



### Key Benefits

- **Optimize your investment** in SAS analytics technology.
- **Broaden the scope of analytics across your organization** and deliver the highest return from your current or planned investments.
- **Increase alignment between IT and business teams** to achieve better communication and collaboration to accelerate the time to value from analytics.
- **Enhance data management practices** to support a variety of analytical development and deployment strategies.
- **Improve data governance** to help manage information as an asset across the enterprise.
- **Optimize your analytics infrastructure** by choosing an architecture that provides scalability, reliability and flexibility to address current and future business requirements.

# SAS® Business Analytics Modernization Assessment

## What Is the Business Analytics Modernization Assessment Offering from SAS?

During the assessment, we lead interactive sessions to understand your current business analytics requirements, environment, processes and critical success factors. We will undertake a comprehensive review of key elements for data management, analytics and content delivery - including the IT infrastructure to support them. For example, we will help you determine:

- An importance ranking for current and planned analytic projects.
- Current analytics infrastructure configuration, analytics tools allocation, analytical methods used, asset use, etc.
- The type and complexity of analytic problems and challenges.
- Data required to support business priorities and major subject areas in a data warehouse, Hadoop and/or SAS data marts.

- Current system and application profiling, workload characterization, storage infrastructure and overall architecture design.
- Current state of data cleanliness and data preparation for analytics.
- Current and desired information-delivery environment.

We will also focus on future challenges and align our recommendations with your objectives, priorities and strategies in order to augment your business analytics environment. Modernizing your IT environment and monitoring its health are critical for business analytics readiness and to determine whether it can reliably meet future growth and have a major effect on business performance.

We will compile a list of short-term, medium-term and longer-term recommendations for filling the gaps and quickly reaping value from your current and future business analytics investments. The list of prioritized recommendations will not just include technology but also people (e.g., training and skills) and

processes (e.g., data integration and analytics life cycle) to help advance your organization to the next level.

## How Does It Work?

SAS experts will meet with your organization to:

- Review assessment objectives with your team (the executive sponsor, IT representatives and line of business representatives) to define the scope, success factors and overall plan.
- Discuss the organization's goals and strategies, as well as the role of business analytics.
- Provide an overview of SAS Business Analytics, including such topics as big data, high-performance analytics, and best practices in data management, enterprise-wide analytics and content delivery frameworks.

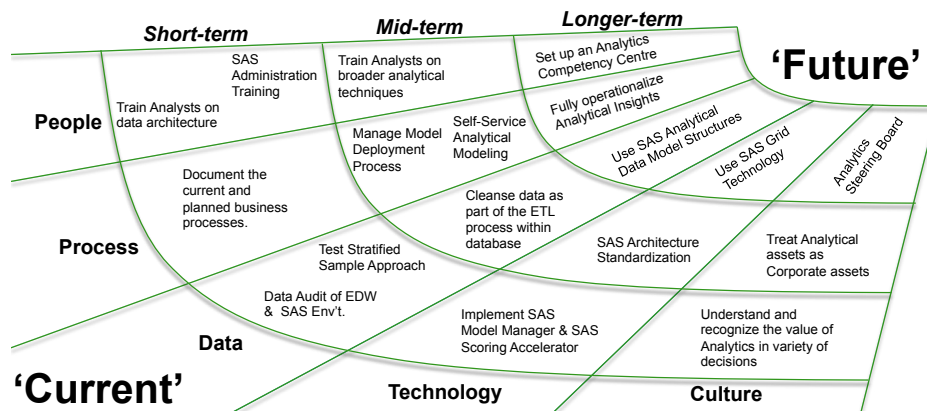
- Conduct a comprehensive analytics overview to:
  - Review current analytics use, data preparation readiness and the analytics lifecycle process.
  - Provide an overview of analytic centers of excellence and current trends in analytics.
- Conduct a separate session with line of business representatives and IT representatives to:
  - Discuss objectives, strategies, maturity and complexity.
  - Discuss and review key business pains, governance and compliance initiatives.
  - Review analytics architecture, analytics business processes and use of SAS tools.
  - Review data structures, quality of data, data movement and timeliness.
  - Identify and review perceived bottlenecks/problems.
- Develop recommendations and identify appropriate steps to bridge identified gaps.
- Present findings, recommendations and next steps to your team and executive sponsors.

## What Do I Receive?

The specific scope of each assessment will influence the structure of the deliverables but will typically include:

- **Key findings** that identify the major business requirements and priorities for business analytics. They will also identify the most important strengths and challenges observed in the current environment.
- **Gap analysis** that pinpoints critical data, information and process gaps between the current and the desired state within application areas. The gap analysis will also focus on identifying gaps within personnel (e.g., skills and training).

## BUSINESS ANALYTICS MODERNIZATION ASSESSMENT SAMPLE ROADMAP



- **Recommendations** that provide a short-, medium- and longer-term road map focusing on business analytics infrastructure and applications (e.g., data management, analytics and content delivery, and high-level deployment architecture options).
- **Best practices** that outline a set of recommendations regarding training and consulting to maximize value from current and future investments in business analytics and IT infrastructure.

## What Is the Commitment?

The Business Analytics Modernization Assessment workshop is typically performed on site for two or three days with a typical time commitment from your team members of less than one work day.

## How Do I Find Out More About the SAS Business Analytics Assessment Offering?

Your SAS account executive can connect you with the appropriate SAS personnel.

## About SAS

SAS is the leader in business analytics software and services, and the largest independent vendor in the business intelligence market. Through innovative solutions, SAS helps customers at more than 80,000 sites improve performance and deliver value by making better decisions faster. Since 1976 SAS has been giving customers around the world THE POWER TO KNOW®.