



## Business Impact

“The added information [available from SAS] should help the corporations not only make sound decisions about where to invest their money but also help document the impact they are having in the neighborhoods where they are already working.”

**Sharon Milligan**

Associate Professor and Associate Director of Case Western Reserve University's Mandel School of Applied Sciences Center on Urban Poverty and Community Development

## Challenges

- **Inaccurate and inconsistent data and reports.** Inconsistent data leads to unreliable reports needed to defend research results.
- **Inefficient and time-intensive reporting processes.** Static print reports are labor-intensive, time-consuming and result in confusion rather than insight.
- **Difficult to gather and analyze data.** Sophisticated research and analytic tools are needed to make research data meaningful for both students and professors.
- **No centralized reporting.** The lack of a centralized flexible reporting system that can handle a wide variety of reporting requests hinders collaboration.
- **Funding constraints.** Campuses, researchers, educators and students are tightening their budgets and need cost-efficient solutions to carry out their research goals.

## How can we seamlessly access, accurately analyze and easily report on research data?

### YOUR GOAL: Provide accurate and proven results in order to secure further research opportunities and grant funding

Endeavors in research offer researchers, students and professors the ability to analyze enormous amounts of data to uncover compelling patterns, trends or relationships that exist for innovation. In order to do this, researchers need computational and analytical solutions that are flexible enough to access and statistically analyze large amounts of data – something that most solutions cannot support.

In addition, researchers require a reporting solution that can perform their statistical analysis and seamlessly work with their current infrastructure in order to collaborate and share their research findings easily and conveniently. But many times, this is not possible with solutions that are not integrated or cannot handle larger amounts of data. Also, a solution's statistical methods may not be tested, proven, accurate or repeatable, rendering research findings invalid.

With SAS' integrated and customizable solutions, you can access and consolidate large amounts of data across multiple sources, analyze that data with award-winning validated analytics, and easily report your results to an array of interested parties.

### OUR APPROACH

SAS is committed to leading the way for integrating technology and education. We offer a flexible data access, analytics and reporting solution to help with all your research needs. We approach the problem by providing software and services to help you:

- **Opt for flexible, low-cost licensing.** SAS' substantial discounts for education ensure that cost doesn't stand in the way of obtaining the technology you need to be successful. Options are available in both server and PC environments to best fit into your institution's infrastructure.
- **Apply unmatched analytic capabilities.** SAS® software's comprehensive set of proven analytic capabilities helps reduce uncertainty, predicts with precision and optimizes performance.
- **Seamlessly access data.** Regardless of native format or platform, SAS quickly and easily integrates data from all sources. The SAS solution's high-performance architecture enables multithreaded support for CPU-intensive statistical algorithms and supports grid computing and consistent metadata throughout all data and analytical processes.
- **Gain expert SAS software training.** Included with every license and delivered to the desktop, users can access SAS expert training to enhance their SAS programming skills in a convenient online format – available when and where they need it.

SAS satisfies your data and analysis needs by providing solutions that have been specifically designed for education. Academic researchers are able to take advantage of the powerful data access, reporting and analytics they need to gain insight into all their research initiatives – using one comprehensive and research-proven solution.



## THE SAS® DIFFERENCE: Enhance Research and Integrate It with Education

SAS provides comprehensive, fully integrated solutions that address your evolving research needs.

- **Seamless data integration.** Based on decades of education customer feedback, SAS can consolidate data regardless of its native database or platform, setting it apart from other solutions.
- **A leader in advanced analytics.** SAS' commitment is to constantly enrich and validate its statistical offerings, giving you access to the most up-to-date statistical techniques not just today, but well into the future.
- **A customizable, end-to-end solution.** Using SAS, education customers have an iterative, customized approach to meet their institutions' growing needs for data, reporting and analytics requirements.
- **Stability.** In business since 1976, SAS has a solid track record as a reliable partner with steady profit growth that will provide ongoing support no matter how your needs grow and change.
- **R&D investment and a commitment to education.** SAS is committed to partnering with education to deliver software and services for academics and administration. SAS R&D is consistently developing new products and services to meet the specific needs of current and future education customers.

SAS understands the critical role of accurate, timely data and how integrating and analyzing that information can benefit education. SAS solutions have been helping education improve learning, services and management for more than three decades.

### CASE STUDY: Case Western Reserve University's Center on Urban Poverty and Community Development

#### ■ Situation

Case Western Reserve University's Mandel School of Applied Sciences Center on Urban Poverty and Community Development wanted to overcome limitations of its existing portal and supplement the amount of information available to researchers and other members of the community seeking to understand and alleviate poverty.

#### ■ Solution

A SAS solution that works in conjunction with a GIS package delivers both mapping and real-time data analysis capabilities, helping the Center enhance statistical analysis capabilities, enable standalone development and improve information sharing.

#### ■ Results

By unearthing links between poverty and other societal issues, the Center helps policymakers and not-for-profit groups understand poverty more clearly, make better spending decisions, and act faster and more effectively in efforts to revitalize and assist poverty-stricken communities.

#### ■ What if you could ...

##### Opt for flexible, low-cost licensing

What if you could access all the power of SAS through discounted education pricing?

##### Apply unmatched analytic capabilities

What if you could utilize comprehensive analytic capabilities to provide insight and answers?

##### Seamlessly access data

What if you could have seamless, secure data access regardless of native format or platform?

##### Gain expert SAS software training

What if you could learn SAS using convenient, Web-based training?

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

### SAS FACTS

- SAS solutions are licensed and implemented at more than 3,000 educational institutions worldwide.
- SAS has more than three decades of experience working with education institutions.
- SAS solutions are used at more than 50,000 sites in more than 125 countries – including 90 of the top 100 Fortune Global 500® companies.

Learn more about SAS software and services for education at:  
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