

SAS® Results



In his book *Competing on Analytics*, Tom Davenport identified the use of analytics as a source of sustainable competitive advantage. It's no longer possible to drive a business reactively. Analytics gives organizations a view of the road ahead.

SAS Results combines the expertise of SAS services with its award-winning software to help you develop more powerful analytical insights. Whether this involves profiling and segmentation, retention, response modeling, visualization, fraud or forecasting – SAS Results can help.

Key Benefits

- **Expert help.** SAS Results gives you the knowledge and expertise to help you address your most difficult business issues.
- **Access to skilled resources.** Many organizations struggle to recruit and retain analytical talent. SAS Results provides access to the SAS professionals who have the skills you need to optimize your analytics efforts.
- **Fast turnaround.** It can be difficult to get the right blend of IT and business to deliver answers to key questions. SAS Results combines technology and business expertise to deliver more powerful solutions.
- **Deployment options.** SAS Results provides multiple delivery alternatives through cloud-based or on-premises deployments.

SAS Results gives you the opportunity to deliver answers to key business problems or initiatives. There are a variety of offerings to meet your needs. With SAS Results, there is no software license or infrastructure to buy. You provide the data and business problem; SAS delivers the results.

Service Description

SAS Results connects you with SAS experts and analytics software to identify previously unknown patterns and trends in your data that could have an impact on your organization. This service provides a foundation for definition and discovery of critical information that will help you know your customers – and your organization overall – to give you the edge to compete effectively in today's rapidly changing marketplace.

Flexible Delivery Options

There are multiple options to deliver SAS Results. You can use a secure, cloud-based service on your behalf or deliver SAS Results on-premises. Either way, you get the benefits of SAS Analytics software, operated by SAS experts. The services are regularly reviewed and audited to ensure your data is secure, regardless of the deployment option.

The SAS® Difference

Access to the information you need to make quick and accurate business decisions is critical to your organization's success. SAS Results gives you access to practical intelligence to help meet your needs.

SAS Results enables you to define your business problems and craft strategies to solve those problems. With SAS Results, you can harness the power of the latest best-in-class software to drive true analytical insights within your organization.

SAS Results goes beyond the technology; it gives you access to professionals who know how to get the most from the SAS suite of analytics products. Using SAS services to guide the process means your engagement follows defined methodologies and best practices. With skills acquired across the public, financial, health care and commercial sectors, SAS Results is designed to take on any challenge.

Activities

- Gather information about your data and modeling requirements via an on-site workshop to generate a clearly defined problem statement or question.
- Establish problem statement and confirm data requirements.
- Use skilled analytical resources and intellectual property to tackle analytics problems.
- Develop the appropriate analytical approach to address the business problem.
- Establish and define the desired outcome.
- Review results against the defined business problem.

What does SAS® Results provide?

Service deliverables include:

- Presentation of results, including recommendations and insights from SAS experts.
- A review and discussion of the results based on a defined business problem/question.
- Documented summary and agreed upon output (i.e., data set, presentation, report).

Along with a bespoke approach, SAS provides options for organizations that need to resolve business problems even faster. SAS Results includes several packaged options, such as analytics insights for:

- Forecasting, optimization and variability analysis.
- Customer data optimization, including segmentation, optimization, recommendation engines and predictions for attrition, up-sell or cross-sell.
- Social network analysis for identifying customer segment groups, product sentiment and text analysis.
- Fraud prevention, including detection of fraudulent activity, fraud prevention, consolidated view of fraud risk and improvement of competitive position.

Estimated Duration

Although duration varies with each engagement's requirements, most projects take approximately six to 12 weeks. Services are performed both on-site and off-site. Additional options for longer durations with repeatable activities are available on a case-by-case basis.

Estimated Price

Price depends upon various factors: software requirements, level of effort, required skills or expertise, and business strategy. Contact your SAS account manager to determine the estimated price and duration of this service – and for more information about related services.

About SAS

SAS is the leader in analytics. Through innovative analytics, business intelligence and data management software and services, SAS helps customers at more than 80,000 sites make better decisions faster. Since 1976 SAS has been giving customers around the world THE POWER TO KNOW®.

To contact your local SAS office, please visit: sas.com/offices

