SAS® Visual Analytics for Teradata

Explore ALL your data to quickly uncover trends and patterns for actionable insights

Business and IT Challenges

Organizations are faced with the unique challenges of a dynamic economy, increasing variety, and volumes of data and global competition. In an effort to meet today's challenges, organizations are faced with several issues, including:

- Managing the data explosion phenomenon and effectively exploring large data volumes.

- Ultra-fast data access and data visualization.

- Identify trends and patterns for more high-value decisions.

- Execute analytic correlations and relationship between the data.

- Distribute critical information to mobile devices.

Overview

SAS® Visual Analytics for Teradata enables organizations to visually explore massive volumes of data, quickly uncover patterns and trends for further analysis and easily deliver actionable insights from the latest Teradata® Appliance for SAS High-Performance Analytics, Model 720. By helping our customers solve difficult problems and seize new opportunities quickly and confidently, organizations can obtain accurate and timely insights in minutes, as opposed to hours or days, which lead to better-informed business decisions.

What does SAS® Visual Analytics for Teradata do?

SAS Visual Analytics software on Teradata Database System 720 leverages the in-memory analytics capabilities of the Teradata Appliance for SAS High-Performance Analytics to quickly explore and visually display the data from the enterprise data warehouse, and execute analytic correlations on billions of rows of data in minutes/seconds to identify new patterns, trends and relationships between data. By quickly identifying new patterns, trends and relationships between data, it allows organizations to get better answers and act on them more quickly to derive significant business value.

Why SAS® and Teradata for Visual Analytics?

Customers can take advantage of the combined strengths of SAS Analytics,

the power of the Teradata appliance and the experience of the industry-leading SAS and Teradata Center of Excellence. SAS Visual Analytics on the Teradata Appliance for SAS High-Performance Analytics integrates the high-speed, end-to-end data access and data visualization architecture to uncover data relationships from an enterprise data warehouse from Teradata. The Model 720 consists of ultra-high speed Teradata BYNET® technology that enables extremely fast data access and data processing combined with a large pool of memory to accelerate in-memory analytics at dramatic speeds. Thus, the integrated architecture delivers unsurpassed visualization performance providing actionable insights in matter of minutes or seconds. This appliance leverages the SAS In-Memory Analytics capabilities to visualize data patterns and trends that translate into actionable insights. It combines the SAS Visual Analytics software with Teradata Database's high-performance data management in a single, integrated platform. In addition, a specialized, proven set of well-defined services is available to help customers get rapid time to value.

Teradata and SAS offer:

- Data management best practices and proven leader in enterprise data warehousing.

- Analytics thought leadership and proven leader in analytics software.

- Fastest end-to-end data access, data visualization architecture from the enterprise data warehouse.

Figure 1. SAS Visual Analytics for Teradata: Explore, Discover, Report and Deliver All Your Data

Once data is loaded and made available, users can dynamically explore data, create reports in minutes, and share information with thousands on their own.

- **Optimized for scalability and performance**. SAS Visual Analytics software on Teradata is designed from the ground up for in-memory optimization and scalability. The Teradata Appliance for SAS High-Performance Analytics can scale up to support the increasing demands for fast access to ALL data.

- The most integrated technology with in-memory and in-database analytics.
- Rapid time to implementation and value with packaged software, hardware and services.
- Full analytic lifecycle support including data visualization, modeling and scoring capabilities.

A Solution Tailored to Your Needs

The solution is designed to help business leaders innovate and gain competitive advantage in addition to helping technology and analytics leaders improve performance and enhance analytics insights and utilization.

SAS Visual Analytics software on Teradata offers business and IT benefits:

- **Empower users with faster, easier data discovery techniques**. Subsetting or sampling of data is not required. By using all data that is available from any source of any size, users can explore more options, make more sense of their data, and drive success even faster than before.

- **Answer complex questions faster by combining all data sources in one view**. SAS Visual Analytics software on Teradata augments the data discovery and exploration process by providing extremely fast results to enable better, more focused analysis. Analytically savvy users can easily identify areas of opportunity or concern so further investigation can take place instantaneously.

- **Enhance interactive information sharing and collaboration.** Large numbers of users with varying degrees of experience, including those with fewer analytical and technical skills, can quickly view and interact with reports via the Web or mobile devices, while IT maintains control of the underlying data and security.

- **Rely less on IT.** Free IT from the constant barrage of demands from users who need access to different amounts of data, ad-hoc reports or one-off requests for information. SAS Visual Analytics software on Teradata enables IT to easily load and prepare data for multiple users.

About SAS and Teradata

SAS is the leader in business analytics software and services, and the largest independent vendor in the business intelligence market. Through innovative solutions, SAS helps customers at more than 60,000 sites improve performance and deliver value by making better decisions faster. Since 1976 SAS has been giving customers around the world THE POWER TO KNOW.®

Teradata Corporation is the world's leading analytic data solutions company, focused on integrated data warehousing, big data analytics, and business applications. Teradata's innovative products and services deliver data integration and business insight to empower organizations to make the best decisions possible for competitive advantage.

For More Information

To find out more about how SAS Visual Analytics for Teradata can help you grow your business and improve your performance, contact your SAS or Teradata representative or visit **www.sas.com/teradata** or **Teradata.com/SAS.**