

### Business and IT Challenges

How we make business decisions varies from gut instinct to those driven by data, or some combination of the two. Many organizations wonder if they are making the right, or best possible, decisions. And, as data volumes and variety grow exponentially, the tactical decisions that drive operations become even more important.

Operational decisions are less strategic than deciding whether or not to open a new division or develop a new product line, but they still have a significant impact on the bottom line and, ultimately, the organization's success.

How do you know if your services staff always follows company policy? Do the pricing decisions comply with regulations? As business becomes more targeted, personalized and public, it is vital to make precise, fact-based (data-driven), transparent operational decisions. These decisions need to have an auditable history to show regulatory compliance and risk management.

SAS and Teradata have partnered to deliver SAS® In-Database Decision Management for Teradata – an in-database solution that executes analytic logic and business rules within the database. This enables you to:

- Streamline and automate the analytic decision lifecycle for data-driven decisions.
- Perform decision calculations in a scalable, high-performance platform.
- Improve performance, cost and governance.

## SAS® In-Database Decision Management for Teradata Advantage Program

Making the Best Decisions Possible with SAS and Teradata

In a recent poll conducted by Teradata and SAS, only two out of 10 business people say are making decisions driven by facts, and seven of 10 are making their decisions using a combination of instinct and data. The more instinct is relied upon, the harder it is to make consistent decisions and prove regulatory or policy compliance to auditors.

SAS In-Database Decision Management for Teradata is a comprehensive solution allowing you to automate operational decision processes founded on advanced analytics so that you can make the best decision for any scenario. There's no need to replicate data and extract it for analysis, or recode decisions into operational systems. The entire process takes place inside your Teradata® Database.

You gain repeatable control over your business operations and common tactical decisions. Even more importantly, you'll have a powerful, fast way to trace and audit all operational decisions to comply with regulations and minimize risk.

### A Faster, More Efficient Way to Deliver Data-Driven Decisions

Analyzing the right data is critical for any modern business process. Our solution eliminates decision latency and automates business rules and analytical model interactions so they are reliable, resilient – and right.

The in-database approach eliminates the burden of copying or moving data. It also uses the resources and power of the database management system to process large volumes of data, delivering results faster with Teradata's massively parallel processing capabilities. This eliminates manually redefining models, making you more responsive to your market.

### Why Choose SAS and Teradata?

SAS and Teradata have been strategic partners for more than seven years. We've delivered joint solutions to more than 200 customers, helping them create integrated, optimized and agile analytics environments. Our solution combines the strengths of SAS industry-leading analytics and decision management with the power of the Teradata Database. It's backed by well-defined services for quick implementation and rapid return on investment with help from the SAS and Teradata system experts.

SAS and Teradata were the first in the industry to deliver end-to-end data management and analytics capabilities. SAS In-Database Decision Management for Teradata extends our capabilities and uses proven methods to prepare and cleanse the data, develop and execute analytical models, and then score them according to the conditions under which those models and business rules are valid. The solution empowers your staff to make more accurate, consistent, data-driven decisions and take the right action.



## Faster Time to Action

SAS In-Database Decision Management for Teradata helps you integrate data preparation, rule creation and execution, workflow definition, and model development and deployment in one, unified platform. In addition, metadata is used to link these processes together, so it's easier to collaborate, share and trace information. Teams across the organization can avoid duplicating effort and work more harmoniously.

With SAS® In-Database Decision Management for Teradata, you can:

- Be more responsive, proactive and reliant on data-driven operational decisions for new opportunities.
- Improve performance and minimize time previously spent moving or duplicating data and code between systems.
- Increase security and compliance with data in one integrated, highly governed environment.

- Manage the seamless movement of data throughout the enterprise with Teradata Unified Data Architecture.™
- Minimize costs by benefiting from one technology instead of piecemeal tools.

## Designed for Business and IT Professionals

The solution is designed for business analysts who evaluate decision scenarios for operational outcomes, offering business and IT professionals an integrated solution that automates operational decision processes. Businesses rely on trusted data from IT and we enable you to examine real-world scenarios based on validated data. And, the managed model environment enables business analysts to examine alternate scenario conditions and authoring rules based on the recommended algorithms.

## 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 75,000 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 helps companies get more value from data than any other company. Our big data analytic solutions, integrated marketing applications, and team of experts can help your company gain a sustainable competitive advantage with data.

## For more information

To find out more about how the SAS and Teradata Enterprise Decision Management Program can help grow your business and improve your data-driven decisions, contact your SAS or Teradata representative or visit visit [sas.com/teradata](http://sas.com/teradata) or [Teradata.com/SAS](http://Teradata.com/SAS).

