



How can SAS help your business?

SAS helps more than 70,000 organisations around the world take their data ... and do amazing things ...

With SAS® solutions:

- Global banks predict credit card fraud in real time
- London Fire Brigade prevents fires and saves lives
- Retailers identify, reward and retain loyal customers
- Irish Tax & Customs reduce fraud and costs to the Irish taxpayer
- Researchers mine shared results to drive vital medical advances
- British Rowing improves performance to win more medals.

What insights could SAS bring to your organisation?

Analytics has been our business for almost 40 years and so uniquely, we have the broadest and deepest solution stack to enable you to transform data into insight, into action.

Use SAS® your way... in-house; in the Cloud... or call on our ANSWERS from SAS service where we apply the power of SAS' analytic experts and solutions to your business data to answer your strategic questions.

As SAS is privately owned we can focus on innovations that meet our customers' needs, rather than on quarterly pressures.

We're consistently rated as a great company to work for and invest heavily in skills – both at SAS and for future generations through schools and university programmes. Our aim is that the world has both the right analytical tools and also the skilled people to drive the insights and innovations from the data.

Whatever your business, whatever its size ... SAS gives you THE POWER TO KNOW®.

The SAS® solutions that will make the difference for your business

SAS enables you to explore and analyse results, answer today's business questions... and model and predict what could happen tomorrow. At SAS, analytics has been our focus for almost 40 years and we've developed the broadest range of solutions available to handle your Big Data challenges.

SAS® Visual Analytics lets business users visually explore data to spot patterns and trends. To take exploration deeper **SAS® Visual Statistics** helps build descriptive and predictive models.

SAS® Enterprise Miner™ delivers predictive modelling techniques for statisticians and data miners, building powerful analytics into regular reporting cycles, and **SAS® Forecast Server** provides high-quality forecasts quickly and automatically, creating a library of forecasting models to draw on.

Make the most of Big Data opportunities

SAS solutions take advantage of in-memory technologies to deliver near instantaneous results, even from huge volumes of data. This means a fast response when customers are checking out your products on mobile devices, the ability to serve them with appropriate offers and reward their loyalty, and the capability to predict and stop fraudulent transactions at time of sale.

The quality of the insights to be gained from analytics depends on the breadth and quality of data used. SAS has the widest range of **Data Management** tools to draw the latest and best quality information from structured and un-structured sources within your organisation, your eco-system and Big Data from the wider world.

SAS also enables your organisation to rapidly exploit the growing power of Hadoop in your data mix.

ANSWERS from SAS

Where should you invest for growth? How can you retain more customers? Where should you locate your service engineers?

If you don't have the time, resources or analytical expertise in-house to get the answers you need from your Big Data, use our ANSWERS from SAS service. Give us your strategic business questions and we'll apply the power of SAS' own analytic experts and solutions to your data.

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 solve business problems faster and show an accurate return on investment.

Whatever your business, whatever its size ... SAS gives you THE POWER TO KNOW®.

SAS facts

- SAS has been working with analytics since 1976 and today has customers at more than 70,000 sites worldwide.
- Our customers include 91 of the top 100 companies on the 2013 Fortune Global 500® list.
- We reinvest 25% of revenue into R&D so we can continually meet customers' needs.

Find out more at www.sas.com/ireland

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