

## SAS and Intel

Chip-level collaboration drives powerful analytics insights from the Internet of Things (IoT)



The Internet of things starts with Intel Inside. Intel is improving the way businesses connect with technology and technologies connect with each other - and the results are truly amazing.

### SAS and our IoT Partner Ecosystem Built for Customer Action

Solving customers' most critical business challenges can be daunting. That's where the right partners can make all the difference. The SAS® Partner Program, an actively managed network of strategic partnerships, creates new avenues for delivering and implementing SAS solutions. The resulting partner ecosystem puts customers at the center of a powerful network of providers, all ready to deliver the most advanced analytics capabilities available. They bring industry- and topic-level expertise to every engagement, giving SAS customers the full range of capabilities required to create a world-class analytics infrastructure - all running on the SAS Platform. The result? The ability to generate deeper insights faster to achieve the business results required to win.

### The building blocks of IoT

Given the tremendous range of technologies - security, networking, system integration, and more - required to bring the Internet of Things (IoT) to life for your organization, how often do you give thought to the chips processor on which they all ultimately rely? Are you considering the full impact of data processing, security and integration issues on overall performance? If you're like most, the answer is likely "not so much."

The processors are a critical component of the overall technology mix required for IoT-enabled digital transformation - especially when it comes to harnessing the massive amount of data generated in an IoT environment to generate real business insights. You have to be able not only to collect, but to analyze tremendous volumes of data at the edge of the network - all within specified performance parameters. That's where Intel's close, decades-long collaboration with SAS makes a big difference for the organizations relying on SAS Analytics capabilities, and Intel processing performance, to generate actionable business insights, from core systems out to the edge.

Transformative new business analytics capabilities, such as machine learning and AI, require the ability to process massive volumes of data - which in turn requires extraordinary computing and power. Organizations that rely on SAS Analytics, powered by Intel, are able to seamlessly process IoT data volumes - anywhere data is being generated. Ultimately, that means front-line users of data enjoy faster access to more accurate, timely insights. That's how SAS and Intel are enabling smarter organizations in every industry around the world - organizations in which people are making decisions that lead to a whole new level of results.

How often do you give thought to the processor on which all your IoT assets ultimately rely?

Are you considering the full impact of data processing, security and integration issues on overall performance?

It's never been more important.

## Next-generation analytics starts here

No matter where your analytics journey leads next, it's certain to involve even larger, more diverse data sets – especially when the IoT is involved. And that will require strong computing performance and reliability. Our close collaboration with Intel gives customers the confidence they need to know that their SAS Analytics solutions take advantage of the very latest in hardware innovations. Whether your data is at the edge, in motion, or at rest, be prepared to make fast, confident decisions – while reducing data transport and storage costs. SAS Analytics for IoT covers the entire analytics life cycle, from data capture and integration to analytics and deployment. Here are some key technologies that are part of this solution.

- SAS® Viya®: Cloud-enabled, in-memory analytics engine for quick, accurate, consistent results.
- Intel® Xeon® Scalable: Workload-optimized to support hybrid cloud infrastructures and the most high-demand applications
- Intel® Optane™ SSDs: A unique combination of 3D XPoint memory media, Intel Memory and Storage Controllers, Intel Interconnect IP, and Intel software. For workloads (like IoT) that demand large capacity and fast storage, these are the building blocks for decreasing latency and accelerating systems.

Building on the performance and responsiveness of Intel® Xeon® Scalable processors and Intel® Optane™ SSDs for fast data storage and retrieval, the SAS platform is a cutting-edge analysis engine for real-time, predictive analytics in an IoT world.

## Benefits

For organizations looking to maximize business insights from the IoT, there may be no more powerful combination than the SAS Platform running with Intel processors. Here are a few specific benefits our customers receive from this innovative partnership:

- Dramatically improve throughput: SAS Business Analytics, when paired with Intel processors, has been proven to improve throughput by 2X.
- Increase training and inference performance: Customers have seen a more than 2X increase in training and inference performance through Intel SW optimizations.
- Develop a strategic and product roadmap for the enterprise data digital transformation.

## Let's talk

Want to know how Intel and SAS can support your IoT goals? To get the conversation started, just contact SAS' Mitzi Krellwitz at [Mitzi.Krellwitz@sas.com](mailto:Mitzi.Krellwitz@sas.com).

To learn more, please visit: [sas.com/iotsolutions](https://sas.com/iotsolutions)

