



Grow Your Business by Incorporating Analytics Into Managed Services Solutions

Inquire About Becoming a SAS Managed Analytic Services Provider

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

According to industry analysts, managed services will increasingly be the preferred method for companies to speed adoption of new solutions and get access to needed skills – all the while transferring the risk of implementation to third parties.

With industry-leading analytics, big data management capabilities and integrated business intelligence, SAS Managed Analytic Services Providers can help their customers use their data as an asset to anticipate and capitalize on opportunities without costly on-site implementations.

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

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 MASP, 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 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 75,000 customers in 140 countries, and 93 of the top 100 companies on the 2014 Fortune Global 500® list are SAS customers.

For more information, contact partners@sas.com.

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

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' 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.