

SAS® Scoring Accelerator for IBM Data Warehouse Solutions

*Score models inside a DB2 or IBM Netezza data warehouse
appliance to support faster decision making with greater accuracy*



Prepare to score large amounts of data

Now more than ever, organizations must make decisions quickly. Without the right tools, companies simply cannot aggregate, score and analyze their large amounts of data in order to make decisions in minutes or seconds instead of hours or days.

Prepare to improve efficiency

Reduce repetitive operations and model-scoring process time with a solution that combines the statistical transformation and modeling methods employed in SAS® Enterprise Miner™ with the flexibility and processing speed enjoyed with IBM® servers, IBM DB2® and the IBM Netezza data warehouse appliance.

Prepare for new insights

Regain control of data governance. With SAS Scoring Accelerator for DB2 and IBM Netezza, modelers determine where the data resides—and in what form—at any time for rapid analysis.

SAS® Scoring Accelerator for IBM Data Warehouse Solutions

Use in-database processing to:

- Eliminate the need to move data between SAS models and IBM databases. SAS scoring models can now be executed inside DB2 or the Netezza data warehouse appliance.
- Reduce the latency and complexity of the scoring process.

Now, analysts and modelers can take all the intelligence of SAS scoring algorithms and embed them into either a DB2 database or the Netezza data warehouse appliance. When creating scoring models in SAS Enterprise Miner, SAS Scoring Accelerator for DB2 and SAS Scoring Accelerator for Netezza analysts translate specific functions into the database before they are deployed and executed—directly within the database environment.

Clear benefits

Improve efficiency with SAS technology that combines statistical transformation and modeling methods in SAS Enterprise Miner with the optimized performance expected with IBM scalable servers and efficient storage systems. IBM DB2 and the IBM Netezza data warehouse appliance offers:

- Simplified technology infrastructure. Modelers see less processing and storage complexity, virtually eliminating the need to extract all that data. Consolidate all your data inside DB2 or Netezza and score it there.
- Improve productivity of data modelers and the IT organizations that support them.

Accelerate analytics time-to-results with a solution that makes it possible for organizations to complete model development in less time while realizing higher model-scoring performance. Organizations can:

- Deploy analytic models more quickly by reducing unnecessary data movement and making the most of database scalability. This yields more timely information for business decision making.
- Develop and deploy models faster, delivering higher model-scoring performance and faster time-to-results.
- Significantly reduce data movement and latency, improving accuracy and effectiveness of analytic models.

Strengthen data governance. With SAS Scoring Accelerator for IBM DB2 and SAS Scoring Accelerator for Netezza, modelers determine where the data is—and what form it is in—at any time.

- Use database security for data privacy to achieve improved compliance with corporate governance requirements.

Real business impact, right from the start

It is not easy to aggregate, analyze and process large volumes of data and analytic models quickly enough when business decisions must be made in hours, minutes or even seconds. And the presence of redundant data marts used to support analytical processes further compounds the problem.

Expect SAS Scoring Accelerator technology for IBM Data Warehouse Solutions to deliver value quickly by:

- Optimizing SAS scoring.
- Scaling to manage mixed workloads.
- Seeing faster model-improvement cycles.
- Reducing data movement and latency.
- Improving accuracy and effectiveness of analytic models.
- Better managing, provisioning and governing your data.
- Freeing up your best people to meet more strategic goals.

IBM and SAS

This 30-year relationship helps businesses thrive

- Nobody knows predictive analytics better than IBM and SAS. The two companies have worked together for more than 30 years to help businesses achieve their goals.
- The arena in which organizations operate today demands particularly precise knowledge, top professional expertise and a demonstrated enthusiasm for open communication. That is why IBM and SAS have been so successful over the years as collaborators in meeting the business needs of diverse companies.

Now, some of the best minds at IBM and SAS have come together to deliver high-performance model scoring and deployment with much faster time-to-results. Discover two applications that make possible the parallel deployment of SAS Analytics inside your IBM data warehouse solution: the SAS Scoring Accelerator for IBM DB2 and the SAS Scoring Accelerator for Netezza.

SAS® Scoring Accelerator for IBM Data Warehouse Solutions

Key features

SAS Scoring Accelerator publishing client

- Automatically translates and publishes the model as a scoring function inside the database.
- Generates a script of database commands for registering the scoring function inside the database.
- Provides scoring functions for use in any SQL expression wherever database-specific built-in functions are typically used.
- Publishes model as protected or unprotected.
- Supports SAS intrinsic and user-defined formats.
- Optimally supports a robust class of SAS Enterprise Miner predictive and descriptive models, including the preliminary transformation layer (such as data imputations).
- Variable binning and reduction.
- SAS format library file deploys once to the database system.

SAS® Model Manager

- Available as an add-on to SAS Scoring Accelerator solutions.
- Provides an analytic model management and deployment environment that is fully integrated with SAS Scoring Accelerator for IBM Data Warehouse Solutions to further streamline the registration and validation of SAS models in the database.

How some IBM customers are using the **SAS Scoring Accelerator**

Telecommunications: Propensity to pay. Companies are using scores to prioritize and deploy treatment plans to collect outstanding funds, targeting those who are most likely to pay, scoring many more records in far less time and demonstrating ROI through significantly increased collections.

Banking and insurance: Fraud. Firms are reacting more quickly to thwart criminals whose tactics are constantly changing, avoiding the potential loss of millions of dollars with models that signal fraudulent behavior. Model deployment is being moved from post-payment processing (recovery) to pre-payment fraud prevention, decreasing the burden on the collections department.

Retail: Real-time analytics. Retailers are capturing more wallet share at every customer contact—even with fewer consumer dollars available. They are offering immediate and targeted up-sell and cross-sell using real-time application of analytics at the point of customer interaction and boosting revenue and increasing market share cost-effectively by delivering precise, timely offers.

Manufacturing: Predictive maintenance. Companies are saving money and fostering brand loyalty by reducing reaction time when the production or distribution of faulty parts occurs. They are setting up an early warning system to make scored data available in-database. This gives them the foundation to address issues proactively and manage customer relations appropriately.



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IBM Corporation
1 New Orchard Road
Armonk, NY 10504 U.S.A.

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October 2011
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