

# Grow Your Business Selling Analytics

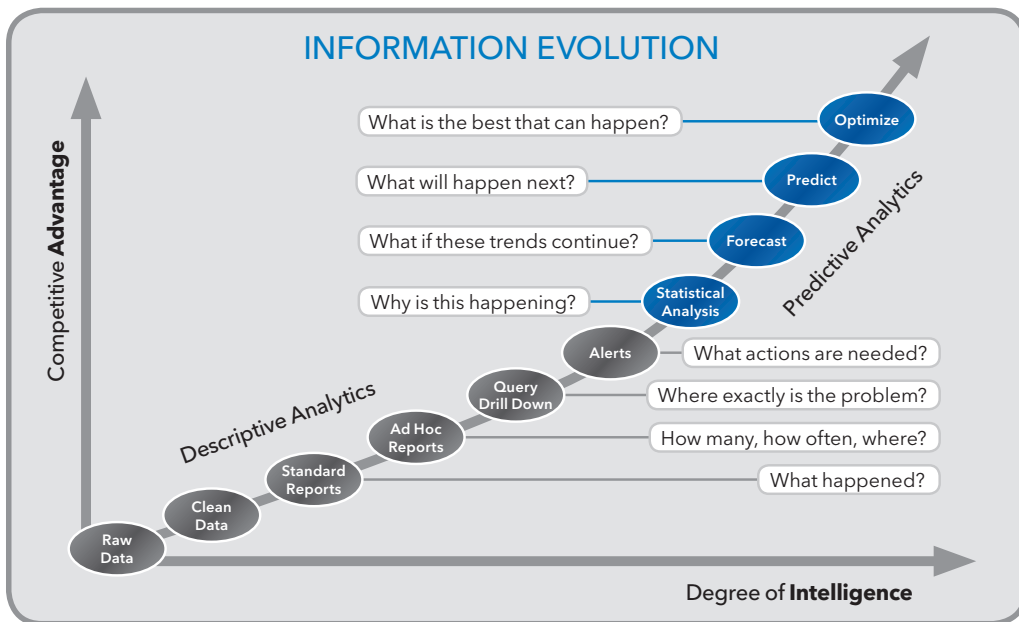
## *Inquire About Becoming a SAS Reseller*

SAS offers a significant revenue opportunity, industry-leading software and cross-functional support to bolster your success.

According to industry analysts, the data management, business intelligence and analytics markets are poised to grow 22 percent by the end of 2015. The SAS Reseller portfolio is perfectly positioned to help you win your share of this growing market.

With a focused product portfolio spanning data management, business intelligence and analytics, SAS Resellers can help their customers use their data as an asset to anticipate opportunity, take action and drive impact.

Help companies get the most out of their data by anticipating the future, not just analyzing the past.



SAS has products to fulfill each of the levels of information evolution. The highest value to the customer is in the predictive analytics area.

## The Market: Analytics and Big Data Defined

**Descriptive analytics**, also known as business intelligence, enables fact-based decisions in a reactive or historical way. Descriptive analytics helps to optimize a business's bottom line, but not top-line growth.

**Predictive analytics** helps leaders derive insights from their data by combining techniques from statistics, data mining and machine learning to not only show the current situation, but also predict the best next step.

**Big data** describes the exponential growth and availability of data, both structured and unstructured. The potential for more accurate analyses means big data may be as important to business – and society – as the Internet.

**Big data analytics** is the process of examining big data to uncover hidden patterns, correlations and other useful information that can be used to make better decisions.



## The SAS Opportunity: No Hard Sell Required

SAS is the recognized leader in analytics, which is increasingly strategic to companies and prioritized by CEOs. Organizations trust SAS® technologies for improved insights that drive business success - and the products work with all data sources, including EDW and Hadoop.

As a SAS Reseller, you have the opportunity to:

- Develop recurring revenue streams.
- Access market development funds.
- Reap the benefits of SAS' Sales Enablement Program.

### SAS Leadership

SAS is ranked No. 1 as an advanced and predictive analytics software provider.

International Data Corp. (IDC) identified SAS as the top supplier, owning 35.4 percent market share of the 2013 advanced and predictive analytics market, more than twice that of the next-closest competitor. (Doc #249054)

In addition, the IDC report ranked SAS among the top five providers with the highest growth rates in advanced and predictive analytics software.

SAS has 70,000 customers in 136 countries, and 91 of the top 100 companies on the 2013 Fortune Global 500® list are SAS customers.

For more information, contact [partners@sas.com](mailto:partners@sas.com).



To contact your local SAS office, please visit: [sas.com/partners](http://sas.com/partners)