CURIOUSITY IS OUR CODE
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IT STARTED WITH A QUESTION.

Is there a better way to analyze data?

Our founders answered this question through their research at North Carolina State University, but they didn’t stop there.

What is the global potential for transforming data into intelligence? What curious minds might benefit from using our new technology?

With the answers to both of these questions presenting limitless opportunity, our company was born.

That meant leaving the university location – but never leaving behind its spirit. We’ve never lost the strong sense of family and innovative culture that allows us to have the freedom to question.

Over 40 years later, we continue to ask, explore, discover and express ourselves with the same relentless curiosity that gave us our start.
“Our brand is about connecting to who we are, what we believe and the values that unify us.”

SUSAN ELLIS, BRAND DIRECTOR, SAS
It is important to continuously modernize the SAS story and strengthen our brand. We must look to the future while celebrating the essence of who we have always been. Because the world is constantly adapting to an explosion of data, so are we.

This journey includes refreshing some of the key elements that unite us while keeping ourselves connected with our core values.

All of us should have clarity around our shared purpose, vision and mission.

Employees from every division and region of SAS help define the foundational elements of our brand. We all share the responsibility to ensure the SAS brand is well understood and remains strong.

Our brand gives us direction and motivation, and reminds us why we are here and why we are special.
When most of us think about a company’s brand, what we’re actually calling to mind is brand recognition – highly visible elements like logos, taglines and advertising campaigns that fuel familiarity and attraction. These components are critical to articulating who we are, but in and of themselves, they are not our brand. Our brand is a reflection of the daily interactions customers and partners have with our people and our software, as well as the ones we have with each other.

Our tagline – The Power to Know® – remains a consistent and vital part of our brand identity. More than just the answer to a question, it represents a mindset of confidence. It’s the feeling we give our customers - that the intelligence gained using SAS® fuels their continuous curiosity.

By empowering and inspiring people to attain knowledge with analytics, we connect our brand identity with who we are, what we create and what we stand for as a company.
Every time you swipe your credit card, your bank’s high-speed analytics can tell in less than a second whether it’s you making the purchase or an irregular charge that indicates fraud.

At-risk students avoid falling through the cracks because analytics help educators identify them earlier and determine proactive, strategic instructional choices.

A law enforcement officer making a vehicle stop can avoid dangerous surprises by having a reliable single source of information from the combined data of many agencies.

Governments around the world use a variety of SAS solutions to identify and prevent fraud, avoiding losses in the billions – which saves taxpayers money.

The offers you receive from your favorite stores are tailored specifically to you – based on your interests and shopping behavior.

Your favorite sports team can make in-game and training adjustments based on tracking players’ moves and analyzing performance in real time.

One click can get a package to your doorstep the same day because companies use analytics to make sure they have the most efficient supply chain.

Hospitals can securely share and analyze patient data to predict disease – and treat it more effectively.

WHAT DO I SAY WHEN A FRIEND ASKS ME ‘WHAT DOES SAS DO?’

We all get asked this question. But the answer isn’t always easy. We think the best way to explain what SAS does is with examples of the many ways our technology improves everyday life by transforming data into intelligence.

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WE BELIEVE CURiosity IS AT THE HEART OF HUMAN PROGRESS.
Throughout time, people have developed tools and technologies to expand our minds, answer questions and advance our understanding of the world.

At SAS, we believe when curiosity meets capability, progress is inevitable. So we work to enable exploration and discovery – to encourage people to believe no data problem is too great, no question is too complex and that the search for answers will lead to positive change. For their business. For their neighbors. For the good of the planet. We know that curiosity is the spark for all acts of discovery. And that new discoveries lead to knowledge, insight and intelligence that make our lives better.

People will always be curious. It’s in our nature.
OUR PROMISE

WHEN PROGRESS MATTERS, YOU CAN COUNT ON SAS.

Relief agency International Organization for Migration, with help from SAS, was able to quickly shelter 45,000 families after Nepal’s devastating 2015 earthquake.
From the beginning, our focus hasn’t wavered: When a customer is facing a challenge, we work until we have a solution. Then we think about how that solution might help someone else. This is the thoughtful, dedicated and trusted relationship customers count on SAS—and you—to deliver. They stay with us year after year because when new thinking is required or when new challenges arise, we are always there to help them move forward. When uncompromising quality and reliability are needed, they count on us. When they are looking for an analytics platform that generates insights from any computing environment and supports the entire analytics life cycle—from data to discovery to deployment—we’re there for them.

Our customers inspire us, and in turn we empower them to transform what was impossible into the entirely possible.
OUR MISSION

TO EMPOWER AND INSPIRE WITH THE MOST TRUSTED ANALYTICS.

From left to right: Namita Lokare, Mike Stockstill, Tao Wang, Brett Wijek, Funda Gunes, Jorge Silva, Radhika Myneni
Today, we live in a time when people have more reason than ever to be excited about data and analytics.

Every day new insights and discoveries propel our world forward. Technology is also causing major disruption - both positive and negative - to individuals and businesses. In the face of uncertainty, people are looking to those who can provide stability along with progress.

We know that we earn trust over time through the quality of our software and every interaction with our customers.

Our goal is to make it easier for our users to tackle any challenge and to look at things in new ways. Why do an overwhelming majority of our very first customers still rely on us today? And why do new customers turn to us? Because of our innovative spirit and how we put it into action. Our expertise in data and analytics. Our commitment to keeping customer data safe. And the proven quality of every line of code we create. All for - and with - our customers and partners.
OUR STANDS

These are the areas where we believe our investments of energy and resources, and our tireless advocacy, will leave the greatest mark on the world.

We are motivated by challenges that allow us to combine our technology with our emotional connection to the world’s needs. When every one of us commits ourselves to common causes, we can create the better, the wonderful, the enriching and the exciting.

Innovation

We believe when people are empowered with knowledge, no challenge is impossible. So we invest nearly twice the percentage of annual revenue in R&D as most major tech companies. The goal has always been to create innovative products that give people the Power to Know. But innovation isn’t reserved for a special few at SAS. After all, innovation is born from curiosity. Each of us can contribute new ideas and support one another in turning those ideas into opportunities to make our company better.

Education

Our commitment to education is a natural extension of where we came from and what we do. Education gives each generation the power to change what’s possible. Around the world, SAS supports education initiatives that promote learning for all, with the goal of building a global community of innovators. Whether it be closing the analytics skills gap, encouraging interest in STEM or improving reading proficiency, we are passionate about enabling curious and capable people to transform the world.

Data for Good

We are proud to be part of the Data for Good movement, which encourages using data in meaningful ways to solve social issues around poverty, health, human rights, education and the environment. From helping those involved with resolving critical global issues to our dedication to protecting biodiversity, from changing conversations about behavioral health to protecting the lives of at-risk children, we believe data and analytics can make lives better.

Diversity & Inclusion

A diverse and inclusive workforce fosters a more creative and innovative workplace. When teams include individuals from varying backgrounds, they offer a variety of viewpoints and experiences and will be more representative of the customers we serve. We want everyone to feel confident and empowered in expressing their thoughts and ideas, and to know that they will be respected for their unique contributions and abilities.
"You can’t force creativity, but you can create an environment that fosters creativity and innovation."

JIM GOODNIGHT, CEO, SAS
AT SAS, WE DISCOVER NEW CAPABILITIES BY APPLYING OUR CURIOSITY AND DESIRE TO MAKE A DIFFERENCE.

We value curiosity and a willingness to find better ways to work. Regardless of whether we are developing code, testing algorithms, designing customer experiences or answering everyday questions, we’re encouraged to ask: “What if?” We rely on each other when we want to understand something, when we have an idea, when we think we can do more. Those conversations with each other, and with customers and partners, lead us to innovations that matter.

Whether fighting cancer or using artificial intelligence to protect endangered species, enabling the visually impaired to “see” graphics through free sonification software, or empowering women in Ghana with coding skills, we have always aspired to change the world for the better.
Our values influence everything we do at SAS – from the software we create to our conversations with each other and our customers. They describe the behaviors we expect of ourselves, and the kind of relationship customers can expect when they choose to work with us.

**Our Values**

**Curious**
We’re relentless problem solvers, unafraid to challenge assumptions by being creative and forward-thinking.

**Passionate**
We’re committed to excellence in everything we do, and we thrive on meaningful work.

**Authentic**
We’re genuine, we’re transparent, and we lead with integrity.

**Accountable**
We’re responsible, we do things right, and we exceed what’s expected.
When we consistently live by our values and deliver on our mission and promise, our company takes on a personality. These qualities form our distinctive character when we show them to the world. Expressed as personality traits, this is how we want our customers to feel about us and the words we want them to use when describing us.

**Smart**
Our roots are in academia, and we appreciate what it takes to carefully consider multiple options in order to get to the best results. Sure, we’re nerdy. But charmingly so.

**Caring**
Caring deeply for our customers and our employees has always been what we’re known for, and it influences all that we do as a global company.

**Bold**
As our customers’ ambitions rise, so do ours. Organizations want to do more with data and analytics; we’re the company that can help them.

**Trustworthy**
We’re dedicated to solving our customers’ challenges and cheering for their success. When it matters most, we’re the analytics company customers rely on.
OUR VISION

TO TRANSFORM A WORLD OF DATA INTO A WORLD OF INTELLIGENCE.

Now we look to the future with the same spirit of curiosity that has always led us to innovation. If data without analytics is value not yet realized, what does that mean in a world where data is growing exponentially?

The world is at a turning point with data and analytics. Soon everything and everyone will be generating data around the clock. Successful organizations transform this new abundance of potential intelligence into value with analytics.

Customers will need guidance through an increasingly complex web of data and analytics. They will need ever-evolving technology to stay ahead of the curve. They will need the help of smart people with expertise as they consider factors that range from shifts in skills to shifts in entire industries. Our goal is to lead the way.
WHAT YOU CAN DO
Learn it.
Each of us has a responsibility to protect the unique culture we have at SAS. This book is your guide to aligning with the fundamental tenets of our brand and bringing them to life.

Live it.
Not every one of us develops or delivers the software we’re famous for. But each of us employs the spirit of innovation that helps the company deliver on its mission. When we are unified in our beliefs, it strengthens our company.

Share it.
Through our interactions with customers and with one another, we get the opportunity every day to embody the company values that make our brand more than just words on a page.

“IT’S TIME TO TURN UP THE HEAT, SIMPLIFY WHAT WE DO, AMPLIFY OUR VOICE AND LET EVERYONE KNOW WHY WE DO WHAT WE DO.”

OLIVER SCHABENBERGER, COO AND CTO, SAS

OUR MANTRA

BE CURIOUS.

If we can bring analytics to wherever there is data, everyone and everything will be able to make smarter, more intelligent decisions. We want the world to join us in making life better through analytics. This journey starts with you.

What questions will you ask?
Our purpose
WE BELIEVE CURIOSITY IS AT THE HEART OF HUMAN PROGRESS.

Our vision
TO TRANSFORM A WORLD OF DATA INTO A WORLD OF INTELLIGENCE.

Our mission
TO EMPOWER AND INSPIRE WITH THE MOST TRUSTED ANALYTICS.

Our values
CURIOUS. PASSIONATE. AUTHENTIC. ACCOUNTABLE.

Our personality
SMART. CARING. BOLD. TRUSTWORTHY.

Our stands
INNOVATION. EDUCATION. DATA FOR GOOD. DIVERSITY & INCLUSION.

Our promise
WHEN PROGRESS MATTERS, YOU CAN COUNT ON SAS.

Our mantra
BE CURIOUS.

Our tagline
THE POWER TO KNOW®

For additional information on how to use elements of the brand, visit brand.sas.com.