

## SAS® Visual Analytics for Teradata and SAS® Visual Statistics for Teradata

Explore your data, build predictive models and share your precise insights all within one environment

### Why SAS and Teradata for Visual Analytics and Visual Statistics?

- Data management best practices and proven leader in enterprise data warehousing.
- Analytics thought leadership and proven leader in analytics software.
- Fastest end-to-end data access, data exploration and visualization architecture from the enterprise data warehouse.
- The most integrated technology with in-memory and in-database analytics.
- Rapid time to implementation and value with packaged software, hardware and services.
- Full analytic lifecycle support, including data visualization, modeling and scoring capabilities.

### Business and IT Challenges

The growing volumes and varieties of big data make it difficult to explore and understand valuable relationships in data and get the analytically based answers organizations need to take the best actions. In an effort to meet today's challenges, organizations are faced with several issues, including how to:

- Identify trends and derive predictive outcomes for more high-value decisions.
- Rapidly process complex analytics and on-the-fly changes to predictive models.
- Quickly experiment with segments or groups, and adjust models accordingly to find the best results.
- Design fast, iterative passes through data for multiple explorations and analytical jobs.
- Conduct ad hoc analyses and create reports without relying on limited IT resources.

### Overview

SAS® Visual Analytics for Teradata and SAS® Visual Statistics for Teradata enable organizations to interactively explore massive data, iteratively create descriptive and predictive models and quickly visualize the results.

SAS Visual Analytics and SAS Visual Statistics run on the Teradata Appliance for SAS High-Performance Analytics which is a distributed, in-memory platform proven to dramatically shorten the

time from data to decision. By quickly exploring data and building predictive models, it allows organizations to assess risk factors, better understand root causes and act on them to derive significant business value.

### What does SAS® Visual Analytics for Teradata do?

SAS Visual Analytics software on Teradata Appliance for SAS High-Performance Analytics uses in-memory analytics capabilities to quickly explore and visually display the data from the enterprise data warehouse. The software provides self-service analytics to identify new patterns and relationships between data and graphically depict likely outcomes. It also allows you to create interactive reports that can be scheduled for distribution and shared anywhere via the web, Microsoft Office or mobile devices.

### What does SAS® Visual Statistics for Teradata do?

SAS Visual Statistics is an add-on to SAS Visual Analytics which allows advanced business analysts and data scientists to interactively build and refine descriptive and predictive models. SAS Visual Statistics also runs on the Teradata Appliance for SAS High-Performance Analytics and its capabilities are delivered through the common SAS Visual Analytics Explorer interface. SAS Visual Statistics allows users to concurrently build numerous models and compute results for each group or



segment using analytical techniques like clustering, linear and logistic regression, and classification trees. Powerful predictive analytics with visualization capabilities allow you to analyze and evaluate new opportunities and find new ways to grow revenue.

### How does SAS® Visual Statistics differ from SAS® Visual Analytics?

SAS Visual Analytics allows you to visually explore and discover relationships in your data – all at once and simultaneously by many users. SAS Visual Statistics takes it a step further by letting you build predictive models, visualize results from the modeling process and review and refine those models to arrive at targeted insights quickly and precisely, all within a common user interface.

For example, business analysts or statisticians may want to identify relationships between variables, discover groups and identify outliers or unique circumstances. The goal is to quickly and accurately identify relevant variables to support the model-building process.

Statisticians, data scientists, database marketers, advanced business analysts and others can use SAS Visual Statistics to build and evaluate predictive models by segment or group. Models can then be deployed or put into production against new data for making well-qualified decisions.

### How do SAS® Visual Analytics and SAS® Visual Statistics integrate with Teradata?

SAS Visual Analytics and SAS Visual Statistics run on the Teradata Appliance for SAS High-Performance Analytics. Jointly designed with SAS, the appliance is a companion to the Teradata Platform family.

As shown in Figure 1, The Teradata Appliance for SAS High-Performance Analytics:

- Enables in-memory analytics (SAS Visual Analytics and SAS Visual Statistics) to run together on one system, simplifying your infrastructure and reducing costs.

- Connects to ultra-high speed BYNET, a system interconnect technology, enabling faster data access and data processing.
- Provides direct access to data, eliminating both the need for data duplication and siloed data marts.
- Extends the Teradata platform as a companion to the platform family versus a standalone system.

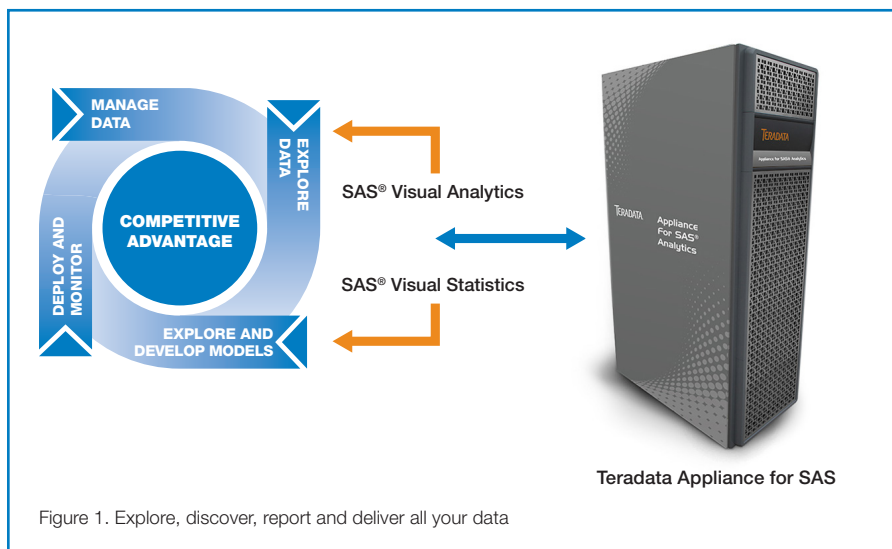
### About SAS and Teradata

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 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 data integration and business insight to empower organizations to make the best decisions possible for competitive advantage.

### For More Information

To find out more about how SAS Visual Analytics for Teradata can help you grow your business and improve your performance, contact your SAS or Teradata representative or visit [www.sas.com/teradata](http://www.sas.com/teradata) or [Teradata.com/SAS](http://Teradata.com/SAS).



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