



# Getting to the Real Cost of Doing Business

Combining visual analytics and activity-based management for better insight

## Easy Analytics – Fast Results

Many executives don't fully understand which factors have the most influence on cost, profit and value in their businesses. Without the right tools, even finance experts are hard pressed to get all the information they need to determine how much things cost, and why.

Now you can get deep insight into key cost information about yesterday, today and tomorrow. So you'll really understand product and customer profitability and the various factors that contribute to your costs.

With SAS® Visual Analytics, you can explore all your data visually to get faster, better insights. By combining SAS Visual Analytics with SAS Activity-Based Management, your modelers can get an understanding of all the factors that influence their cost and profitability models. This knowledge will help them more accurately forecast outputs, such as driver quantities, that influence the cost and profitability of products, customers and channels.

## Speed Reporting on Large Models

Cubes aren't always the best answer for activity-based management reporting. That's because the common limitations of OLAP cubes (fact table generation time, cube generation time, user experience, tuple errors) can cause delays – or even prevent you from reporting if large models are involved.

With SAS Visual Analytics, these constraints don't exist. Easy-to-use, superior data management capabilities help you speed reporting and deliver trustworthy results.



Figure 1: Multiple, simultaneous views of the data help you visually discern trends, causal factors and other key performance indicators.

*fast fast fast faster*

*analytics  
results  
reports  
insights*



## Answer Complex Questions Faster

Augment the data discovery and exploration process to conduct deeper, more focused analyses – with rapid results – by using SAS Activity-Based Management in conjunction with SAS Visual Analytics. This approach makes it dramatically easier for you to pinpoint areas of opportunity or concern before you invest additional time and resources in building specific activity-based costing models.

For example, imagine that you want to see accurate cost-to-serve data by

channel. To do this most efficiently, your first step should be to visually explore the various combinations of revenues, products, channels and discounts to determine which deserve the most focus and attention.

## Self-Service, Approachable Analytics

You can easily conquer data of any size with SAS Visual Analytics. The solution is tailored for different skill levels so all types of users can explore data independently without learning new skills or engaging IT.

With calculations done lightning-fast through in-memory processing, you'll have time to explore many different options. So you can "fail faster" to rule out irrelevant options and get straight to the root cause of an issue. Pop-up or drag-and-drop interfaces let you add or subtract analytic complexity at will. You can start small and simple, then increase intensity as you unlock the hidden meaning in your data.

## Get Reports Anywhere

With SAS, it won't matter how many users you have or where they're located. Large numbers of people can quickly open, view and interact with reports from the Web via an Adobe PDF file, or from an iPad® or Android tablet. It's easy to download the mobile app from the Apple iTunes® store and from Google Play.

More advanced analysts can view data from multiple angles and interact with it in various ways. Easy-to-use collaboration promotes idea sharing and saves valuable time. For example, you can annotate screen captures of reports and email them to others – then they can add comments and continue the conversation. You can even capture your thoughts with video and audio and share that with others on your team.



Figure 2: A dashboard view in SAS Visual Analytics provides a dynamic look at cost, revenue and profitability data.

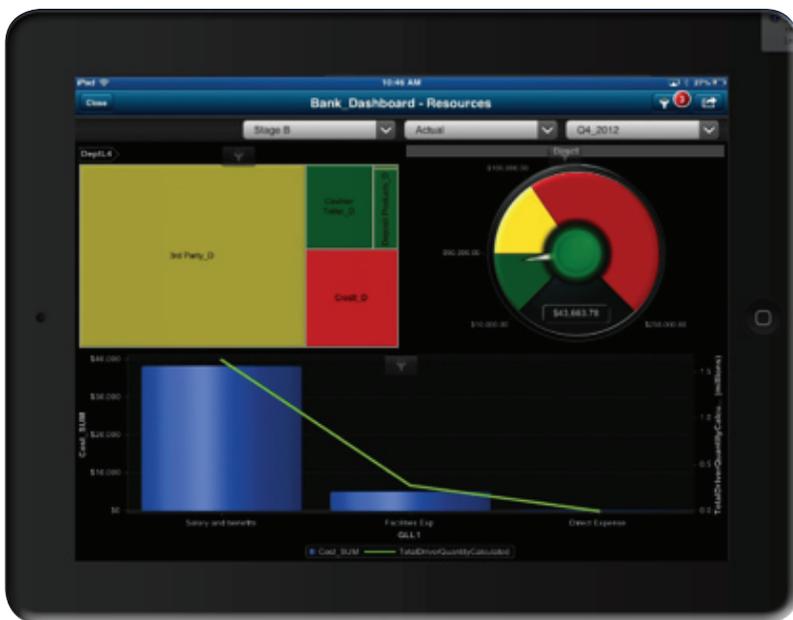
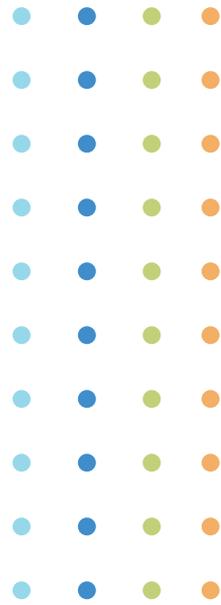


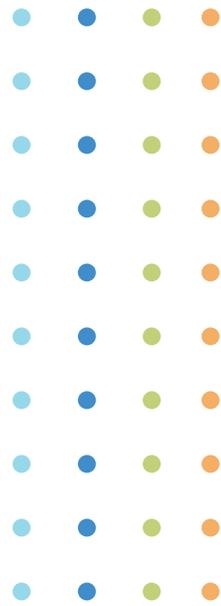
Figure 3: Get the right data at the right time and place, no matter where you are.

### Industry Insight: Health Care

One way to take action on your insights is by integrating SAS with your operational systems. Consider an example. SAS® for ECR Analytics™ (Evidence-Informed Case Rate) tells a health care provider what revenue (reimbursements) it can expect from an insurer (payer). At the same time, SAS Activity-Based Management computes what it really costs to provide the services to the patient, and it calculates profit margins at the patient, procedure, physician and medical claim level of detail. SAS Visual Analytics then effortlessly combines the two visually to make it easier to comprehend the results and develop an action plan.

### Get the Advantages of Easy Setup and Data Administration

Because data is immediately available in SAS, you can load it directly into the analytic server without exporting and importing. This means users can get started on their monthly model reviews right away. And finance departments can slash the time spent preparing the management reporting package.





## Final Thoughts

Choosing an activity-based costing and management process and system for your business is a giant leap beyond standard costing methodologies. The approach provides significantly more accurate cost and profitability data, which in turn means better business decisions for areas ranging from market- to operations.

But before anything can happen, information needs to move from finance into the hands of the appropriate executives – in a timely manner, and in a way they can readily comprehend. SAS Visual Analytics is the ideal tool for sparking communication, exploration, insight and action when it comes to putting your product, customer and channel profitability information to work.

For more information and to test drive SAS Visual Analytics, visit: [sas.com/va](http://sas.com/va).

Get more information about market-leading SAS Activity-Based Management at: [sas.com/abm](http://sas.com/abm).

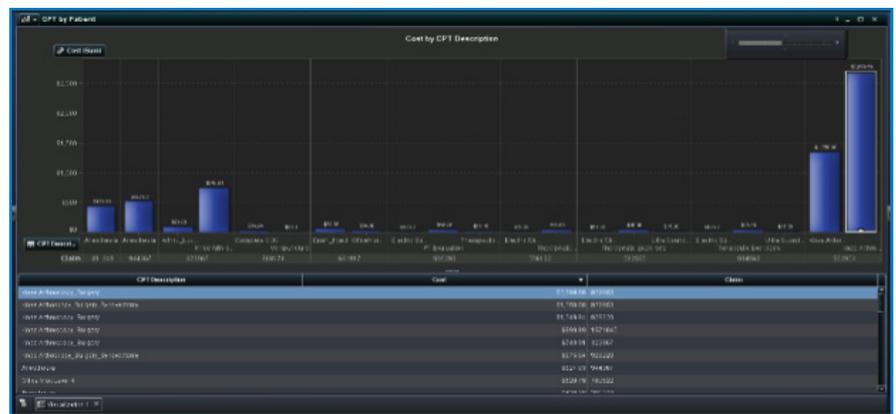


Figure 4: Self-service access means faster results for users and less strain on scarce IT resources.



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