

# Maximizing the power of enterprise analytics with SAS<sup>®</sup> and Oracle on Intel architecture

## The challenges of transforming big data into insights

As the amount of data available to businesses continues to grow, its value also grows – but only if you can quickly discover the relationships, opportunities and risks in raw data by converting it into meaningful insights. After you understand the data and build analytical models, you have to deploy it in the enterprise by making those insights available to decision makers. To do all that, you need a scalable, reliable and powerful solution that can support fast, in-depth data analytics.

SAS and Oracle can help. Building on a partnership of more than 30 years, SAS and Oracle enable you to capture, manage and analyze structured and unstructured data to empower your business with the most critical insights. SAS world-class analytic capabilities and big data technologies, powered by the Intel<sup>®</sup> Xeon<sup>®</sup> processor E5 v3 family and Intel<sup>®</sup> SSDs, work with Oracle hardware and software to provide an integrated enterprise solution for big data analytics.

## The benefits of data analytics with SAS<sup>®</sup> and Oracle

Many organizations are moving to Hadoop for data storage and processing – and for good reason. Distributed solutions using Hadoop can more efficiently store, process and analyze large volumes of data by leveraging SAS hardware configurations based on the Intel Xeon processor E5 v3 family and Intel SSDs. Companies have also utilized highly available OLTP and OLAP databases, EDWs

and analytics engines – like those that Oracle provides – for data processing and analysis.

Traditionally, analytical solutions move data from disk to compute nodes and back during processing. This movement comes at big costs in time and bandwidth, and the larger the data sets, the higher the costs. The SAS and Oracle solution takes the opposite approach: It analyzes the data in-memory or in-database in Oracle Exadata or Big Data Appliance. The underlying Intel architecture enables smooth, parallel data movement while simultaneously providing an enormous performance boost.

By combining SAS software, Intel platforms, Oracle hardware, Hadoop and an Oracle EDW, you can have a faster, more efficient and less costly approach for data analytics.

## A SAS<sup>®</sup> and Oracle solution for enterprise analytics

As big data grows, enterprises' ability to utilize diverse data is becoming more and more critical. In order to provide the insights your business needs to make smart, informed decisions, analytics have to happen quickly – even when you're dealing with massive amounts of data. That level of speed requires an ultra-high-performance, integrated analytics infrastructure.

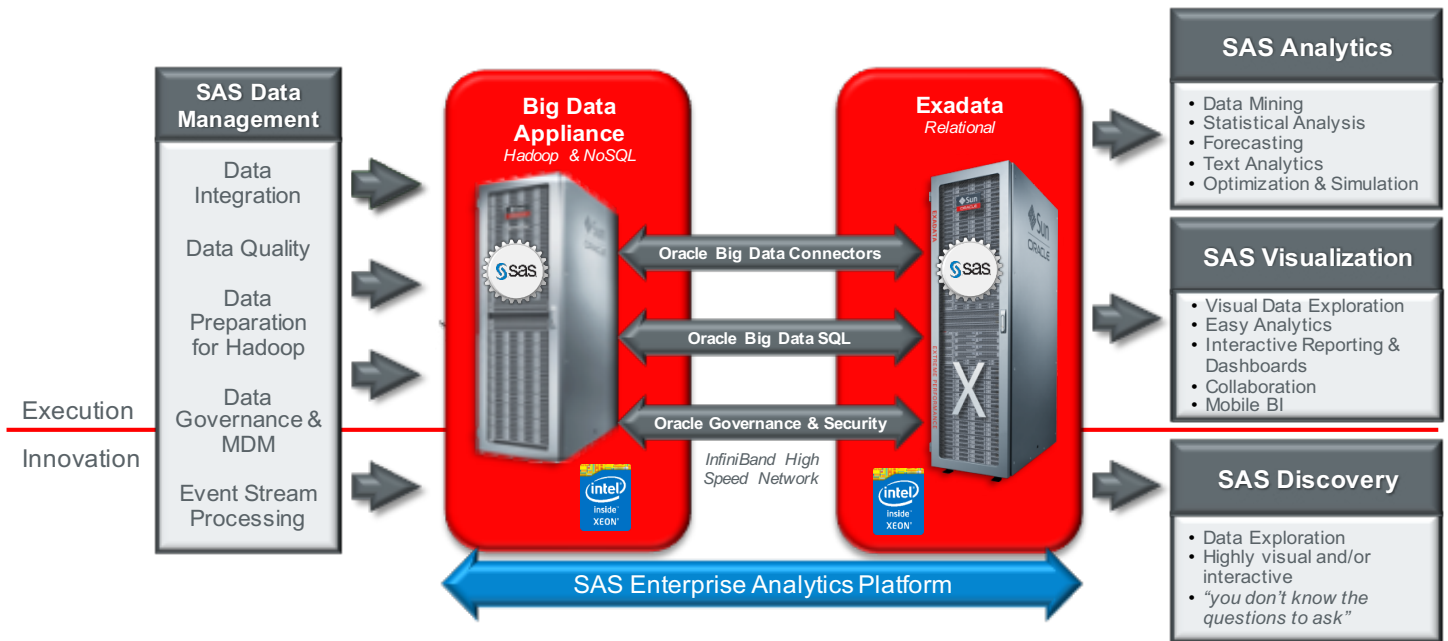
SAS and Oracle can help. The Oracle Engineered Systems product line offers a variety of ultra-fast, high-availability hardware ideal for massive SAS analytics workloads. Two of these, the Oracle Exadata Database Machine and the Oracle Big Data Appliance,

## Why Oracle?

Oracle and SAS have worked together for decades to develop high-performing, innovative data analytics solutions. Oracle is the top database for SAS by far, with over half of SAS data analytics customers choosing Oracle to support their analytics. The two companies constantly leverage their shared experience and expertise, partnering on research and development in order to ensure that all of their products work smoothly with each other.

That work has paid off for customers: SAS Analytics solutions are certified and optimized for Oracle hardware and software and vice versa. Their partnership allows them to provide superb support for their shared architectures, helping customers discover the best answers to their specific analytics needs.

In addition to the big data solution described in this brochure, Oracle and SAS come together on a wide variety of other platforms and solutions. SAS Scoring Accelerator is certified on Oracle Exadata hardware, and both SAS Visual Analytics and SAS High-Performance Analytics are certified on Oracle more generally. On the other hand, Oracle SuperCluster, Oracle Exadata Database Machine, and Oracle Big Data Appliance are optimized for SAS. With so many solutions tailored for big data analytics, SAS and Oracle can help you choose the specific combination that best suits your needs.



come together with SAS and Intel to create a comprehensive big data solution.

This solution offers a transparent way to move data between relational and big data stores. It also provides strong governance and security for your stored data, whether that data is structured or unstructured. Whether or not you know the right questions to ask, it can help you quickly, efficiently explore and analyze your data to gain the business insights you need.

When you use the SAS and Oracle solution for your analytics, you gain super-fast performance and strong scalability, flexibility and availability. Because Oracle platforms are optimized for SAS Analytics, the solution works seamlessly. That allows you to be more

agile, tailoring your analytics to your specific needs as your business grows and changes.

Whatever your data analytics requirements, Oracle and SAS can come together to provide a fast, integrated solution that can shift and scale to fit the requirements of your company and its data.

### About SAS, Intel and Oracle

SAS is the leader in analytics. Through innovative analytics, business intelligence and data management software and services, SAS helps customers at more than 75,000 sites make better decisions faster. Since 1976 SAS has been giving customers around the world THE POWER TO KNOW®.

Intel (NASDAQ: INTC) is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world's computing devices. Additional information about Intel is available at [intel.com](http://intel.com).

Oracle (NASDAQ: ORCL) is the world's most complete, open, and integrated business software and hardware systems company. For more information about Oracle, please visit our web site at [www.oracle.com](http://www.oracle.com).

### Learn more

To learn more about how SAS and Oracle can help you maximize the value of your data, contact your representative or visit [sas.com/oracle](http://sas.com/oracle).

