



SAS® Business Intelligence for Small-to-Midsize Business

Easy-to-use, affordable and flexible business intelligence solutions that grow with your organization

Overview

Today's competitive marketplace forces organizations — regardless of size — to face increasing pressure to raise profits, do more with less and operate more efficiently. Achieving these goals requires faster and improved decision-making ability.

Nowhere is the importance of making timely, cost-effective decisions — backed by solid data — more relevant than it is in the small-to-midsize business sector. With limited budgets and staff size, there's little margin for error if you're going to take your success to the next level.

SAS Business Intelligence for Small-to-Midsize Business offers an integrated set of business intelligence software that can be customized to meet your existing needs — and budget:

- Control costs and get more value with a solution that's developed to address what you need today — and can scale to meet your growing business needs.

Challenges

- **Insufficient reporting:** Manual and time-consuming reporting processes make it very difficult to share information across the organization.
- **Scattered, untrustworthy data:** With data that's located in multiple locations, it's impossible to get a true handle on how much data you have — and which version of it is correct.
- **Limited analytics for strategic planning:** Current tools being used don't provide the data analysis you need for making the best decisions today — and certainly don't help you gain predictive insight for long-term planning.
- **Overtaxed IT resources:** IT spends too much time satisfying end-user reporting requests instead of focusing on strategic initiatives that ultimately provide the highest overall benefit to the organization.



Make smarter decisions, faster

The solution

SAS Business Intelligence for Small-to-Midsize Business gives organizations an opportunity to implement an affordable, easy-to-use business intelligence solution. SAS business intelligence solutions integrate data from across your organization and provide self-service reporting and analysis for users regardless of skill level. Decision makers spend less time looking for answers and more time driving strategic decisions.

SAS business intelligence solutions can be customized to fit your current and future business needs by giving you the ability to:

- Meet the BI needs of all users.
- Use a simple point-and-click interface to access data.
- Query and analyze data.
- Leverage powerful SAS Analytics.
- Explore data in many ways, from multiple angles.
- Effectively utilize Web-based reporting.
- Deliver insights with business visualization.
- Present data in charts, graphics and maps.
- Get personalized information via portals.
- Monitor performance using dashboards.
- Easily integrate with Microsoft Office.
- Expand BI capabilities at your own pace and budget.

- Quickly access the information, reports and analysis needed to make informed decisions.
- Provide users of all skill levels with information in familiar, easy-to-understand formats.
- Take advantage of a comprehensive business intelligence platform that delivers a consistent and holistic view of your business.
- Improve the quality of information — immediately.
- Extend the value of your existing legacy investments.

Why SAS?

Satisfy BI needs of users regardless of skill level

SAS ensures that you have the breadth of BI capabilities to meet the needs of every type of user: managers looking for dashboards; groups who want to view or build reports on the Web; analysts or power users; and IT staff who need to deploy, manage, control and maintain the entire solution.

Provide easy data access via a point-and-click interface

A point-and-click interface allows users to exploit the power of SAS and publish dynamic results throughout the organization. Interactive dialog boxes guide users through analytic and reporting tasks that range from simple to complex, and can export the results to other Windows and server-based applications.

Query and analyze data for better decision making

SAS contains query and analysis capabilities that are tailored for different skill levels, enabling users to access and query data on their own – without learning a new skill set or engaging IT. SAS can access virtually any data source with the power and interoperability to query across multiple databases.

Leverage powerful SAS® Analytics

SAS empowers advanced users with an environment for various types of analyses, data manipulation and visualization. These results may easily be incorporated into Web-based reports, the portal, the dashboard or Microsoft Office documents.

Explore data to unearth hidden relationships

Users can quickly look at large volumes of data from multiple angles, easily manipulate the data, add new data and modify the view of the data in many ways. Users can also examine all of the data factors under review, allowing them to make the most effective decisions. The advanced data exploration technology can be seamlessly integrated into standard reports that may be viewed by all users regardless of their skill level.

Build, distribute and view Web-based reports

SAS provides report-building capabilities that match each user's individual skill levels — decreasing the time it takes to build a report. Report authoring capabilities allow you to use data from multiple sources, define custom calculations and filter combinations, and integrate SAS analytic results into a single report.

Once a report has been deployed, users can quickly open, view and interact with pre-created and secured reports. Report interaction enables multiple views of the data, drill-down and other OLAP analysis capabilities.

Deliver insights with business visualization

SAS provides robust, interactive visualization capabilities that help users surface relationships that are not easily discovered in tabular formats. Users can interact with visual environments to investigate patterns and find previously hidden facts through visual queries. A comprehensive graphics library and customizable graphics are available for use in presentations.

Easily present data in charts, graphics and maps

An extensive suite of graphical data presentations options gives you the ability to illustrate relationships that may be difficult to see in spreadsheets or table formats. These graphics can be produced as reports that can be surfaced in the portal, as part of an application or as a freestanding graphic.

Get personalized information via portals

A secure, role-based portal can be used to present information through a scalable and easy-to-use interface. Complete with metadata search and a centralized repository, consistent results and access to information are assured.

Monitor performance using dashboards

SAS delivers a role-based, secure and customizable dashboard that is easy to administer and use. The dashboard delivers KPIs at a glance to help users monitor anything that drives organizational performance.

Integrate seamlessly with Microsoft Office

You can transparently leverage the power of SAS data access, reporting and analytics directly from Microsoft Office via integrated menus and toolbars. As a result, organizations can implement business analysis standards, while making data from multiple sources easily available to users through familiar Microsoft Office environments.

■ The SAS Difference

Fast

SAS provides fast access to information, reports and analysis so that users have the information they need to make the best possible decisions.

Simple

SAS offers capabilities appropriate for users with different skill sets at all levels of the organization. It provides the information in familiar, easy-to-understand formats.

Complete

SAS presents a comprehensive, affordable business intelligence solution to address the needs of all users. Our solution makes it easier to share a consistent, holistic view of your business with everyone in the organization.

Expand BI capabilities at your own pace and budget

SAS Business Intelligence for Small-to-Midsize Business provides a fast and affordable entry into or expansion of business intelligence – regardless of where your organization currently is in the business intelligence process. With flexible business intelligence solutions that can grow to match your evolving business intelligence needs, SAS provides the most comprehensive set of business intelligence capabilities on the market.

About SAS

SAS is the leader in business intelligence and analytical software and services. Customers at 43,000 sites use SAS software to improve performance through insight from data, resulting in faster, more accurate business decisions; more profitable relationships with customers and suppliers; compliance with governmental regulations; research breakthroughs; and better products and processes. Only SAS offers leading data integration, storage, analytics and business intelligence applications within a comprehensive enterprise intelligence platform. Since 1976, SAS has been giving customers around the world THE POWER TO KNOW®. www.sas.com



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