

## **SAS® and Teradata Accelerated Insights Advantage Program**

Proven Solution to Simplify and Streamline the Analytic Life Cycle

### **Business and IT Challenges**

Not all organizations have subject-matter experts in-house for data management and analytics projects. This makes it challenging to design and effectively implement these projects to obtain data-driven insights that improve the bottom line and foster innovation. The growing demand for analytic insights has created the need for ready-to-go solutions (complete with services) to fill your analytics gaps that will better enable you to:

- Deploy the most current and innovative techniques and processes.
- Mobilize best practices and tips to manage integrated, end-to-end data management, and analytics projects.
- Develop and test new business models at a faster rate.
- Quickly apply advanced analytics on all data to develop and deploy complex data models.
- Reduce the risks of project failures and implementation delays.
- Minimize the initial cost of capital investment.

### **A Proven Solution with SAS**

The SAS and Teradata Accelerated Insights Advantage Program offers professional services with the ability to buy software and hardware to manage and analyze all your data.

This solution combines enterprise data management and analytic capabilities from the industry's best—Teradata and SAS. With this program, organizations can:

- Focus and concentrate on their core business rather than finding resources to support complex analytics and data management projects.
- Accelerate knowledge transfer to build the right skillsets for maintaining current and future implementations.
- Reduce time and costs of implementations by as much as fifty percent.

### **What Does This Program Provide?**

In the past, data warehousing, business analytics, or business intelligence projects suffered from project delays and costly overruns. But these types of incidents can be mitigated with services that focus on data management and analytics. Our program enables you to:

- Effectively process hundreds of models and score millions of variables daily.
- Continuously evaluate data models to determine if they can be improved or replaced with better models.

- Integrate data management and analytics into a harmonious process and platform.
- Deliver the best answer to the right people, at the right time, and at any level of your organization.

This program offers services for every aspect of the analytic life cycle: data exploration, data creation, model development, model deployment, and visualization—all from the SAS and Teradata integrated solution portfolio. See Figure 1.

We believe all industries can achieve accelerated insights with SAS and Teradata.

Here are some industry examples of how greater speed to insight is achieved:

- Retail—Generate offers to the customers who are most likely to respond, or who have shown a propensity to buy a product or service.
- Manufacturing—Help ensure the right mix of products is available to support future demand-based on incentives and promotions.
- Healthcare—Better manage model creation when different groups (clinical trials and marketing) are producing hundreds of models using similar data.
- Financial Services—Optimize credit or investment decisions based on market conditions or investor behavior.



## Why Choose SAS and Teradata for Accelerated Insights?

You can take advantage of our proven solutions and unique services that combine the strengths of integrated software and hardware from SAS and Teradata. You'll gain more confidence with accelerated insights—enabling faster analysis and integrated processes to enable data-driven decisions.

Teradata, a proven leader in enterprise data warehousing, brings data management best practices. SAS offers analytics thought leadership and is a proven leader in analytics software. Together, we offer solutions for:

- General system setup and configuration—fine tune and optimize SAS and Teradata software and hardware to make the best use of the integrated technologies.
- Data exploration and discovery—process that summarizes the characteristics of the data and extracts knowledge from the data.
- Analytic data creation—prepare and develop the data for analytics.

- Model development—build the data model for analysis using in-memory analytics.
- Model scoring—deploy the model after the model is developed to be scored using in-database or in-memory analytics.
- Model lifecycle management—manage the data model from inception to end of life and retire models that are no longer effective.
- Ad-hoc reporting—educate business analysts to run ad-hoc reports for business needs.

Our services are designed to help you jump-start the implementation of data-driven projects by improving your data management abilities and accelerating your analytics insights.

### Business Benefits

- Employs an integrated offering from the best vendors in the industry for analytics and data management.
- Reduces the risk and cost with established and proven services from SAS and Teradata.
- Delivers timely analytical insights with a high-performance environment.

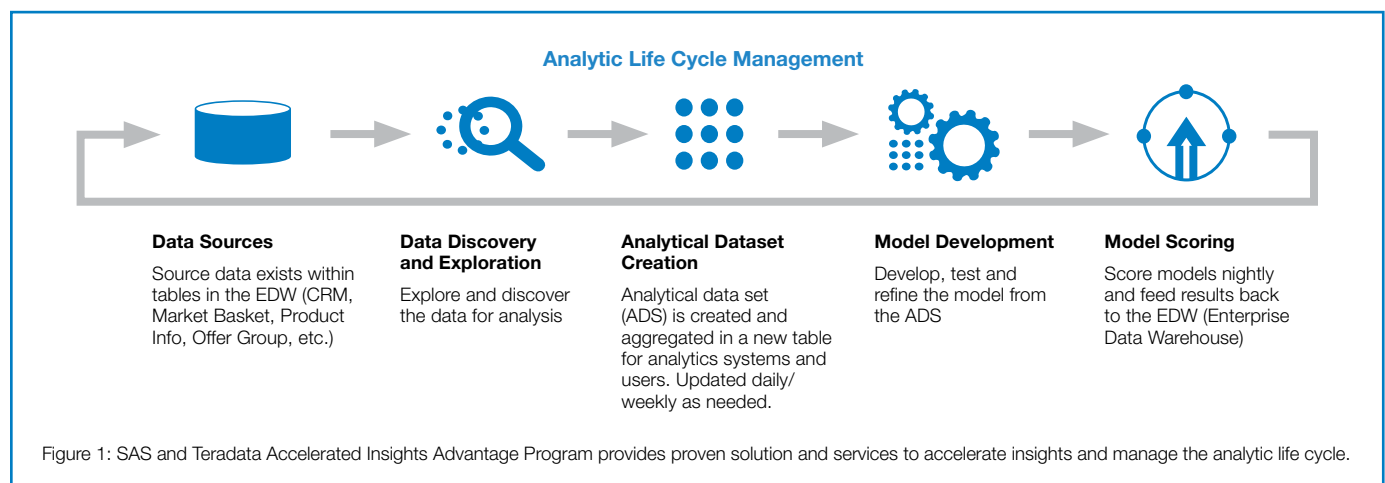
### IT Benefits

- Quickly and easily collect data from multiple systems.
- Streamline the model development and deployment of complex models.
- Deliver critical information to business systems for downstream analysis.

### 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 70,000 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 empowers companies to achieve high-impact business outcomes. Our focus on business solutions for analytics, coupled with our industry leading technology and architecture expertise, can unleash the potential of great companies. For more information, contact your SAS or Teradata representative or visit [sas.com/Teradata](http://sas.com/Teradata) or [Teradata.com/SAS](http://Teradata.com/SAS).



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