With SAS® solutions for small and midsize business, you can ...

- **Uncover the value in all your data**. SAS helps you quickly capture all types of data, from many different sources – then clean it, consolidate it and get an accurate, comprehensive view of what really matters to your business and customers.

- **Make better use of time and resources.** SAS has easy-to-use, intuitive tools that let business users work with data like never before – freeing IT from mundane tasks. So anyone can visually explore data, use sophisticated predictive analytics and forecasting, and share reports.

- **Compete with anyone, at a price that's right**. Don't let the size of your business limit your potential. SAS offers full-size power for any size budget.

SAS® Solutions for Small and Midsize Business

Data is the heart and soul behind operational and strategic decisions at all types and sizes of businesses. At least, that's how it's supposed to be.

In the real world, business data springs from every imaginable source – emails, audio and video files, sales channels, operational systems and more – faster than it can be collected and interpreted. This is no less true at a company with 50 employees than at a company with 50,000.

The Difference?

Larger companies have bigger budgets and a lot more IT and analytical talent on board than their smaller counterparts. So they have a definite advantage when it comes to quickly and effectively capturing and analyzing their data.

Most small and midsize businesses recognize the value of data and invest significant time and effort in obtaining and storing it. But without a way to analyze it, they often revert to intuition and past experiences to make decisions. In today's volatile economy, this approach simply does not work.

Analytics can solve the dilemma – no matter what size your business is. Consider this comment from Tom Davenport, co-author of *Competing on Analytics*: "Business analytics enables people in an organization to make better decisions, improve processes and achieve desired outcomes. It brings together the best of data management, analytic methods and the presentation of results."

As a company that started with just six employees in 1976, SAS understands the special challenges facing small and midsize businesses. We offer a comprehensive, fully integrated suite of business analytics solutions that are specifically designed, built and priced for you.

Our solutions help answer questions that are crucial to your success, such as:

- Who are our best customers, and what can we do to keep them?
- How can we improve the accuracy of our financial forecasts?
- How can we cut supply chain costs without compromising quality?
- How can we effectively manage risk across the organization?
- How will strategy changes affect our future profitability and revenue growth?

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THE POWER TO KNOW®

How SAS® Can Help

Only companies that proactively harness their organizational data and use insights gleaned from it to make the right decisions – quickly – can expect to thrive in today's fast-paced, unpredictable economy. SAS solutions for small and midsize business let you access and integrate massive amounts of data, and analyze it to gain predictive insights. Using SAS solutions, you can generate accurate forecasts to help you confidently plan for the future, and you can collaborate with business partners and other stakeholders easily.

SAS solutions for small and midsize business are based on an integrated framework of:

- Predictive analytics and forecasting.
- Business intelligence and reporting.
- Data visualization.
- Data management.

Predictive Analytics and Forecasting

At most small and midsize businesses, data analysis work is done manually, or by using standard applications like Excel. The result is often delayed or inaccurate information, or a partial view of information – usually inconsistent with what others in the organization find.

In addition, most analytics solutions available to small and midsize organizations only provide descriptive analytics – capabilities like query and reporting and OLAP drill-down. This type of analysis shows just the historical view of data (what happened, where and when). To proactively manage your business, you need a predictive view instead. SAS solutions for small and midsize business include predictive analytics so you can answer questions like: "What will happen next?" and "What is the best thing that can happen?"

With the most up-to-date, advanced analytics built into our solutions, you can ask forward-looking questions, gain predictive insights to seize new opportunities and make fact-based decisions that produce the best results possible. Robust forecasting tools enable you to plan for the future with confidence. Use the tools to: accurately forecast demand based on the effect of multiple variables – like seasonality, consumer trends and economic events; perform what-if analyses to test marketing strategies and promotional plans; and make fact-based decisions that reflect the realities of your business.

Business Intelligence and Reporting

If you're like most small to midsize businesses, your business users are dependent on IT to access, analyze and run queries on data that resides in multiple systems and formats across your organization. This adds pressure on limited IT resources that are already stretched thin just to perform routine system maintenance and integration tasks.

SAS can make your business users self-sufficient while allowing IT to maintain data consistency and security. Experience a dynamic, interactive environment that lets you visually explore your data and create reports fast so you can get information to the right people at the right time. By making it easy to share information, you'll encourage collaboration and smarter decision making across your organization.

Data Visualization

Regardless of your organization's size, the insight hiding in your data is invaluable. Unfortunately, traditional architectures and existing infrastructures have difficulty performing fast analytical processing that can deliver instantaneous insights. IT departments are swamped with constant requests for data, ad hoc analyses and one-off reports. Decision makers get frustrated because it takes too long – or is impossible – to get answers to their questions. And they'd like to be able to access information while they're on the go, from mobile devices or email.

Challenges

- **Data management overload**. It's easy to be frustrated by the deluge of data. Many SMBs spend up to 80 percent of their time just managing data – when they need to spend that time analyzing it.
- **Limited time and IT resources**. SMBs have lots of data and lots of questions – but they lack sufficient time and IT resources to organize and analyze data so they can get answers to support decision making.
- **Inappropriate tools**. Most SMBs are too large for all their analytical needs to be addressed by inexpensive, off-the-shelf software; but they're too small to afford or use more full-featured software.

- **Lack of analytical expertise**. Most people at SMBs have industry experience, but no knowledge of how to use sophisticated analytics software. There's no point in having software that will do amazing things if you can't use it.
- **Budget constraints**. SMBs operate on much smaller budgets than their larger counterparts, making it hard for them to afford the talent and resources they need to compete effectively.

SAS can help you uncover previously overlooked insights with SAS Visual Analytics, an analytics discovery environment that's easy to use and is just the right size. Use it to explore all your data – fast – so you can spot new opportunities. Identify relevant relationships. And make more precise decisions. With SAS Visual Analytics, you get:

- Incredibly fast insights on all your data – without subsetting or sampling.
- Access to critical information anytime, anywhere – on iPad® and Android tablets – even without an Internet connection.
- Flexible deployment options – on-site or in the cloud – with tiered packaging options that allow your solution to grow as your business expands.

Data Management

Today's business environment is marked by extreme competition, and includes larger players who are fighting to keep their market share. As a small or midsize business, you can't afford to rely on intuition or past successes to propel your business forward. To succeed, you must be able to turn your organizational data into an asset that you can use efficiently and effectively.

Unfortunately, most small and midsize businesses struggle to get a comprehensive, accurate view of the massive amounts of data generated, captured and stored today. Yet business users rely on their data to be trustworthy, complete and readily available. Data management and data quality solutions from SAS can help. These solutions let you easily access data in different formats spread across disparate systems, and then integrate, cleanse and enrich it to get a single, unified view of your business.

No matter where it resides, SAS helps you get the data you need, when you need it. You get out-of-the-box access to data from emails, call centers, websites, databases, ERP systems, PC files and more – without any IT help. With data that's clean, accurate and trustworthy, there's no need to base decisions on guesswork or intuition. And you can understand your customers, products and operations at a more holistic level.

The SAS® Difference

Integrated, Modular and Scalable

SAS solutions for midsize business are based on a fully integrated framework of predictive analytics and forecasting, business intelligence, data visualization and data management capabilities that are designed to work independently or together. These flexible solutions support your requirements today, but are easy to expand when your needs change. Start by using the capabilities you need right now, and add more as you go – without paying steep integration costs later.

Proven Success

Oberweis is an old-fashioned dairy business that delivers milk to customers' homes and runs traditional ice cream shops. The company wanted to understand how customers shop across different channels so it could more effectively cross-sell and up-sell products. It was also looking for a way to quickly find and fix manufacturing issues. Using SAS Analytics, Oberweis can easily mine dairy store receipt data, match it against loyalty card information and select the best candidates for home delivery sales campaigns. It also quickly found and fixed manufacturing glitches by mining customer complaint data, and it used SAS to create a program to root out bottle return fraud.

Gilt Groupe is one of the fastest-growing online retailers. To determine what products to offer, how to customize marketing messages and share customer insights with partner brands, the company needed to understand its customers better. Using SAS solutions, Gilt Groupe can now access and combine information from many sources and quickly produce reports relevant to marketing, operating, finance and merchandising. Predictive analytics from SAS also helps identify customers most likely to purchase from new site offerings, resulting in a 100 percent lift in conversions.

TrueCar is creating a new way to shop for autos with its price aggregation service. As it grew its business, the company wanted to rapidly compile data from multiple sources, find a faster forecasting tool and give executives an easy way to see how the company is doing through an interactive dashboard. With SAS, TrueCar can compile data from multiple sources in one hour versus nine. Executives can use a multi-faceted dashboard to see information such as site metrics and marketing spending. And the company can forecast new car sales to within 1 percent accuracy.

Rich Capabilities, Lower Cost

Our solutions offer a comprehensive, consolidated range of capabilities – so you won't need to purchase complex, piecemeal solutions from multiple vendors to get the full functionality you need. By eliminating maintenance, integration and training costs for multiple applications from different vendors, SAS solutions lower your total cost of ownership – while simplifying your IT environment and freeing IT from many tedious tasks.

Easy-to-Use Interfaces

SAS solutions for small and midsize business include rich visualization capabilities and interactive point-and-click interfaces that allow all types of users to access and explore data for trends and hidden relationships. The solutions are fully integrated with Microsoft Office, so even nontechnical users can use sophisticated data management and analytical capabilities in a familiar environment – and easily share their results.

Versatile Tools for a Range of Needs

SAS recognizes the talent and skill constraints SMBs face, so we design our solutions to support a wide range of users' needs – from simple to complex. Less-skilled users can rely on prebuilt models and interactive model development to apply advanced analytical techniques without any manual coding.

More advanced users have the option to customize existing models or embed their own algorithms.

Advanced Analytics Helps You Compete

SAS solutions go beyond simple query, reporting and OLAP drill-down capabilities to provide a comprehensive set of advanced analytical techniques, including data mining, forecasting, scenario modeling and optimization. With all these options at your fingertips, you'll have access to the same level of analytical competence as larger competitors.

Top-Notch Training

SAS Education provides state-of-the-art technical training and professional development to ensure that you get the most out of your software investments. A curriculum of more than 100 SAS, JMP® and statistical courses are offered in a traditional classroom setting, on-site at customer locations, in the Live Web classroom or as self-paced e-learning.

Customer Support

SAS solutions for small and midsize business come complete with our award-winning support services at no extra charge, including skilled telephone technical support and around-the-clock online technical support. Our online customer support center also provides 24/7 access to a wealth of technical support, reference information, educational resources and communities.

Deployment Flexibility

With SAS, you can choose from integrated capabilities that work together – or separately – and buy exactly what you need, when you need it. SAS provides flexible deployment options to match your requirements, whether you need a solution that's on-site, hosted or in the cloud. The SAS Cloud deployment option is a way to minimize demands on your IT team, because we take care of all your system administration and management. Whatever you choose, all SAS solutions for small and midsize business are priced right, sized to fit and designed to get you going faster.

Learn More

Find out how SAS has helped small and midsize business organizations around the world achieve new levels of business advantage.

To contact your local SAS office, please visit: sas.com/offices

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