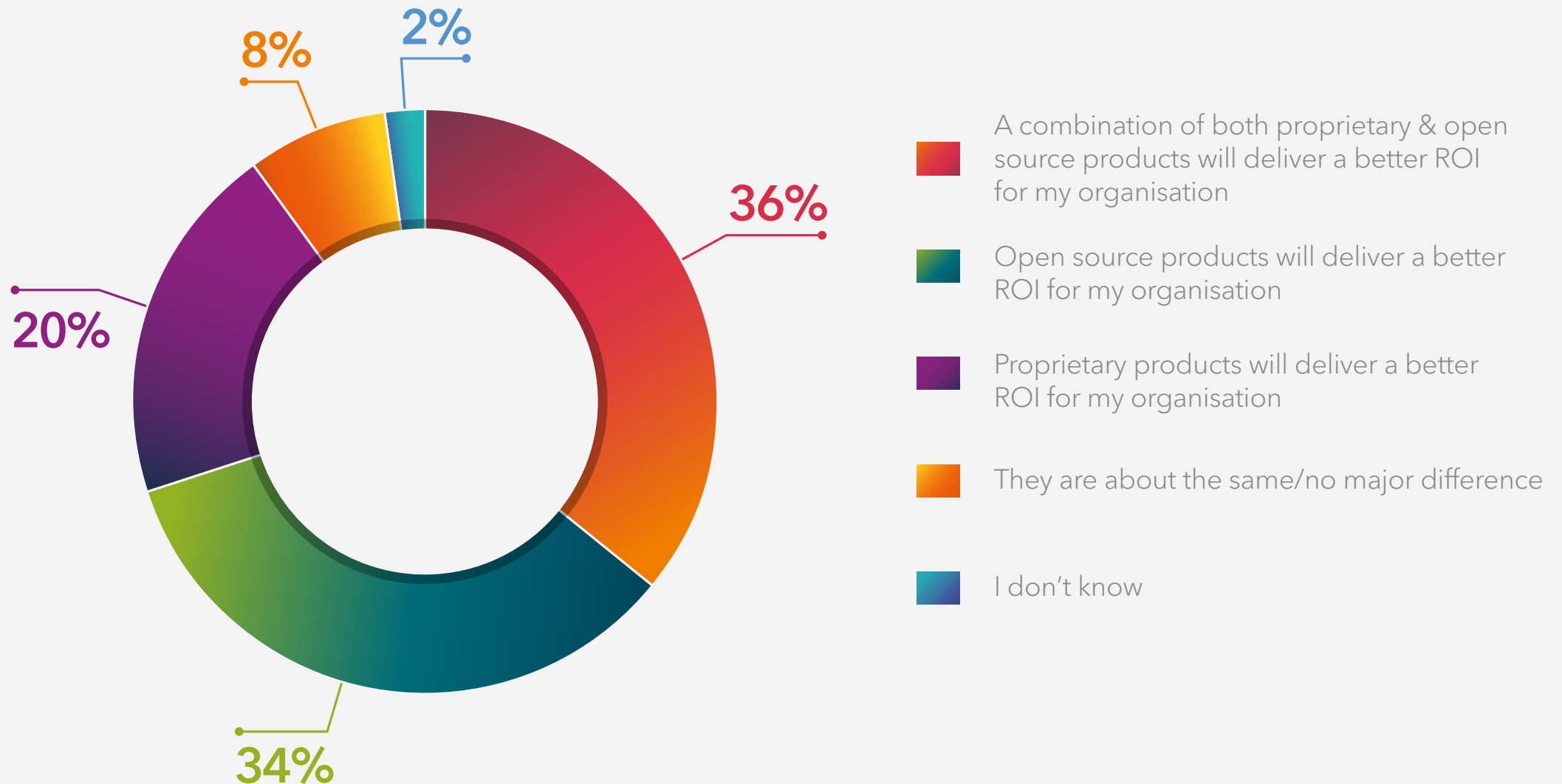
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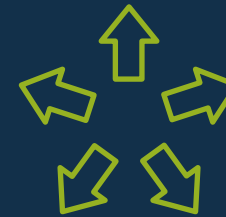
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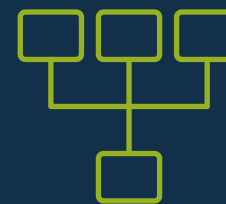
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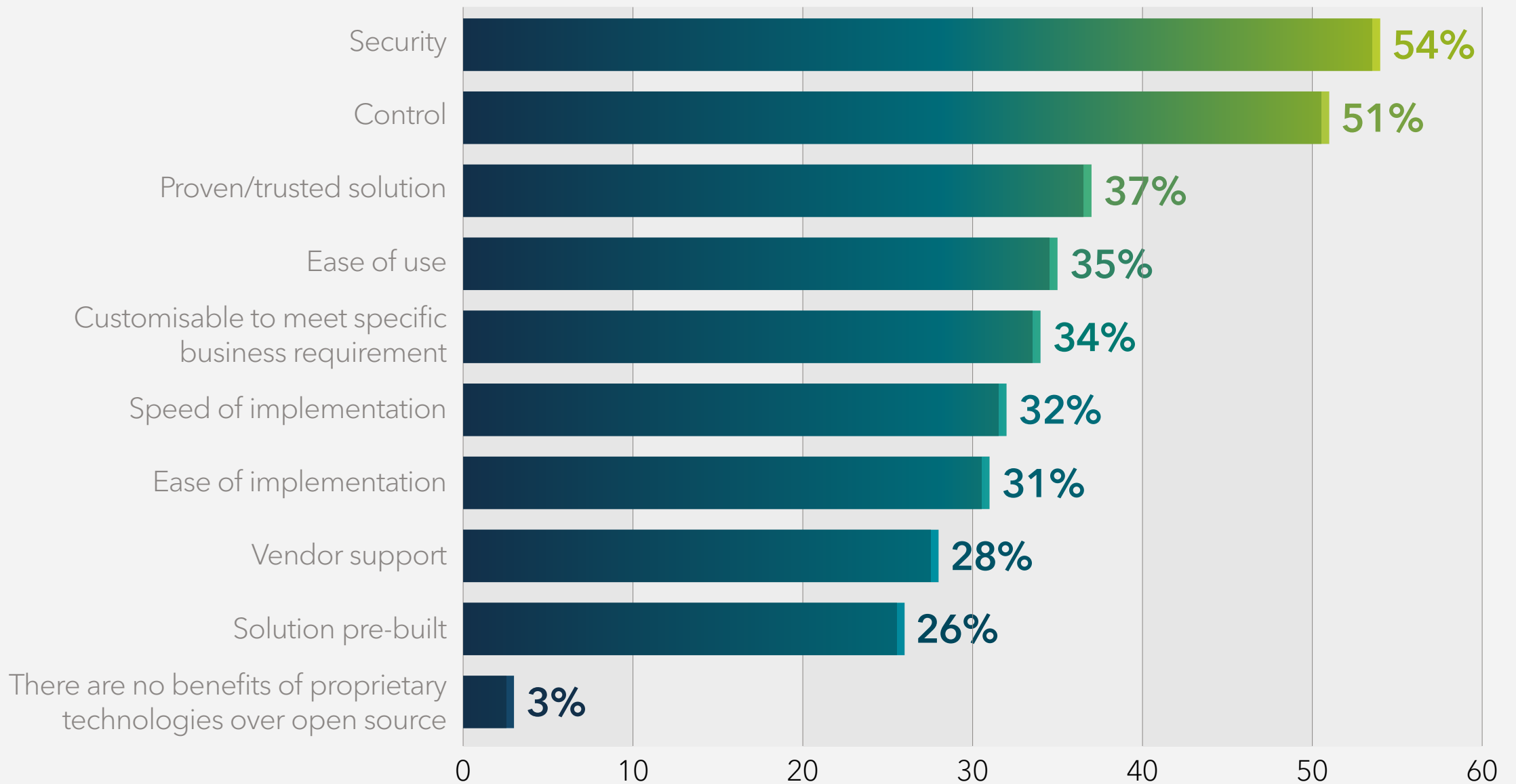
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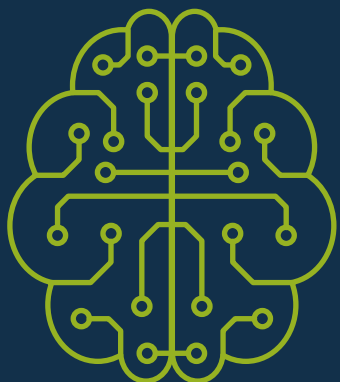
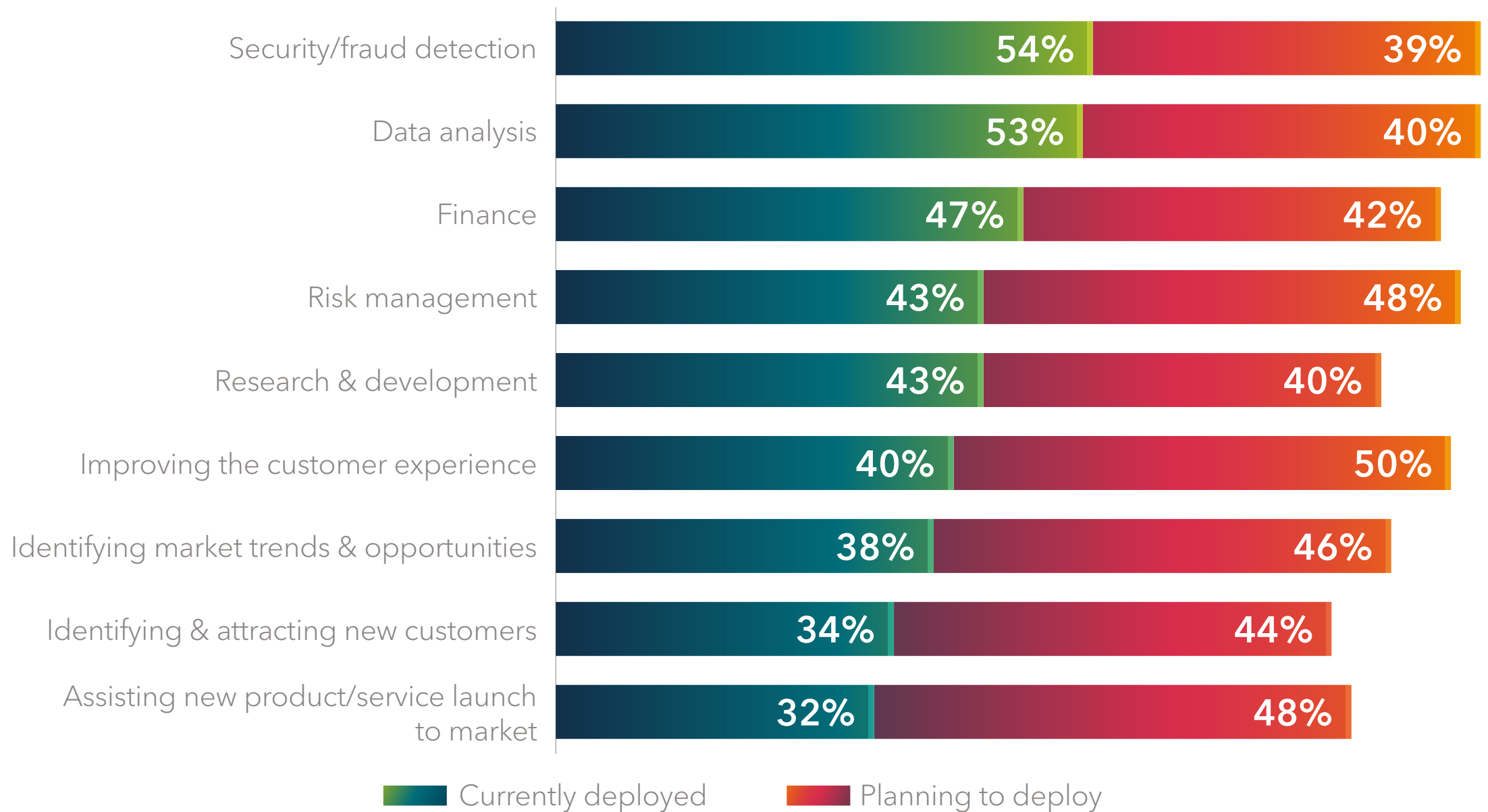
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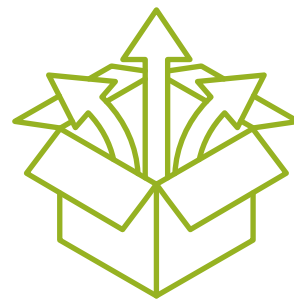
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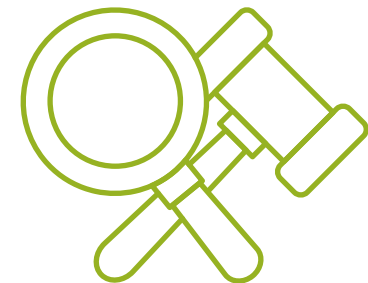
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