

Bringing faster, stronger analytics to your organization

with SAS® analytics on Intel architecture

SAS and Intel: Partners in analytics

To stay ahead of the competition, a business must adapt to meet its customers' ever-shifting demands. But the prospect of change can be daunting, especially when it affects your technology infrastructure. How will a change affect your company? What are the risks? The benefits?

Business analytics give organizations the power to make informed decisions to improve their strategies—but analytics are only effective when they deliver timely results. Intel and SAS have partnered together to make the world of business analytics faster and even more powerful.

Intel, the definitive leader in computer processing, and SAS, the premier developer for analytics software, have 20 years of collaborative problem-solving under their belts. Their mission is a simple one: to deliver powerful analytics solutions for organizations seeking to provide better service to their customers. Solutions from this partnership can help businesses across a wide variety of industries generate greater value from their data.

Modernizing your analytics with SAS and Intel

In the past, it may have been simpler to analyze and make informed decisions about your organization's data, simply because there was less of it. But as your business changes and grows, so does your data footprint. Now you have access to more information than ever before, and the flow of data shows no sign of stopping. The onslaught of data points

means you need a powerful system to sift through the noise and return information that will help you take effective action.

Running SAS analytics software on Intel architecture can help your organization overcome these challenges. SAS analytics collect your business' data and provide insights on where and how to improve your strategies. Devices powered by Intel technologies allow SAS analytics to run with optimal efficiency. With the challenges and competition of modern business, it only makes sense to reshape your IT infrastructure to fit the modern world—and SAS and Intel can help you do just that.

Bringing value to your business

World-class SAS analytics software is at its best when paired with equally formidable architecture. Intel and SAS have partnered to unite their expertise and deliver fast, probing analytics on devices built with the software in mind.

The SAS and Intel partnership provides an innovative processing and memory architecture uniquely designed to make full use of SAS analytics. SAS® software benefits from the performance and in-memory capabilities of Intel® Xeon® processors E7 v4 and Intel® SSDs for fast data storage and retrieval. The result is an in-memory analysis engine for real-time and predictive analytics that can bring out the best in your business.

It takes equal parts programming finesse and processing power to inform your decision-makers on how to best address the challenges your organization faces. With SAS software optimized to run efficiently

with Intel technologies, you will have all the tools necessary to put your data to its best use and achieve your full potential.

SAS Business Analytics Modernization Assessment: Improving your business

It can be difficult to know where to start with modernizing your analytics environment. The benefits that modernization affords your company make it well worth the effort. For organizations needing guidance, SAS offers an assessment to help you best plan your company's analytic future.

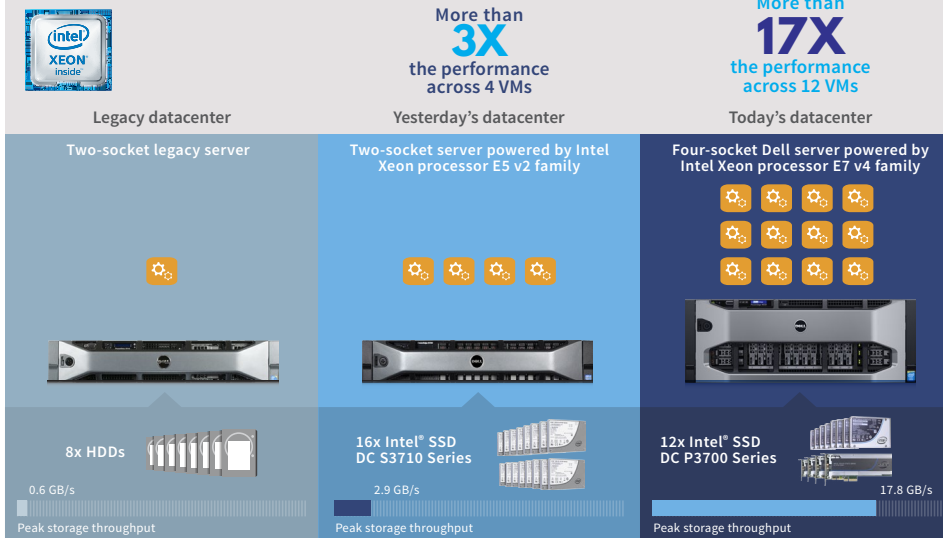
SAS experts will meet with your organization to review key elements for improving the way you handle data, analytic discovery, and content deployment. SAS will also provide insight to future challenges you may face and recommend solutions specifically tailored to the way your company operates.

With the SAS Business Analytics Modernization Assessment, you'll get key findings that examine your business' needs. You'll learn what you do well and where you must improve—and receive recommendations and best practices to ensure your business can implement efficient analytics solutions now and in the future.

Analytics Fast Track™ for SAS®: Putting your business on the road to success

If your organization is exploring new analytics initiatives, Intel and SAS offer a special program to help you on your way. The Analytics Fast Track for SAS helps your company harness the power of new business analytics quickly.

Modernize your datacenter and improve SAS® workload performance with SAS 9.4 and next-generation Intel® Xeon® processor-powered servers.



Results from Principled Technologies hands-on testing.¹

The Analytics Fast Track for SAS provides businesses with hands-on access to the latest SAS capabilities. It lowers your initial analytics investment and allows for the rapid deployment of new solutions, so you can get started prototyping and improving your analytics capabilities right away. This will allow you to begin exploiting SAS analytics in days, not months, and empower you to focus on your use cases and realizing business value.

Often, an idea for a new business project will stall if you don't have enough evidence to prove the benefits. With SAS analytics, there's no need to guess how a new solution might impact your company. You can explore your concept and see its effect based on real data and insight. By leveraging the Analytics Fast Track for SAS, your team will be able to provide ample evidence to make a case for new, innovative ideas. Getting approval for a new business case sooner means you will be able to reap the benefits of your analytics efforts faster than ever before.

Even your IT staff will see improvements in their work. The Analytics Fast Track for SAS requires minimal setup and configuration, as it's already configured with the necessary

SAS analytical capabilities. You need only turn it on and add your data to start using the system. By running this SAS software on Intel Xeon E7 v4 processor-powered servers, your IT staff will also be able to rapidly deliver SAS capabilities without compromising their governance.

The power you need for strong analytics

SAS applications provide an integrated environment to solve a variety of complex business problems. It's no surprise that they require strong computing performance and reliability. Fortunately, they get all that and more with platforms using the Intel® Xeon® processor E7 v4 family and Intel SSDs with NVMe.

The Intel® Xeon® E7-8890 v4 processor brings multiple advantages to analytics, data management and business intelligence. This processor can rapidly process large amounts of data in real time, keeping data in memory to overcome data-demanding workloads. Key gains over previous-generation technology include:

- **Higher performance.** Use fewer servers for the same work with 72 cores per server.

- **Increased memory capacity and I/O.** With a capacity of up to 6TB of memory, gain real-time analysis through in-memory processing.
- **Increased computational capabilities.** Get both data fidelity and faster analysis.
- **Highly reliable.** Count on world-class uptime with a platform designed for five nines (99.999 percent) of reliability.

Intel Xeon E7 v4 processors work seamlessly with Intel SSDs with NVMe, which offer low storage interface latency and up to five times the throughput of previous-generation SATA drives. The Intel® SSD DC P3700 Series with NVMe brings high storage performance directly to a server's processors. The Intel SSD DC P3700 Series also combines fast, consistent performance with high endurance and strong data protection. Systems using the Intel Xeon E7-8890 v4 processor and Intel SSDs provide the flexibility, reliability, memory, storage speed, and overall performance you need to enable big data analytics.

Why SAS and Intel?

SAS is the leader in analytics. Through innovative analytics, business intelligence and data management software and services, SAS helps customers at more than 80,000 sites make better decisions faster. Since 1976, SAS has been giving customers around the world THE POWER TO KNOW®.

Intel (NASDAQ: INTC) is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world's computing devices. Additional information about Intel is available at intel.com.

Learn more

To learn more about how SAS and Intel can help you maximize the value of your data, contact your representative or visit the SAS and Intel partner pages: sas.com/intel and intel.com/sas.



1. "Complete More SAS® 9.4 Workloads Faster with Servers Powered by the Intel® Xeon® E7 v4 Processor Family and the Intel® SSD Datacenter Family," a Principled Technologies report commissioned by SAS, June 2016. Retrieved from http://www.principledtechnologies.com/SAS/SAS_Intel_E5_E7v4_executive_summary_0716.pdf
Copyright © 2016, SAS Institute Inc. and Intel Corporation. All rights reserved. SAS and all other SAS Institute Inc. product or service names are registered trademarks or trademarks of SAS Institute Inc. in the USA and other countries. Intel, the Intel logo, the Intel Inside logo, and Xeon are trademarks of Intel Corporation in the U.S. and/or other countries. Other brand and product names are trademarks of their respective companies.