WHEN EXPERIENCE MATTERS
Analytics in Action
We’re experiencing a significant change in the way the world works with technology. There is an infinite volume of data, and an ability to do more with it due to the processing power of cheaper storage options. Machine learning and cognitive computing are delivering previously unimaginable business models. The digital experience is allowing greater customer intimacy, and a growing number of technologies like the Internet of Things (IoT), Hadoop, cloud computing and open source are introducing new challenges – and opportunities.

To succeed, organizations must find new ways to put analytics into action and unlock the most value from their data. This is where SAS comes in.

With what analysts call unmatched breadth and depth of analytics solutions, and built on a foundation of superior analytics, business intelligence and data visualization; and data management, SAS offers a complete analytics environment to help you understand what’s important – and what isn’t - in your world.

This gets increasingly more difficult as data grows exponentially. In the next five years, analysts expect 15 billion to 40 billion connected devices to enter the market. The IoT will help businesses perform better, but when everything’s connected, everything can be attacked. Recently, we introduced SAS® Cybersecurity to help you combat these threats and detect malicious activity in real time.

SAS collaborates with the best and brightest to fuel innovation and stay ahead of possible threats, and ahead of your other business needs. Our strong partner ecosystem lets us offer more options for implementing SAS software, and we have steadily expanded how we deliver analytics - through direct channels, resellers, OEM providers, systems integrators or service providers. Customers strongly influence our innovation with input that ensures we’re solving real business needs.

SAS annually reinvests a larger percentage of revenue in research and development than our competitors. From enhanced cloud and analytics-as-a-service options to new industry solutions, throughout 2016 we will be unveiling more ways to help you change the way you do business.

But it takes more than technology. It requires smart people with analytics expertise, and SAS is addressing this persistent skills gap. We have a long history of providing analytics training through major universities and our own SAS Analytics U. We give students and teachers free and low-cost options for accessing SAS software and training. This year, to further develop data scientists, we launched the SAS Academy for Data Science.

We are at a turning point with data and analytics. The landscape is changing. SAS is leading the charge. I invite you to join us. Put analytics into action when it matters for you and your customers. Together, we can change the world.

Sincerely,
Jim Goodnight
CEO of SAS

Since 1976, SAS has done more than just analyze data. We’ve put analytics into action when it matters – rebuilding a community after an earthquake; helping cardiac arrest patients who would have died if not for a change in EMS procedure; protecting consumers at risk from identity theft.
We are the first choice of organizations and people seeking to get the most value from their data. With a unified data management and analytics environment, we empower our customers to solve today’s challenges and uncover tomorrow’s opportunities.

The Internet of Things (IoT) will make lives better. It will accelerate breakthroughs in science that will affect the environment, health, safety and more. But it expands every day - bringing in massive amounts of data from places we can’t even imagine. And in this fast-paced world, the insights we get from this data have a shorter shelf life. They need fast action or they lose value. SAS puts analytics into action to turn your data into value - whether it is resting in the cloud or other storage, or at the edge where data is in motion.

Besides analyzing a constantly flowing stream of data, SAS pulls that data from high-capacity frameworks like Hadoop, mines what’s valuable and filters out the noise. Then, SAS incorporates data visualization to reveal patterns and trends that can be acted upon quickly. With faster insights comes the ability to gain clarity into what is possible, and uncover opportunities you may not have seen before.

**Expertise**

Whether through our powerful programming and easy-to-use graphical user interfaces, or directly applied by SAS industry and domain experts through our tools and technology, SAS offers a level of expertise that no one else can match.

**Experience**

For 40 years, SAS has been helping customers advance the edge of what’s possible - from delivering widely adopted and fully tested tools to building and delivering secure software. No other organization’s approach to using analytics offers the same level of assurance as SAS.

**Ease of Use**

Where other companies or open source technologies offer solutions that solve only one problem or specific aspects of a problem, SAS provides an end-to-end analytical environment with a complementary suite of features and capabilities that make it easily adaptable to any problem. We can address the whole business challenge, customized to work the way you want – whether in memory, in database or in stream.

We looked at open source options, but decided we needed a solution that was both powerful and user-friendly. That led us to SAS. SAS cuts through data complexities and produces analytical insight that not only improves our business, but our customers’ businesses as well. When our customers succeed, we succeed.

— Gyasi K. Dapaa, Director of Data Science at Navistar
Improving Quality of Life: Using SAS and the Internet of Things, a wearable device from Geneia allows patients to maintain their lifestyle without compromising their health. By monitoring patient biometric data 24/7, Geneia provides reports to care teams for evaluation and recommendations on how to keep patients healthy and independent.

Protecting Identities: Visa offers their customers ease of use along with peace of mind by using SAS Analytics to reduce debit and credit card fraud without unnecessary payment rejections. Nets Group, a leading Nordic payment services provider in Denmark, helps its customers protect their identities. By using SAS to proactively stop suspicious transactions before processing, the company has reduced card fraud by nearly 40 percent.

Reducing Childhood Poverty: California’s Orange County Child Support Services is reducing the number of children living in poverty. By using SAS Analytics to predict which parents are at risk of not paying child support – and identifying factors that could get the parent into compliance – the organization empowers caseworkers to help parents make decisions that best benefit their children.

Saving Lives: Previously, if paramedics did not get a pulse after about 20 minutes of resuscitation, they would cease efforts. SAS Analytics on EMS data validated that continuing efforts for 45 to 60 minutes could revive the patient. Now the survival rate for cardiac arrest patients in Wake County has increased 48 percent.

Listening to Customer Concerns: Lenovo analyzes feedback on social media to more quickly address customer concerns. Using SAS Analytics, Lenovo captured customer sentiment data about a new tablet computer within a week of the model’s release. Lenovo used that insight to incorporate suggested changes into the next iteration of the tablet’s design. Such insight allows Lenovo to innovate faster for its customers.

SAS helps customers improve the world through analytics. By predicting disaster and rebuilding communities; protecting consumer identities and enhancing retail experiences; saving the environment – and even saving lives – SAS is committed to making the world a better place.

When you enter into uncharted territory in hopes that you can do some good, you need a culture of trust and creativity, and respect for data security. Because of SAS, we’re analyzing data in a way that’s never been done before.

– Brian Kelly, Emergency and Post-Crisis Advisor at International Organization for Migration

When their world was shaken, the people of Nepal turned to the International Organization for Migration (IOM). And IOM turned to SAS.

When SAS Analytics helped Wake EMS save my life.

– William Fulton, cardiac arrest patient

• Rebuilding Communities: Thousands of Nepalese earthquake victims displaced from their homes at the onset of monsoon season received shelter thanks to the International Organization for Migration (IOM) and its use of SAS Visual Analytics to find and allocate construction materials.

• Creating high-quality educators: With the help of SAS data visualization software, the University of North Carolina system helps prepare higher-quality teachers and school leaders. The system’s Educator Quality Dashboard provides unprecedented insight into data on public school educator performance. This insight uncovers new opportunities to improve the state’s education system and help attract and retain great teachers.

• Safeguarding Endangered Species: Wildlife conservation efforts are dramatically enhanced, thanks to technology from SAS. By helping organizations find non-invasive methods of identifying, tracking and monitoring species, wildlife conservationists can monitor threatened species easier, faster and cheaper. The UK’s Royal Society for the Protection of Birds uses SAS Analytics to better understand migration patterns to protect endangered birds and prevent development of infrastructure and energy projects that could harm wildlife.
We know that you want options when it comes to choosing your analytic solutions. With a deep bench of analytics solutions, and built on a foundation of superior SAS Analytics, business intelligence and data visualization, and data management, SAS offers a complete analytics environment that gives you everything you need in a single place.

Every year, our investment in innovation allows us to provide more ways for you to put analytics to action when it matters. Such innovation includes:

- **SAS Advanced Analytics** gives you the latest innovation in statistics, forecasting and econometrics, machine learning, data mining, optimization and text analytics. Continual enhancements equip you with the versatility and performance needed for analyzing data that is constantly growing in complexity, velocity and volume.

- **SAS Data Management** helps you do more than manage your data; it helps you unleash its potential. The single platform with modules is designed with IT and business collaboration in mind, helping you quickly transform big data into big opportunity.

- **SAS Customer Intelligence** enables businesses to deliver customer experiences that are relevant and satisfying. Our unique approach is fueled by data, activated by analytics, and amplified across your organization by robust customer-centric processes.

- **SAS Cybersecurity** arms you with an essential layer of business-relevant cyberanalytics that enhances your existing security defenses and enables you to make better decisions about your cybersecurity. With it, you may detect attackers' reconnaissance activities in real time and heighten the intelligence of your existing security infrastructure to find hidden patterns and relationships suggesting malicious activity.

- **SAS Risk Management** has proven methodologies and best practices to help you establish a risk-aware culture, optimize capital and liquidity, and meet regulatory demands. No matter how your organization prioritizes risk, SAS can drive business evolution with intelligent risk analytics.

- **SAS Event Stream Processing** handles large volumes of streaming data quickly (millions of events per second), helping you understand events in motion, even as events are generated. No stream of data is too big or too fast. The solution is designed for exceptional processing speeds, bound only by the limitations of the hardware environment.

SAS is committed to innovation, investing nearly twice the percentage of annual revenue in research and development as most major technology companies.

Experts say...

“SAS continues to be an analytics powerhouse. With a strategic focus on analytics since 1976, it is no surprise that SAS offers predictive analytics solutions that offer almost every feature a data scientist or business user could ever want. SAS also keeps up with the evolving needs of analytics users. SAS Visual Analytics provides data scientists with an all-in-one visualization tool and predictive analytics solution.

SAS collaborates with the best and brightest to fuel innovation and grow analytic talent. We rely on the feedback and expertise of trusted users, partners and organizations to advance the edge of what’s possible.

Customers
Our customers are the engines driving SAS software development. Your input – from our customer advisory boards to interactive SAS user communities – ensures we’re addressing real business needs. In turn, we provide award-winning free support and training that keeps us connected to you, and to other users. This focus on customer relationships is why SAS was named No. 1 for customer loyalty among US tech firms by Temkin Group.

Our users share a vibrant online community where they exchange extensive SAS knowledge or look for expert help. Thousands of practitioners participate in SAS user group activities, where they enjoy presentations, hands-on workshops and access to SAS experts.

Universities
SAS is committed to addressing the analytics skills gap and creating the next generation of data scientists. Whether you’re a teacher, professor, student, academic researcher or independent learner, we offer anyone in a teaching and learning environment free and low-cost options for accessing our world-class analytics software.

SAS Analytics U, a higher education initiative that includes free SAS software, university partnerships and engaging user communities, is a resource for users of the free SAS University Edition and SAS OnDemand for Academics. This year, we launched the SAS Academy for Data Science – an immersive program to develop data scientists in a collaborative, hands-on setting using SAS, Hadoop and open source technologies.

SAS collaborates with graduate and undergraduate programs worldwide to create degree and certificate programs that generate the analytical talent organizations need to make the most of data and analytics. SAS has helped launch more than 30 masters’ and undergraduate degrees and 60 certificate programs in analytics and related disciplines.

Partners
SAS’ strong partner ecosystem enables SAS to give customers even more options and flexibility in how they implement SAS software. We have been steadily expanding how we deliver analytics into businesses – whether through direct channels, resellers, OEM providers, systems integrators or service providers. SAS collaborates with our partners to help them – and our mutual customers – do business better than ever before.

SAS ranked NO. 1 in customer satisfaction and loyalty, as well as purchase momentum in Temkin Group’s Tech Vendor NPS Benchmark, 2015.

SAS continues to make significant progress in its partnering efforts. This emphasizes their focus on treating partners as an extension of SAS so that the partners are able to deliver the analytic solutions and services their customers need to be successful.

– Darren Bibby, Program Vice-President for Channels and Alliances Research at IDC

Offering advanced analytics coursework integrated with SAS certification credentials has dramatically expanded the number of companies hiring OSU graduates. – Professor Goutam Chakraborty, Oklahoma State University
As a consistent Great Place to Work leader, we know that if you treat people like they will make a difference, they will make a difference. This is true for everyone, including employees, customers and students.

**Cultivating creativity**

Our culture encourages employee creativity, which drives the innovation that we provide for our customers. Our real value comes from our people – they’re the ones talking to customers, solving problems and writing software. So it’s important that they feel nurtured and supported – at all stages of their career. SAS has been recognized as a best workplace globally, with additional recognition as a great place to work for millennials and recent graduates, as well as working parents, women and single fathers. SAS not only invests in employee career development, but also health and well-being through several services, programs and benefits.

**Cultivating relationships**

Our culture keeps employees motivated – and loyal. Our turnover rate is significantly lower than that of our competitors. This is good for SAS and for our customers. Experts estimate that SAS annually saves millions of dollars on recruitment and training costs associated with employee turnover. As a result, we retain our subject matter experts and we create long-term, stable relationships that our customers rely on.

**Cultivating the future**

We are committed to developing the next generation of innovators. By supporting efforts that prepare more graduates for college, work and success, SAS plays a vital role in the global community. SAS supports worldwide education initiatives in science, technology, engineering and math (STEM) to ensure the next generation of computer innovators has the knowledge and skills to succeed. SAS culture also extends to our community. We work closely with employees, suppliers and customers to foster an award-winning, sustainable workplace that has a positive impact on our future.

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*SAS: A Pioneer in Workplace Culture*

SAS has been ranked on Fortune’s 100 Best Companies to Work For in the US since the list was introduced in 1997, as well as numerous country and multinational lists that acknowledge a commitment to work/life balance.
For 40 years, SAS has helped customers change the world with analytics. As the leader in analytics, SAS is still the company people turn to for unrivaled expertise when it matters most.

— SAS CEO Jim Goodnight

Growing customer demand for risk, fraud and security intelligence analytics strongly influenced SAS’ 40th consecutive year of revenue growth. SAS posted US$3.16 billion, up 6.4 percent in constant currency (2.3 percent US dollars) over 2014. New software sales increased nearly 12 percent (8 percent US dollars) – a testament to an ever-growing demand for SAS® Analytics.

SAS grows globally
SAS total revenue growth was strong worldwide in 2015. New sales revenue percentage growth reached double digits in most regions, showing the effect of successful globalization efforts. In addition to boosts from new capabilities in risk, fraud and security intelligence, all regions continued growth in SAS core technologies, including data management, analytics and business intelligence.

Commitment to innovation is key to customer satisfaction
According to analysts, SAS has predictive analytics solutions that offer almost every feature a data scientist or business user could ever want. SAS’ commitment to innovation makes this possible. In 2015, the company reinvested 25 percent of total revenue into research and development – more than twice the percentage of annual revenue reinvested by most major technology companies.

Analysts rank SAS as a leader in:

- Advanced and Predictive Analytics
- Customer Intelligence
- Digital Marketing
- Retail
- Agile BI
- Business Intelligence
- Fraud Detection
CONNECT WITH US

Cover photo
Ray Ellis, SAS

Nepalese children in a Kathmandu refugee camp following an earthquake in April 2015. SAS proudly helps IOM and other relief agencies advance the edge of what’s possible when they modernize their analytics approach.

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SAS is committed to helping you find critical answers to your biggest challenges. We build the best analytics software on the market for one reason – because those answers matter. They matter to your business, to your customers, and to the world.

When it matters, connect with SAS.