



Why buy SAS®?

A no-nonsense look at how SAS rates on the six critical factors that influence your choice in a business intelligence vendor



The Power to Know.®



There's no need to piece together so-called 'best-of-breed' products from multiple vendors—or grapple with the integration problems that can be the biggest liability of multivendor implementations.

“With SAS, we have a single source of the truth that is delivered to all levels of the company for highly customized business analysis. The evolution of Quaker as a global business and the role of SAS as our partner along the way has been a hand-in-glove relationship.”

Irving Taylor
CIO
Quaker Chemical Corp.

How can you get the business insights needed to forge better business decisions?

Even in a down economy, companies have learned that it doesn't make sense to withhold investment in areas that are going to show positive and rapid ROI. So, although overall IT spending has been flat, the worldwide business analytics software market continues to grow, reaching \$13 billion in 2003, and is expected to expand at an even faster rate over the next five years (*Source: IDC, Doc# 31837*).

Why? With *business intelligence* (BI), enterprises can scrutinize every facet of the organization and determine how to optimize each function to work smarter, respond faster to new challenges and contribute to overall strategic objectives.

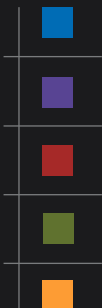
Of course, achieving strong ROI is a matter of selecting the right BI strategy. You need a solution that delivers results in the real world. Based on facts and third-party testimony, SAS measures up on all the critical evaluation factors of BI success: completeness of portfolio, product quality, corporate stability and customer support.

You don't have to take our word for it. Ask our customers. In January 2004, when *CIO Insight* magazine asked 1,300 CIOs to name IT vendors that best met their expectations for ROI, responsiveness and sound solutions, SAS garnered the No. 7 spot—in fact, the only BI vendor in the Top Ten, while the next closest BI vendor ranked 27th.

In a survey of 2,000 SAS users at the 2003 annual international conference, more than 95 percent said that return on their SAS software investment met or exceeded their expectations. And, SAS' annual renewal rate of 98 percent is one of the highest in the industry.

Why do organizations keep choosing SAS? Read on to find out.

*Worldwide Business Analytics Software Forecast 2004-2008 and 2003 Vendor Shares (IDC, Doc# 31837)





Why buy SAS?

Comprehensive, integrated business intelligence platform

From a quality data foundation to timely, shared, usable intelligence

What does “business intelligence” really mean? Some vendors narrowly define “business intelligence” (BI) as ad hoc query and reporting tools, while others mean a data platform on which developers can build BI solutions. Some vendors rely on partnerships or other relationships outside of their control to provide all the necessary capabilities—a tenuous situation for everyone. In contrast, SAS is the only vendor that completely integrates all BI components into a cohesive solution:

- A Plan component of best-practice roadmaps, integrated industry data models, project methodologies and consulting expertise helps our customers actually achieve their expected ROI.
- An ETL (extract, transform and load) component aggregates and manages data from virtually any platform in any format and provides integrated data quality.
- An Intelligent Storage component efficiently stores and disseminates information for business intelligence and analytic requirements.
- A Business Intelligence component provides out-of-the-box query and reporting capabilities for different types of users across the organization from statistical “power users” to business users and executives.
- An Analytic Intelligence component integrates sophisticated predictive modeling, forecasting and optimization capabilities to deliver differentiating insights to decisions makers across the enterprise.

SAS offers the unique ability to integrate multiple, disparate data sources and applications to provide true business intelligence that transcends your organizational boundaries.

Don't take our word for it

“...SAS continues to provide one of the broadest portfolios of BI tools...”

“Worldwide Business Intelligence Tools 2004-2008 Forecast Update and 2003 Vendor Shares”
IDC, Doc# 31472, July 2004

“There is no other suite of products in the market that has the breadth of capability that SAS®9 can provide with the level of integration that underpins it. Put that together with the scalability and other features that the platform provides and we concur... SAS has produced an enterprise-class business intelligence platform.”

“SAS®9: The First Enterprise-Class Business Intelligence Platform”
Philip Howard, Bloor Research, May 2004

“SAS is one of very few vendors that can accurately claim to have the necessary products to support an end-to-end solution capable of scaling to meet the functional and operational requirements of the whole business... SAS technology excels in complex business scenarios—areas that other BI vendors fear to tread.”

“Integrated Business Intelligence: Delivering Intelligence Across the Enterprise”
Butler Group, April 2003



Beyond historical query and reporting tools that merely tell an organization where it has been, SAS advanced analytics incorporate sophisticated predictive capabilities, including data mining, forecasting and optimization.

“We use SAS because it is a great analytical solution. With SAS, we gain knowledge that really tells us what drives our sales and what makes our forecasts work. SAS will continue to help Staples understand how our business is performing and where it’s going.”

Alan Gordon

Director of sales forecasting
Staples (a leading office supply retailer)

Why buy SAS?

Predictive insights, not just better hindsight

Know not only what was, but what will be and why

True competitive differentiation requires more than query and reporting of past events and more than basic calculations. SAS offers true analytical power that enables you to predict future outcomes, explore and understand complex relationships in data, and model behavior, systems and processes.

SAS provides industrial-strength analytic toolsets for quantitative analysis, as well as packaged applications that make analytics accessible to non-statisticians. With the widest available portfolio of analytic algorithms, mathematical data manipulations and modeling capabilities, SAS delivers insights that otherwise would remain hidden.

SAS also offers horizontal analytic applications that deliver new intelligence about customer and supplier relationships, and supply chain and organizational performance—as well as turnkey solutions for vertical markets, such as financial services, pharmaceuticals, health care, retail, telecommunications, automotive and energy.

Don't take our word for it

Intelligent Enterprise magazine readers named SAS the winner in three categories in its annual Reader's Choice Awards for Best IT Products: best data mining, best text analysis, and best predictive modeling and planning.

Intelligent Enterprise magazine
September 2003

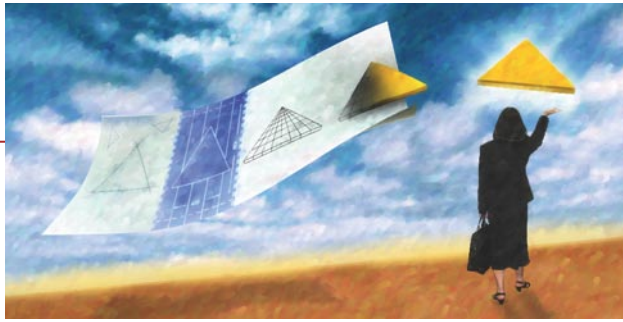
“SAS has always been known as a stellar provider when it comes to high-end analytic competencies. They have not only enhanced this feature set, they have also carefully tailored their deep analytics into the new SAS®9 platform to create a powerful new form of business intelligence.”

David Stodder
Editor-in-Chief
Intelligent Enterprise magazine
September 2004

“Based on vendor strategy, prospective buyers of software products for predictive analytics should pick SAS for its uncompromising dedication to data analysis.”

“Vendor Scorecard: Selecting Software for Predictive Analytics”

Lou Agosta
Forrester Research
December 2003



Don't take our word for it

"SAS is distinguished by the breadth and depth of their business analytics offerings. As a result, SAS technology and applications can reach across multiple levels of the organization, from senior executives to line of business managers to IT to knowledge workers in many diverse business functions."

Henry Morris

Group vice president
Applications and Information Access, IDC

"Whether an organization is looking to build or buy packaged analytic applications, SAS' broad portfolio of business analytics software provides all the necessary components to address the needs of decision makers, analysts and information consumers at all levels of the organization. With the latest release, SAS—one of the leaders in the business analytics market—has added reporting tools to its already best-in-class data mining and data warehousing tools."

Dan Vesset

Research director
Analytics and Data Warehousing, IDC
Quoted in **sascom** magazine, 2Q 2004

Why buy SAS?

Intelligence delivered throughout your organization

User-appropriate, self-service interfaces for business users, analysts and executives

For nearly three decades, SAS has been developing a powerful, end-to-end business intelligence architecture and the industry's most robust analytical suite. Now we've made all that power accessible to users across the enterprise, even those with little or no statistical background.

SAS provides self-service interfaces to suit all types of users—from statistical "power users" who need behind-the-scenes control of underlying logic, to business users who need on-demand answers to business questions and 'what-if' scenarios, to executives who need a high-level view of performance metrics and the ability to drill into any detail. Meanwhile, IT retains control over data integrity.

In this way, SAS creates a collaborative domain that links previously isolated specialists in statistics, finance, marketing and logistics—and gives the whole user community access to company-standard analytical routines, cleansed data and user-appropriate presentation interfaces.

The results of analyses can be easily shared across all functional areas and organizational levels, so everyone can promote the organization's success. You can save, share, publish and distribute reports via multiple platforms and channels, including the Web, customized business portals, e-mail and wireless devices.

With the latest software release, SAS has brought business intelligence to the masses with highly user-friendly interfaces and capabilities.



Don't take our word for it

A Datamation survey rated SAS customer service near the top of all software companies rated. And the Software Support Professionals Association (SSPA) has twice granted SAS its Software Technical Assistance Recognition (STAR) Award for Complex Support.

In a survey of 1,300 CIOs, who were asked to rate software and hardware vendors on multiple factors, including "flexible and responsive service," SAS was the only BI vendor in the Top 10, alongside such notables as Dell, Hewlett-Packard and Symantec.

CIO Insight magazine
"Vendor Value Study"
January 2004

"We believe SAS' subscription-based business model is a valuable strategic asset that aligns the company's interests with its customers. As a result, SAS' staunchly loyal customer base has driven 27 years of sustained, profitable revenue growth."

Ed Maguire
Assistant vice president
Merrill Lynch Global Securities
September 2003

Why buy SAS?

Customer commitment and support

More than 40,000 customers, 3.5 million users and a 98 percent annual renewal rate

Recent mergers and acquisitions in the software industry have made IT executives understandably concerned about continuity and quality of customer service. With such a large investment at stake, you don't want to find that you'll be dealing with a reseller or a new holding company that might not consider your account as core business.

In contrast, SAS is a privately held company with nearly 10,000 employees working in 283 offices in 51 countries to provide software and services directly to customers. More than 80 percent of respondents to our customer surveys have rated SAS technical support as "better" or "much better" than support from other software vendors. This service level is a key factor in our annual renewal rate of 98 percent, one of the highest customer-retention figures in the industry.

When a company is consistently profitable, it can weather economic downturns and continue to focus on meeting customer needs and investing in technology innovation.

Another factor is responsiveness to customer input in shaping development directions. Through our ongoing SASware Ballot®, users tell us what capabilities they want to see in the next software release. Since this program began, more than 85 percent of the SASware Ballot input has been implemented by our R&D team.

SAS customers receive a full suite of award-winning support services at no extra charge, such as skilled telephone technical support and unlimited, 24X7 online technical support. The online Customer Support Center provides always-on access to technical support, documentation, code samples, communities, software downloads, training, tips, users groups, newsletters, books, certification programs and materials, administrator services and other items of interest.

SAS also offers ongoing knowledge-sharing through regular seminars and Webcasts, and more than 80 training courses, including instructor-led classroom and on-site training, plus live Web and self-paced e-learning.

Our national and international users' groups are user-led, non-profit organizations open to all SAS software users throughout the world, with no membership fee. These groups provide a forum for SAS software users to exchange ideas, explore ways of using SAS software and participate in activities of mutual interest for professional development and networking. Executive programs bring industry thought leaders and executives together to share strategic insights, best practices and industry trends.

"SAS has an outstanding reputation for investing in their customers and they understand our strategic direction."

Douglas Berlon
Group vice president and director of marketing
First Citizens Bank



Why buy SAS?

Financial stability and R&D reinvestment

SAS has shown more than 28 years of continuous growth, progress and stability

Founded in 1976, SAS is the world's largest privately held software company. With 28 profitable years in a row and annual revenues of more than \$1 billion and growing, SAS has the depth of resources to sustain excellence in product development and customer support, even as lean global economies have forced other vendors to compromise or consolidate.

While mergers and acquisitions have brought uncertainty to much of the software industry, privately held SAS can continue to focus on its primary mission—quality software and enhanced customer relationships.

Because SAS has global presence, multinational organizations know that whether their offices are in Toronto or Tokyo, Singapore or Sydney, all users can depend on consistent services and support.

Today, SAS serves more than 4 million users at 40,200 sites in 109 countries. In North America, SAS customers represent 90 percent of the Fortune 500 and 97 of the top 100 companies listed on the 2003 Forbes "Super 500."

With its financial strength, SAS has been able to consistently reinvest a significant percent of revenues in research and development to continue to improve our products. Year after year, we have reinvested 25 percent of revenues in R&D, twice the industry average, to continue to align our products and services with customer needs.

Don't take our word for it

"While its publicly held rivals remain distracted by shareholder pressure, SAS can focus all its energies into further development of its BI platform and analytic solutions portfolio."

Madan Sheina
Consultant editor for BI technologies
Computer Business Review
July 2004

"Because of the company's incredibly bright future (or for that matter present), SAS clearly leads the way among the companies included in our annual ranking. Of the nearly 100 entries we received, SAS was one of two unanimous choices—making it truly one of the hottest of the hot technology providers for the manufacturing sector."

Peggy Smedley
Editorial director
Start magazine
July 16, 2003



Don't take our word for it

"The breadth of tools and applications provided by SAS has the potential to enable organizations to decrease the complexity of software integration and ongoing maintenance costs."

"Worldwide Data Warehousing Tools Forecast and Analysis, 2003-2007"
Dan Vesset, IDC, Doc# 29899
August 2003



Why buy SAS?

Streamlined IT portfolio

All the core components of a business intelligence solution from one source

A conventional business intelligence strategy is to piece together selected technologies from different vendors. For example, an enterprise might cherry-pick products for favorite software packages, tools and platforms. With this type of approach, however, you could potentially end up with a dozen or more vendors to supply all the necessary components — a maintenance and integration nightmare in which the entire platform is at the mercy of the weakest link.

If one supplier trims R&D, gets acquired, merges, or goes out of business it affects the entire intelligence value chain, the organization's competitiveness and the bottom line.

SAS resolves those issues by offering a complete business intelligence solution from within its own portfolio. Other vendors can satisfy special niches, vertical markets or user categories, but you need more than niche solutions. SAS integrates with those third-party and legacy solutions and binds them into a comprehensive whole that spans the needs of the organization, not just specific users or functions.

When you can focus your IT resources on delivering true business intelligence rather than unraveling integration issues, you will jumpstart the evolution of IT from a tactical cost center into a strategic value center.

When you're ready to take a closer look at what SAS Business Intelligence solutions can do for your organization, contact your local SAS representative or visit us on the Web at www.sas.com.



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