



> Solution Brief

Business Impact

SAS proves an analytics powerhouse. With an unwavering focus on data analytics since 1976, SAS offers a broad set of tools for predictive analytics, an architecture that supports multiple platforms, in-database analytics ... and significant market presence.

Forrester Research Inc.¹



Challenges

- **Pricing and inventory data reside in separate places.** With so much time spent pulling together information, planners have little time to focus on more strategic account management tasks.
- **Insufficient planning tools.** Planners often work in a spreadsheet or operational system environment, limiting their ability

to apply advanced analytics to the proposal generation process.

- **Inability to adapt in a fast-moving market.** Due to constant shifts in inventory and pricing guidelines, planners are often working with stale data during negotiations.

Automate and Optimize the Process of Creating TV Advertising Proposals

The Issue

Broadcast media companies rely on network advertising as a major source of revenue. But sales management systems focus on operational workflows, leaving the heavy lifting of sales planning to external tools and planners' brainpower. This creates countless hours of proposal building.

Navigating complex inventory and pricing scenarios is no easy task. Sales planners find it hard to determine the best trade-off between competing priorities, such as inventory attributes, mix of impressions and distribution across time periods. During the planning process, inventory changes constantly. By the time planners complete their reports or extracts, their information may already be outdated. All of this manual work - and rework - is an inefficient way to generate advertising proposals. Advanced analytics is frequently overlooked in the search for optimal inventory and pricing allocations. And new revenue opportunities are likely to go unnoticed.

Our Approach

SAS streamlines the process for creating proposals and empowers planners with advanced analytics. With SAS® software and services, you can:

- **Satisfy advertiser constraints as you consider more options and scenarios to optimize the inventory mix.** Operations research software allows planners to make ad inventory and allocation decisions based on empirical mathematic formulas.
- **Identify the actions that will produce the best results.** SAS provides a powerful array of optimization, simulation and project scheduling techniques to improve outcomes.
- **Easily communicate with sales management systems and other data sources.** To simplify communication with multiple systems, SAS supports open data integration standards.

SAS empowers sales planners by providing flexible tools to help build complex proposals in minutes rather than hours.

¹ Forrester Research Inc. "The Forrester Wave™: Big Data Predictive Analytics Solutions, Q1 2013"

The SAS® Difference: A Comprehensive Approach to Media Sales Planning

SAS speeds and improves the process of generating sales proposals for media companies. With SAS, you get:

- **Data integration technology** that enables a real-time, unified view of key information across multiple sources on any system.
- **Market-leading advanced analytics.** Endless combinations of management and planner directives feed optimization models. For example, models can show whether a discount, mix or CPM would be the best way to achieve an optimal allocation. Or they could show whether spots should be equitably distributed or front-loaded.
- **Media expertise** from a team of domain experts focused on the full spectrum of media companies' technology needs.

With rich data integration capabilities and a full suite of analytics in a single, cohesive solution, SAS speeds and improves the proposal process from start to finish.

Case Study: A major US broadcast media company

Situation

The company had been using an outdated ad sales transactional system with a legacy sales plan generator. As it migrated to a new operational sales system, the company wanted to find a new sales plan generator tool based on more modern technologies.

Solution

SAS provided a sales plan generator solution that combines data integration capabilities with enhanced operations research technology. This reduced the proposal building process from hours to just minutes, and delivered more sophisticated scenarios than previous tools.

Results

- Data about pricing, inventory and advertiser requirements is automatically fed into optimization models from various sales system modules.
- Optimized media sales plans are generated against unique target information, with variable management and planner guidelines.
- Proposals are developed faster and easier, so sales planners can spend more time on tasks like account management and sales management support.

What if you could ...

See the full picture

What if you could automatically get up-to-the-minute information about your pricing, inventory and advertiser requirements during the sales proposal process?

Develop better proposals

What if you could quickly create accurate advertising proposals that encompass a wide variety of both what-if and actual data scenarios?

Use inventory more efficiently

What if you could always know the best option for each scenario so planners could better allocate inventory?

You can. SAS gives you
THE POWER TO KNOW®.

SAS Facts

- SAS helps customers at more than 70,000 sites improve performance and deliver value by making better decisions faster.
- SAS combines big data analytics with industry-specific solutions to provide a detailed road map for solving media business challenges.
- SAS is a Leader in "The Forrester Wave™: Big Data Predictive Analytics Solutions, Q1 2013."

Learn more about SAS software and services for media at: sas.com/media