Optimization Services for SAS® and Teradata

Drastically Improve Performance for Analytics

Business and IT Challenges

Not all organizations have technical resources in house for data management and analytics projects. It can be challenging to design and effectively implement these projects to obtain analytical-driven insights that improve the bottom line and drive innovation. The growing demand for analytic insights has created the need for optimization services to fill your analytics gaps that will better enable you to:

- Deploy the most current and innovative techniques for your analytical processes.
- Implement best practices and tips to manage and integrate SAS (SAS®9 and SAS® Viya®) and Teradata Vantage.™
- Develop and test new data and business models at a faster rate.
- Reduce the risks of project failures and implementation delays.
- Improve performance, economics and governance

Need for Optimization Services

Many businesses invest heavily in analytics and data management projects. More often than not, these environments are managed by different teams, accommodate different users from IT and business and have unique needs. Organizations are using analytic and data warehousing or data mart tools to gain insights from data and make data-driven decisions from the analytical insights. When these two sets of technologies are implemented, they are in silos or often not integrated which creates havoc and poor performance for the business analysts and data scientists.

By integrating SAS and Vantage with optimization services, data proliferation is dramatically reduced, analytics are applied where the data reside and information is delivered through a consistent process.

Optimization Services Packages

Integration Skills Training	SAS Analytics in Vantage Training	Quick Start Training

Figure 1. Optimization services for data management and analytics.

Optimization Services Defined

SAS and Teradata offer end-to-end data management and analytics services as shown in Figure 1 to help customers optimize and maximize the utilization of SAS, R and Python with Vantage. These services include optimization techniques and best practices to streamline the analytic processes. Customers who have SAS and Teradata can take advantage of these services to dramatically accelerate analytic development, reduce application runtime and time to results. This is accomplished by applying new, innovative techniques to better utilize the strengths of both environments, while eliminating unnecessary steps that drives up the cost of analytics and data management.

The Optimization Services offers three packages and they are the Integration Skills Training, SAS® Analytics in Vantage Training, and Quick Start Training.

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How IT and Business Benefit

Benefit	IT	Business
Decrease data movement	Applying the analytics where the data reside by running SAS analytics inside Vantage	Less time preparing the data and more time for strategic analytic tasks
Improve performance	Reduce from hours to minutes preparing the data for analytics and data modeling	Respond quickly to changing business conditions
Enhance data governance	Duplicate data copies result in data quality issues as it is used and manipulated further downstream	Redundant data can hamper or cause delays, impacting regulatory reporting and compliance requirements
Lower cost of ownership	Decrease the cost of labor and time managing your data and analytic processes	Educate your SAS and Teradata users to effectively integrate the technologies

Table 1. Benefits leveraging optimization services.

Integration Skills Training

This training offers a combination of lectures and hands-on exercises. It is geared for the experienced SAS analyst and covers a variety of topics and effective techniques interacting with Vantage.

SAS® Analytics in Vantage Training

This training provides an in-depth understanding of in-database and in-memory capabilities to effectively manage the analytical data lifecycle. In addition, data labs can be covered to augment Vantage.

Quick Start Training

This offer is a consultative service for assessing and revising a specific SAS application which utilizes data from Vantage. Optimization techniques are applied to the SAS program or application, which often result in the extraction of less data and a higher performing application.

Whether you adopt one or all three packages, these services are delivered by advanced analytics consultants and data scientists proficient in SAS and Teradata. This team of experts work in concert with your IT and business departments to optimize analytic and other applications by leveraging the power of SAS

together with the speed and scalability of Vantage. Table 1 outlines the benefits.

These services are designed to be short in duration, high value-add including hands-on workshops and custom knowledge transfer. We can customize these services and quickly enable you to effectively use the full capabilities of an integrated SAS environment and Vantage.

About Teradata

Teradata transforms how businesses work and people live through the power of data. Teradata leverages all of the data, all of the time, so you can analyze anything, deploy anywhere, and deliver analytics that matter most to your business. And we do it on-premises, in the cloud, or anywhere in between. We call this pervasive data intelligence. It's the answer to the complexity, cost and inadequacy of today's approach to analytics. Get the answer at **Teradata.com**.

For More Information

Contact your Teradata representative or visit **Teradata.com/sas**.

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