

Accenture: In the driver's seat of digital transformation

Improving clients' competitive edge with data-driven insight

Accenture is a Fortune Global 500 company that provides professional and consultative services in the core business areas of strategy, digital, IT and operations. One of the company's key divisions is Accenture Digital, which helps clients enhance the digital experiences they create for their customers.

As a SAS Managed Analytic Services Provider (MASP), Accenture has direct access to the industry leading SAS analytical platform. Those capabilities are integrated into the Accenture Insights Platform, a comprehensive, turnkey analytics solution that enables clients to quickly and confidently make data-driven business decisions.

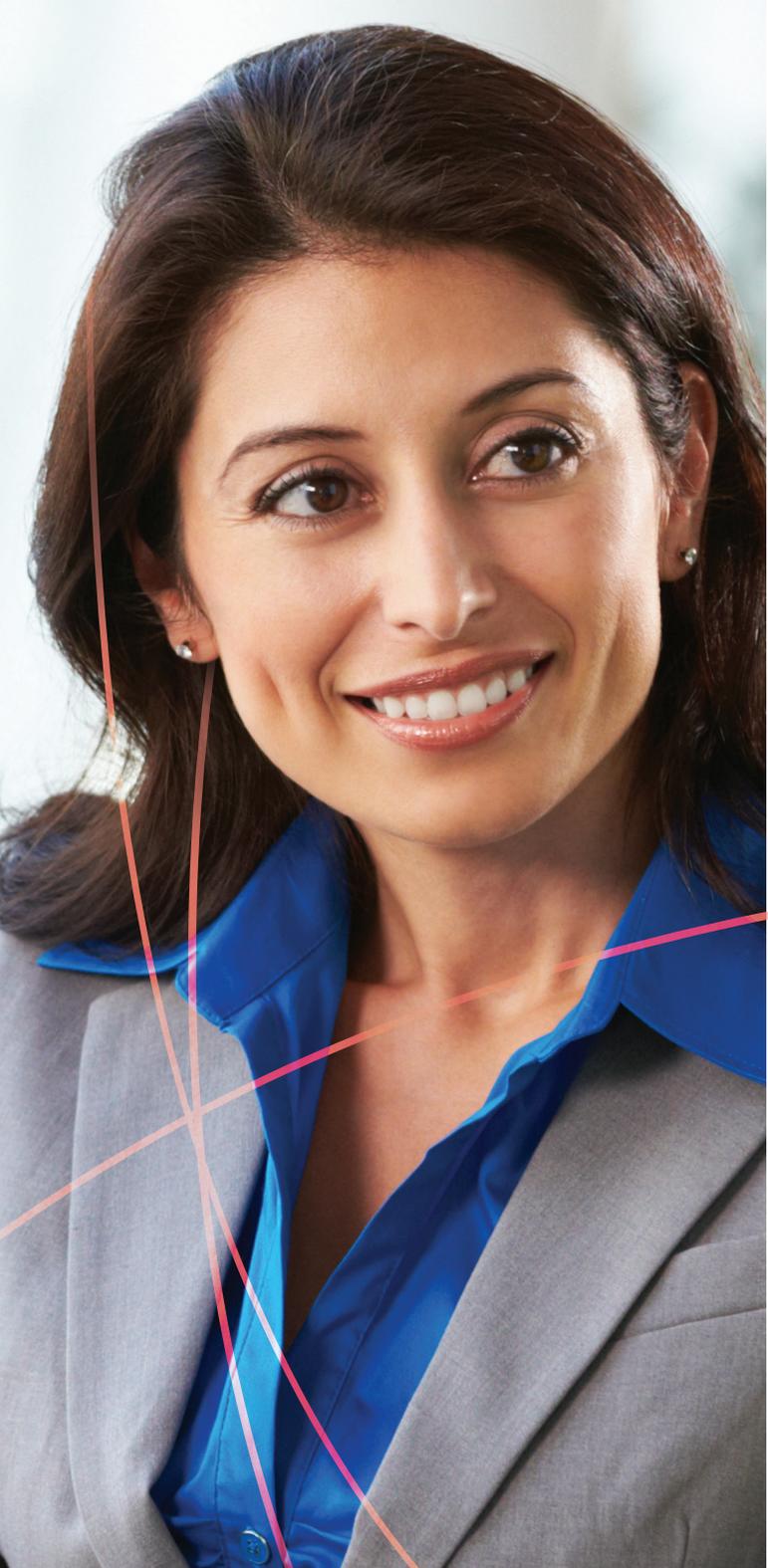
"We're able to procure analytical services and analytical software in a faster, agile and more affordable manner, so our clients don't have to deal with the burdens of traditional IT infrastructure."

-Athina Kanioura, Global Data Science Lead, Accenture

Meeting multiple client challenges at once

One of the pillars of Accenture Digital is Accenture Analytics. By infusing business-critical information into decision-making, Accenture is helping clients around the world, and across industries, achieve digital transformation.

According to Global Data Science Lead Athina Kanioura, the challenge for many Accenture clients is twofold: adapting to changing developments in technology and arming employees with the skills they need to ensure the company competes in the digital era.



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"We equip them through analytics and technology to tackle those challenges," Kanioura says.

The SAS MASP program plays an important role in Accenture's ability to rise to the challenge.

"As a SAS MASP, we can provide analytical managed services quickly, easily, consistently and without issue."

-Athina Kanioura

For Accenture, the biggest benefit of the program is the flexibility it affords in terms of licensing and procuring required analytical services. Accenture clients get their hands on the analytical insight they need – without subjecting themselves to hassles that traditional IT models create.

"They don't have to deal with licensing agreements, procuring the analytical services or the need to have in-house expertise," Kanioura says. "As a SAS MASP, we can provide analytical managed services quickly, easily and, most importantly, without issue for our clients."

The value of the SAS + Intel partnership

SAS and Intel enable MASPs like Accenture to increase their predictive power. Together, they are working 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.

"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

SAS analytic solutions running on Intel architecture empower MASPs 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

SAS and Intel help you get there.

Why SAS?

The market is rapidly moving in the direction of managed services, creating countless startups whose agility can seem attractive to MASPs. But they don't offer 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,
SAS offers what nobody else can.**

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