SAS and Teradata Analytic Advantage Program

Timely, Trustworthy Intelligence for a Competitive Edge

Business Challenges

Organizations are under enormous pressure to work smarter and faster. To do so, they must:

- Improve customer acquisition and profitability.
- Identify and mitigate risk.
- Pinpoint cost savings.
- Optimize supply chain performance.

"eBay processes more than 30 petabytes every day – and the e-commerce leader recently expanded its total Teradata warehouse capacity to 60 petabytes. As a SAS customer, eBay is able to utilize Teradata technology to maximize its analytic capability and performance. This effort has resulted in a tremendously streamlined and optimized analytic environment for eBay."

John Scheibmeir, eBay

When it comes to developing a competitive strategy, intuition alone isn't enough. To succeed in any market, organizations must back their strat-egies with careful planning based on sound analytics.

Unfortunately, the pressure in today's economy has highlighted the two major challenges companies face when attempting to execute an enterprise analytic approach: a cultural and functional divide between IT and business analysts; and decentralized nonscalable analytic applications and IT infrastructure.

To help organizations overcome these challenges, the two companies have created the SAS and Teradata Analytic Advantage Program. This program provides our customers with integrated packages that enable them to quickly and cost-effectively implement and deploy SAS® Business Analytics with data warehouse solutions from Teradata. It gives decision makers the technology and resources needed to solve critical business problems. Since the program launched, we have added new features and functions including tighter integration of technologies, enhanced in-database model development and deployment, and extended joint services to help customers achieve greater value from SAS and Teradata.

A Powerful Package

We've designed the SAS and Teradata Analytic Advantage Program to meet any organization's unique or changing analytic and data warehousing requirements.

- **SAS Analytic Advantage Express for Teradata** – This offering is for those with a primary interest in statistical discovery, analysis, and data visualization.

- **SAS Analytic Advantage Advanced for Teradata** – This package is suited for those companies interested in broadening their predictive modeling and deployment efforts. Companies quickly realize the benefits by predicting and growing new revenue streams, measuring and managing risks, and achieving greater returns from customer relationships.

- **SAS Analytic Advantage Enterprise for Teradata** – A complete offering for mature analytic organ- izations that maintain a large and diverse portfolio of analytic models. This package offers organizations an opportunity to centralize on their development, deployment and management of analytic models and processes. Organizations quickly reap the benefits by auto-mating analytic decision making and improving performance at every level.

Each of the three offerings is paired with the Teradata data warehousing package that provides a powerful foundation for analytic processing. The key Teradata components include:

- **The Teradata Purpose-Built Platform Family** – A wide range of options to meet customers' business requirements, from a departmental data mart to a comprehensive active enterprise intelligence platform. All options are affordable, scalable, highly available and reliable – and it's a platform with a single DBMS and performance characteristics tailored for your environment, making Teradata platforms ideal for SAS Analytics.

- **Teradata Database and client** – Designed with a unique internal parallel architecture, the Teradata

Database simplifies system administration and analytic application development while providing industry-leading capabilities and performance.

- **Teradata Data Set Builder for SAS** – A SQL generator that automates data exploration and preparation tasks and generates optimal Teradata SQL to support analytic projects and complement SAS Enterprise Miner™.

These unique packages provide customers the ability to centralize and increase the productivity of their IT investments and business analysts.

The Right Team for the Job – The SAS and Teradata Center of Excellence

SAS and Teradata have created the SAS and Teradata Center of Excellence (CoE) – a globally-based, dedicated team of solution architects and technical consultants to help customers understand and quickly implement our joint offerings, including the SAS and Teradata Analytic Advantage Program. The CoE members, because of their experience in all facets of the offering, will bring the appropriate SAS and Teradata skills to support your requirements.

About SAS and Teradata

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 60,000 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®.

Teradata Corporation is the world's leading analytic data solutions company focused on integrated data warehousing, big data analytics, and business applications. Teradata's innovative products and services deliver integration and insight to empower organizations to achieve competitive advantage.

For More Information

To find out more about how the SAS and Teradata Analytic Advantage Program can help you grow your business and improve your performance, contact your SAS or Teradata representative or visit **www.sas.com** or **Teradata.com**

The Road Map to Optimize Your Analytic Environment

Though the specifics of a particular environment will vary, there are some common elements shared by companies that successfully deploy enterprisewide analytics. Executive sponsorship is a key requirement for success. It's also important to have someone who has a vision for how analytics should be implemented across the organization. The vision and sponsorship of this individual is key.

- **Start with a small, but meaningful, quick win.** Identify or work with the SAS and Teradata CoE to help you identify a new application, special project or area where you can pilot a new approach and use the analytic advantage program to create a quick win.

- **Deploy a purpose-built analytic platform.** A solid house requires a solid foundation, and putting in place the right data warehouse to serve as the analytic foundation is key to ongoing success. Replace the common general-purpose database with a purpose-built analytic platform, one that is designed from the ground up with workload management and computation capabilities that scale linearly for analyzing ever-growing volumes of data.

- **Standardize on a common development environment.** Provide analysts with a centralized, shared system that allows them to maintain analytic data, import external data and query across the entire data warehouse. This typically involves the design and implementation of an analytic data lab environment. This environment typically contains multiple analytic data sets, and prebuilt and reusable analytic data to significantly reduce model development time.

- **Use best-in-class capabilities for the development of analytics**. Significant portions of the analytic development and deployment occur in the database. Users can exploit in-database analytic functions and run complex analytic functions against large volumes of detailed data in the database without having to offload the data to a different server for processing.

- **Incorporate full lifecycle analytic management.** Standardize the model development process at an enterprise level by being able to organize, share and track analytical models and their effectiveness over time.