

# Bring the Power of Analytics to Life

Maximise Business Value  
with SAS Services



"SAS' expert team enables the British Army to optimise value of information. Working in partnership with the British Army, a team of SAS consultants is using state-of-the-art SAS<sup>®</sup> analytics and reporting solutions to extract maximum value from the Army's data resources."

British Army

## Driving analytical value: how can we help?

With new kinds of data everywhere, created faster and in greater volumes, we at SAS have one question: how will you unlock the stories that your data wants to tell you?

In turn, how will you transform that intelligence into a meaningful competitive advantage that evolves with the environments in which you operate? In short, how will you win in the increasingly automated, always-on analytics economy?

Our customers will tell you: by employing the passion, curiosity and expertise of the SAS Services team, who make sure SAS technologies work harder and faster for your organisation. We accelerate initial time to value, help roll out that value to other analytics use cases, empower users with the right skills to use their analytics investment effectively, and keep their solution running at peak operational performance at all times.

Most importantly, we develop long-term relationships with our customers, stemming from an authentic desire to deliver maximum analytical advantage, and we're always on hand, taking full accountability for your solution.

## We make your SAS<sup>®</sup> investment work harder

We have the expert people, the rich industry insights and the SAS<sup>®</sup> proficiency that can ignite imaginations, optimise your analytics investments and put SAS to work to deliver huge value and game-changing competitive advantage.

## What can we do for you?

We're the team that has helped Shop Direct to become a Retail Week

**award  
winning**  
online retailer



In just 12 months we developed a system capable of analysing two years of historic customer, sales and inventory data in real time.<sup>1</sup>

<sup>1</sup> <http://www.essentialretail.com/news/marketing-ecomm/article/5715f35a72e4e-shop-direct-edges-further-towards-personalised-web-offering>

# Empowering data and analytical excellence.

SAS is the key to the success of businesses from retail to government, manufacturing to financial services, energy provision to media, communications and beyond.

We take a one team, unified, end-to-end approach that's uniquely powerful, especially when you bring our capabilities on board from the off.



## Consulting:

working with your business to ensure analytics is delivered to serve the vision and ambitions of the organisation as a whole, and the needs of certain use cases and users in particular

## Education and Training:

we can deliver tailored, easy-to-consume training to everyone who uses your SAS® solution. Whether they are a business leader or data scientist, we empower them all to use analytics to make better decisions and deliver better answers



## Support Services:

we provide ongoing support for your people and production systems through a range of standard and enhanced support services designed to ensure platform stability and fix technical problems quickly so that it's always super-resilient, however you use it

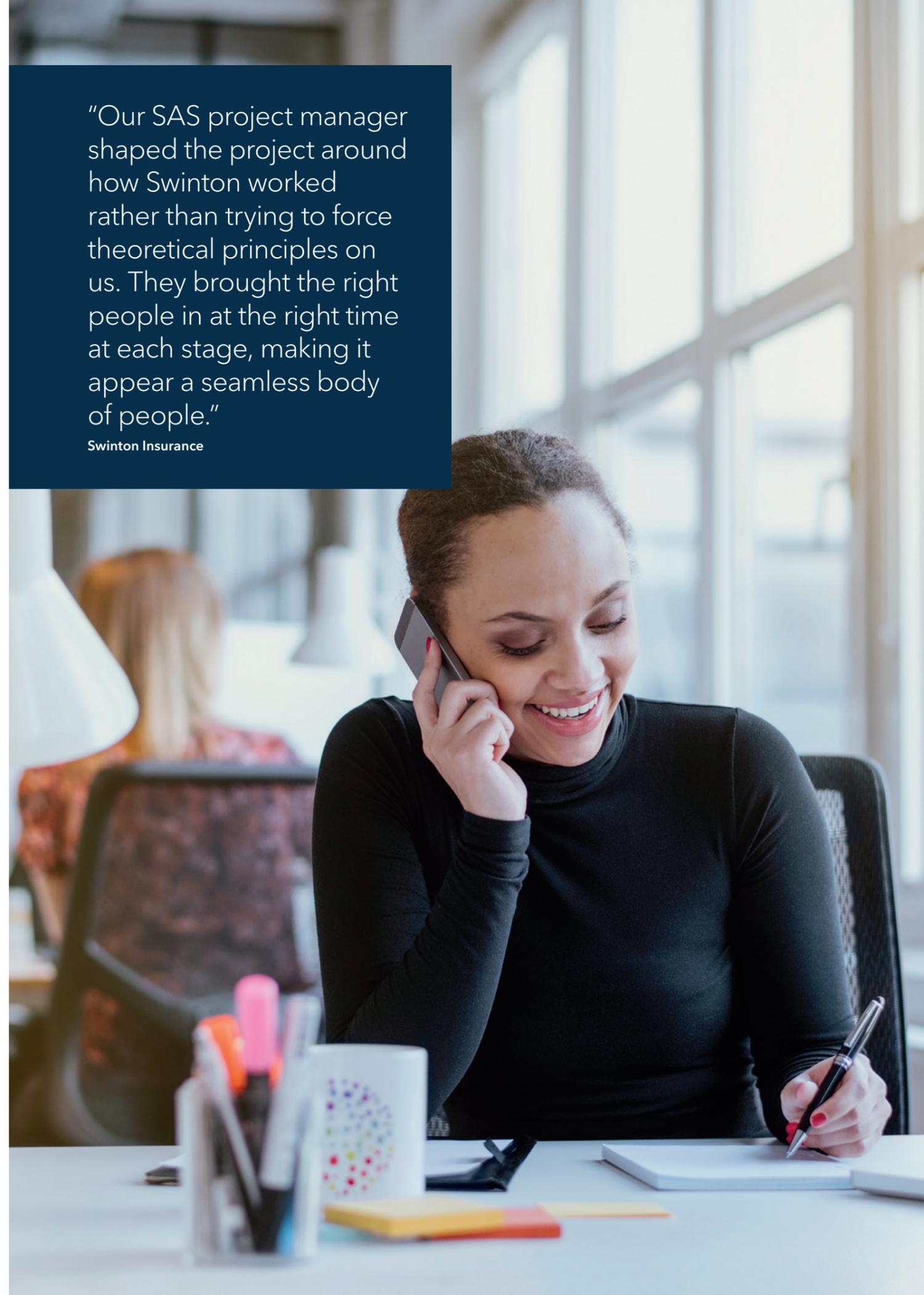
## SAS® Results:

use our technology and experts to gain insights from your data to solve your critical business challenges



"Our SAS project manager shaped the project around how Swinton worked rather than trying to force theoretical principles on us. They brought the right people in at the right time at each stage, making it appear a seamless body of people."

Swinton Insurance





## Consulting

"SAS offer real expertise in the analytics field, and have been an exceptionally valuable source of guidance during the planning and implementation of new projects."

**Peter Swan**  
Head of Customer Contact and Data Modelling  
AIB

Working alongside your SAS account team, the goal of our consultancy team is to guide your organisation to experience the power of SAS® as rapidly as possible. Why are they better placed to do so more than anyone else?

Because our skilled, certified consultants are informed by over 40 years of deployment success. They've solved some of the most complex technical and business problems there are, challenging customers to use SAS® in creative new ways.

How can we help you? In many ways - from providing advisory consulting to improving the quality and management of your data, all the way to designing, implementing and tuning your systems and processes so that they deliver competitive advantage.

Working with your technology, data science, line of business and business leaders, we run discovery and definition sessions to get under the skin of your needs. We'll design, install and configure your solution to your business requirements. Most importantly, we are highly successful at generating analytic-driven value quickly because of our use case-by-use case approach, delivered through our Quick Start, templated or tailored service deployment models.

Once SAS® is deployed, we'll keep in touch and offer additional guidance and coaching as required, ensuring that you get the most from your SAS® investment. Then when you're ready to migrate and upgrade your solution, we're on hand to provide advisory consulting to ensure everything is achieved seamlessly.



## Education and training

"I felt it was necessary to have credentials to back up my skills. SAS certifications are respected in the industry."

**Lauren Guevara**  
SAS Certified Base Programmer

We began life passionate about education and that passion has only grown over the years. We firmly believe that business value comes directly from a confident, inspired, expert and knowledgeable user base. Whether users want to become competent data analysts or data modellers, report designers or data scientists, we can help.

Choose the teaching method that's right for your business and SAS® user community. We deliver training in public classrooms at high-tech facilities across the country, via custom training programmes at your own sites or via interactive Live Web sessions in the cloud. To address a larger SAS® user audience or to support your implementation of SAS®, we deliver leading edge learning programmes, either face to face or remotely via self-paced distance learning, aimed at delivering stronger adoption of your SAS® software.

Part of embedding SAS® into your organisation comes from deepening existing users' knowledge of SAS® as well as their skills in analytics and data science. For more focused and role specific training, we can work with you to develop a bespoke programme that will get your people where they need to be quickly. So, you'll find that our training team also provides advice to help your people meet their career goals - and a happier, more satisfied workforce, typically means they'll be with you longer.



## Support Services

"Every minute of the day, we're making decisions about the credit worthiness of retail and business customers. If our credit scoring system was to be down even for a few minutes, that would drastically impact our ability to make accurate decisions. Something that could cost us millions. Fortunately, we're backed by the expert support team at SAS, and we couldn't be happier or more productive."

**Bank of Ireland**

Making an investment in SAS doesn't stop at deployment. Which is why our support teams are on hand to help you with everything from boosting the efficiency of your SAS® system to fixing technical glitches to minimise production downtime.

As your investment in SAS® grows, our services adapt, connecting you with technical support engineers and statisticians trained in the latest SAS® skills and methods. We take a holistic approach to customer care. That means our technical support professionals work closely with software developers, consultants, training personnel and others to provide you with the best answers - and learn from your questions.

Our enhanced support offerings, SAS® Premium Support and SAS® Elite Support, bring you closer to SAS and provide you with improved response times, increased levels of personal attention and access to a range of additional on-site support services to meet your needs. You'll be guided by a technical support account manager (TSAM) who will be your personal partner and coordinator. Your TSAM will proactively manage your support engagement, helping you benefit from SAS best practice support methods, so you can spend more time focused on generating value from our software.



## SAS Results

"We've seen fantastic time savings, efficiency gains and improved uplift in campaigns. And we're starting to see rewards in terms of revenue."

**Kat Miller**  
Senior Database Executive  
Haven Holidays

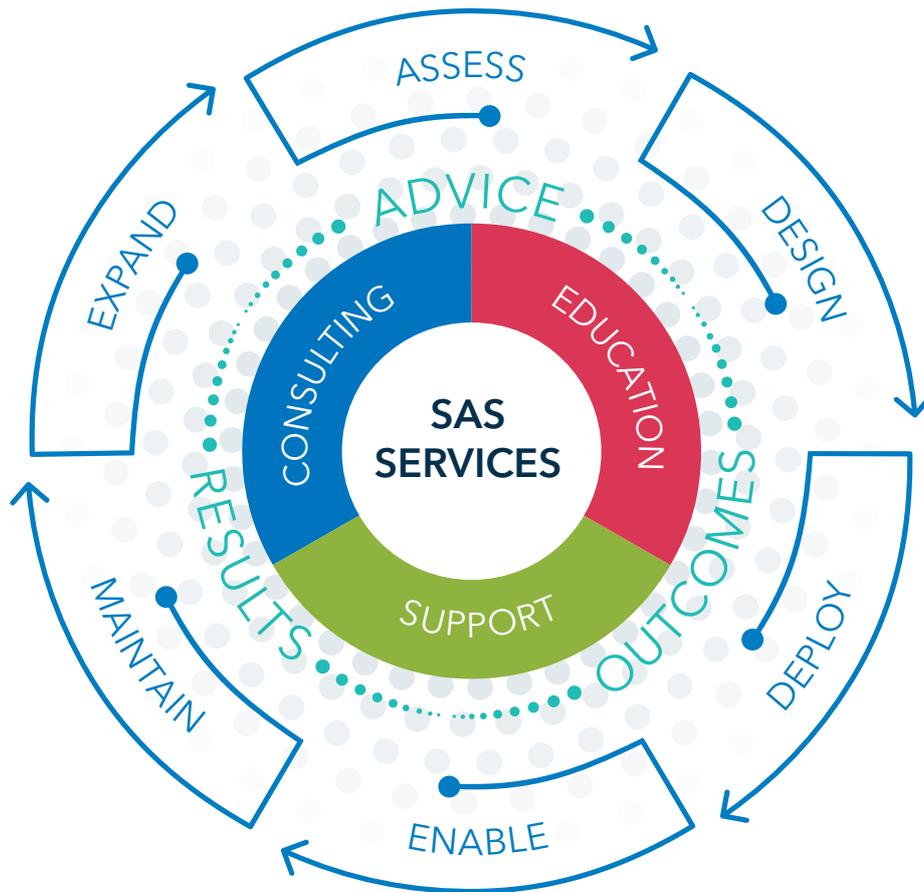
You might want to test the theory that analytics can help you achieve your business goals, but you may not have the technology to do so. No problem. You can still get results. With SAS® Results-as-a-Service, you provide the data and business problem; we combine the power of SAS® Analytics with the know-how of SAS® experts to deliver results you can act on.

What kind of analytical insights can you derive? Everything from profiling and segmentation to retention, response modelling, visualisation, fraud detection and forecasting. This service is the ideal way to experience the value of SAS® analytics before you buy. There is no software license or infrastructure to acquire.

You simply provide the data and business problem and our experts take care of the rest, even visualising results to share within your organisation.

**Now you know how to access all the expertise and support you could ever need, isn't it time to get in touch?**

With you, at every stage of your SAS® Journey...



SAS is the leader in analytics. Through innovative analytics, business intelligence and data management software and services, SAS helps customers at more than 83,000 sites make better decisions faster. Since 1976, SAS has been giving customers around the world **THE POWER TO KNOW®**.

Learn more at [www.sas.com/services](http://www.sas.com/services)



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