**SAS® Analytics Pro for Midsize Business**

Access, analyze and present business data directly from your PC environment, without IT support.

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**What does SAS® Analytics Pro for Midsize Business do?**

SAS Analytics Pro for Midsize Business is a powerful, proven toolset that lets business users access data from virtually any source, analyze it, transform it into meaningful information and present it through high-impact visuals to help decision makers gain a quick understanding of critical issues.

**Why is SAS® Analytics Pro for Midsize Business important?**

Combining three of the most popular software products from SAS (Base SAS, SAS/STAT® and SAS/GRAPH®) in one easy-to-install, easy-to-use PC package, SAS Analytics Pro for Midsize Business gives business users at small and midsize organizations rich functionality to access, manipulate, analyze and present data, without requiring IT support.

**For whom is SAS® Analytics Pro for Midsize Business designed?**

SAS Analytics Pro is designed to be used by business analysts, statisticians and researchers at small and midsize organizations.

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In most small to midsize organizations, IT resources are scarce and data needed to answer key business questions is stored in multiple formats, applications and systems that don’t communicate with each other. Decision makers have different views of data, and at times they can’t clearly see connections or hidden relationships that could help them make better decisions. To access the data they need, business analysts usually must ask the IT department to create custom extracts. Even after the data is accessed, they lose precious time as they analyze it piece by piece and look for a meaningful way to present the results to others.

SAS Analytics Pro for Midsize Business is a powerful, proven toolset that combines three of SAS’ most popular software products – Base SAS, SAS/STAT® and SAS/GRAPH® – in a PC package that’s easy to install and use. The toolset integrates with virtually any computing environment, giving business users all the functionality they need to access all types of data sources, manipulate and analyze the data, and present meaningful information in a visual format – without requiring IT support. As a result, decision makers can quickly understand issues and respond optimally.

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**Key Benefits**

- **Make better decisions based on a single view of data.** Working with a partial view of data from disparate applications and systems across the organization, small and midsize business users often cannot see connections or uncover hidden relationships among data. SAS Analytics Pro for Midsize Business lets users access and integrate data from virtually any computing environment to deliver a comprehensive, consistent view for well-informed decision making.

- **Meet a range of visualization and reporting needs.** SAS software includes analytical-style graphs, maps and charts with any style of output required. Business users can easily create reports in standard formats such as RTF and PDF, and produce output in a variety of markup languages – without IT assistance.

- **Reduce cost, complexity and IT dependence.** SAS software offers a full range of analysis, reporting and visualization tools from one vendor, in an affordable PC package that is easy to install and use. Organically developed and tightly integrated with core SAS capabilities, the software reduces licensing, maintenance, training and IT support costs.

- **Enhance compliance efforts.** SAS statistical procedures are constantly updated to reflect the latest advances in methodology. Consequently, business users can obtain deep analytical insight and produce reliable, repeatable results that are easily documented and verified to comply with corporate and governmental requirements.
Solution Overview

Use an intuitive fourth-generation programming language

Small and midsize businesses often must create custom queries and analyses for each specific issue they encounter. The result is a slow learning cycle for the organization. Problems and issues may go unresolved and opportunities may not be revealed. In addition to lost revenue, this approach increases operating costs. SAS Analytics Pro for Midsize Business gives business users a highly flexible and extensible fourth generation programming language with an easy-to-learn syntax that includes hundreds of language elements and functions to support all their programming needs. With SAS Analytics Pro for Midsize Business, users can extract, format, clean and store data, analyze it, and report on it—all within their PC environment, with minimal coding.

Promote business insight through rich, visual presentations

The static reports and graphs that are available in many tools lack interactive capabilities. Consequently, users are challenged to dynamically explore data to gain fast insights, and to compel leaders to take action that could improve organizational effectiveness. SAS Analytics Pro for Midsize Business offers a variety of rich reporting and visualization tools, including drill-down capabilities that let analysts visually explore their analyses to ensure they get the most possible value from their data.

Get a full range of capabilities at a lower cost with reduced complexity and IT dependence

Easy to install and use, SAS Analytics Pro for Midsize Business includes a full range of capabilities. These include the latest analytical techniques from SAS and a rich library of prewritten, ready-to-use integrated procedures to handle many common tasks—such as data manipulation and management, information storage and retrieval, statistical analysis and report writing. Because all of this is available from one proven vendor, the solution helps reduce the cost of licensing, maintenance, training and support. SAS Analytics Pro for Midsize Business also gives users the latest analytic functionality that can be executed with just a few simple commands, without requiring resource-intensive IT support. Consequently, small and midsize businesses can take advantage of analytical insights that in the past were only available to larger enterprises.

Use a broad range of advanced data analysis capabilities

If existing tools offer limited exploration and analytical capabilities, you can glean only limited information from your organization’s data assets. Users who rely on tools with simplistic analytic techniques may fail to produce valuable

Figure 1. SAS® Analytics Pro enables business users to manage data, create statistical analysis, build graphs and construct visually appealing reports.
insights or prompt better decision making. SAS Analytics Pro for Midsize Business includes a broad range of analytical techniques, such as regression, multivariate analysis and cluster analysis giving analysts a tremendous advantage in exploring data connections and uncovering hidden relationships.

Stay ahead of competition with the latest statistical techniques, superior support

The statistical procedures in SAS Analytics Pro for Midsize Business are constantly updated to reflect the latest advances in statistical methodology. Consequently, analysts can examine data to spot anomalies and identify trends ahead of their competition. Experienced master’s- and doctorate-level statisticians provide technical support to explain the availability and application of new approaches – backed by SAS’ proven reputation for delivering superior, reliable results.

Key Features

Powerful 4G
- Reads data in virtually any format, from virtually any kind of file.
- Includes intuitive fourth-generation language to reduce coding for common tasks.
- Runs interactively or in batch mode.
- Support for SQL.
- Includes guided interface in the PC version.

Data analysis
- Examine data for relationships using a broad range of statistical methods, including:
  - Analysis of variance.
  - Regression.
  - Categorical data analysis.
  - Multivariate analysis.
  - Survival analysis.
  - Psychometric analysis.
  - Cluster analysis.
  - Nonparametric analysis.
  - Survey data analysis.
  - Compare data against common distributions.
  - Imputation for missing values.
  - Study planning.
- Add drill-down capabilities, even to GIF images, so users can visually explore analyses.

Data visualization, presentation and delivery
- Includes built-in map data sets (down to level of US states and counties).
- Offers a broad range of charts and plots:
  - Scatter, line, area, bubble, multiple axis, overlay.
  - Bar, pie, donut, star, block.
  - Customized colors, line styles, symbols.
  - 2-D and 3-D plots with tilting and rotation.
- Generate static or dynamic interactive (Java or ActiveX) charts and graphs with drill-down capabilities.
- Link graphs to Web pages, and embed interactive graphics in Web pages or Microsoft documents.
- Supports virtually all common printers and plotters.

System Requirements

Includes: Base SAS®, SAS/STAT® and SAS/GRAPH® software

Note: For PC/desktop users, an easy-to-use guided interface (SAS® Enterprise Guide®) is included. If implemented in a server environment, this interface can easily be added to the offering.

Client Environment


Server Environment
- HP-UX Itanium: HP-UX 11i v2 (1.12.3), 11i v3 (1.13.1)
- HP-UX PA-RISC: HP-UX 11i v2 (1.12.3), 11i v3 (1.13.1)
- IBM AIX: 5.3, 6.1 and 7.1 on POWER architectures
- IBM z/OS: V1R7, V1R8, V1R9 and higher
- Linux for x86 (x86-32): RHEL 4, 5 and 6, SuSE SLES 9, 10 and 11
- Linux for x64 (EM64T/AMD64): RHEL 4, 5 and 6, SuSE SLES 9, 10 and 11
- Microsoft Windows on x64 (EM64T/AMD64): Windows XP Professional for x64, Windows Server 2003 for x64, Windows Server 2008 for x64, Windows Server 2008 R2 for x64, Windows Vista* for x64, Windows 7** for x64
- OpenVMS for HP Integrity Servers (Itanium): 8.3
- Solaris on SPARC: Version 9 and 10
- Solaris on x64: Version 10
**Supported Web Browsers**

- Internet Explorer 6 on Windows XP Professional
- Internet Explorer 7 on Windows XP Professional, Windows Server 2008 and Windows Vista*
- Internet Explorer 8 on Windows XP Professional, Windows Vista* and Windows 7**
- Firefox 2.0, 3.0 and 3.6 on Windows XP Professional, Windows Server 2008, Windows Vista* and Linux x86 (SuSE and RHEL)

**Notes**

* Windows Vista supported editions are: Enterprise, Business and Ultimate
** Windows 7 supported editions are: Professional, Enterprise and Ultimate

Figure 2. SAS® Analytics Pro provides advanced data analysis, graphics and reporting all in one bundle.