

Grow your revenue – and your business – as a SAS MASP

Bridge the analytics gap for your clients
as a Managed Analytic Services Provider

According to industry analysts, a lack of internal analytics resources exists in many of today's organizations. Even companies with the budget to make up-front investments in infrastructure struggle to find qualified analysts, data scientists, mathematicians and statisticians.

As a SAS Managed Analytic Services Provider (MASP), you can bridge this crucial gap for your clients by delivering analytics from the cloud up.

Why become a SAS MASP?

- Pricing Adjusts to your growth
- Licensing Terms you can use to scale
- Flexibility You decide how your clients consume SAS® solutions

What is a SAS MASP?

A SAS MASP provides its clients with proprietary analytic solutions built on the SAS platform. Leveraging their own intellectual property along with the scalable pricing, flexible delivery models and analytics ecosystem that SAS provides, MASPs offer cloud-based analytic services their clients need, how and when they want to use them.

Clients, in turn, get accelerated cloud-based analytics capabilities and solutions—minus the cost and complexities associated with implementing on-site software.

How you benefit as a SAS MASP

You hold the analytics key that unlocks untold business intelligence for your clients—and that makes you an extremely valuable resource. With unprecedented direct access to the broadest analytics platform available, you can extend and enhance SAS offerings. This ensures your clients connect to data-driven insights in a way they never could before.

You will also benefit from a servicing structure that meets a growing market demand:

- SAS shares the investment when putting your clients' analytics in the cloud, drastically reducing your risk.
- Any SAS software can be considered for the solution stack design.
- Pricing is based on what the market will bear.
- Up-front investment is minimized. You pay as you generate revenue.

We will also scale up or down—aligning exactly with your go-to-market strategy!

The value of the SAS + Intel partnership

SAS and Intel enable you to increase your predictive power. We are working together to deliver faster, more powerful business analytics to organizations of all sizes. At the core of the partnership are cutting edge technologies – shared on an optimized platform to create the foundation for a modern analytic ecosystem.

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“Cloud-based predictive analytics is no longer a luxury. It’s a necessity for any business striving to push the boundaries of creativity, flexibility and innovation. If that’s where you want to go, running SAS Analytics on Intel architecture is the best way to get there.”

-Pat McNallan, GM - Global Partner Sales,
Intel Corporation

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SAS Analytic solutions running on Intel architecture empower you to:

- Unleash unmatched computing capabilities to securely run the latest SAS technology at peak performance
- Use analytics everywhere in your organization while rapidly responding to change
- Drive innovation and curiosity with artificial intelligence and machine learning
- Ensure your ability to scale is always a reality

We'll help you get there.

Expectations of a SAS MASP

MASPs own their own success. They are responsible for generating their own leads and closing sales. From installation to configuration and beyond, they must have the ability to handle all aspects of analytics management for their clients.

Successful MASPs are self-sufficient and able to succeed with the analytics tools we provide to generate high-margin recurring revenue streams.

What SAS MASPs are saying

“Our brand is very strong in the niche that we play in. But to have SAS and Intel there with us makes our brand even stronger.”

-John Leveille, Chief Executive Officer,
d-Wise Technologies

“Clients are asking for cloud-based analytics. If we didn't have access to the MASP program, we would have to consider other alternatives. Thankfully, we can continue to use the best.”

-Nicholas Wegman, Product Manager,
Prognos

“The SAS MASP program is a game-changing way for us as a new company to penetrate markets both known and unknown.”

-Nick Ghitelman, Co-founder and Managing Principal,
Quantworks

Demand only SAS can meet

The market is rapidly moving in the direction of managed services. The demand is creating countless start-ups whose agility can seem attractive to MASPs, but what they don't offer is trusted experience and industry leadership. With SAS, you get modern flexibility and powerful analytics founded on 40 years of building analytics expertise.

**Just like your business,
we offer what nobody else can.**

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