THE POWER TO KNOW.

TERADATA

THE BEST DECISION POSSIBLE™

SAS® High-Performance Analytics Server for Teradata Advantage Program

Deliver game-changing results with superior performance and scalability for making strategic decisions with greater confidence

Business and IT Challenges

Organizations are faced with the unique challenges of a dynamic economy, increasing variety and volumes of data and global competition. In an effort to meet today's challenges, organizations are faced with several issues, including:

- Managing the data explosion phenomenon and effectively analyzing large data volumes.
- Quickly obtaining and using accurate insights for more high-value decisions.
- Using the current infrastructure that may lead analytics professionals to compromise when building analytic models.
- Needing to quickly test different modeling techniques and finding the best fit to improve.
- Incorporating structured and unstructured data and additional variables into the modeling process.

Overview

SAS® High-Performance Analytics Server for the Teradata Advantage Program enables organizations to perform complex analytics on structured and unstructured data in a distributed, in-memory Teradata appliance. By helping our customers solve difficult problems and seize new opportunities quickly and confidently, organizations can obtain accurate and timely insights in minutes, as opposed to hours or days, which lead to better-informed business decisions.

The SAS High-Performance Analytics Server software solution uses a multi-purpose and highly scalable Teradata® appliance Model 720 to support the model development process – allowing organizations to get better answers and act on them more quickly to derive significant business value.

The Teradata Appliance for SAS High-Performance Analytics Server is an integrated analytic platform which enables SAS Analytics to be applied directly to the data in the data warehouse. The appliance utilizes a unique Teradata BYNET® direct connect capability. The data residing in Teradata Database can be accessed and analyzed directly for processing by the SAS High-Performance Analytics Server procedures or nodes.

What does the SAS® High-Performance Analytics Server for Teradata Advantage Program do?

The SAS High-Performance Analytics Server solution delivers an integrated system that allows organizations to **analyze** large volumes of data, **enhance** model development processes and **empower** business executives to make more accurate, precise decisions.

This offering enables customers to develop analytical models using all data – not just a subset – to analyze structured and unstructured data. By leveraging analytical features, including statistical and data mining, text mining, optimization and econometrics time series, organizations can quickly identify and add important variables and perform more model iterations to get insights on even the most difficult questions and make confident decisions.

Why SAS® and Teradata for High-Performance Analytics?

Customers can take advantage of this unique and compelling offering by combining the strengths of SAS Analytics, the power of the Teradata appliance, and the experience of the industry-leading SAS and Teradata Center of Excellence. SAS High-Performance Analytics Server will use the clustered memory of the Teradata Appliance for in-memory execution. SAS High-Performance Analytics Server for Teradata integrates the high speed, end-to-end data access and in-memory architecture to build analyti-

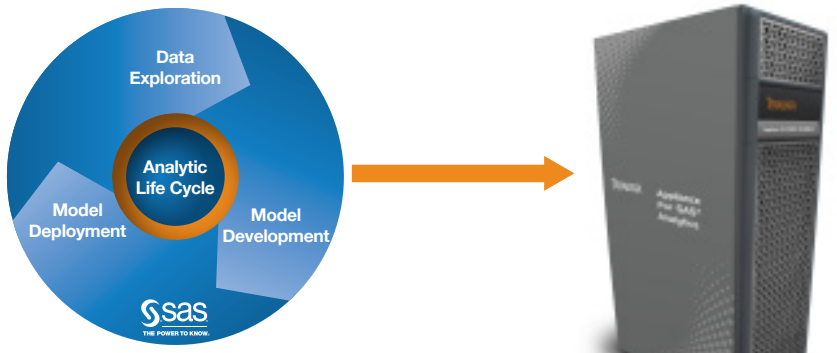

Figure 1: Dramatically accelerate the analytic lifecycle with SAS High-Performance Analytics Server for Teradata.

cal models. The Model 720 consists of ultra-high speed BYNET technology that enables extremely fast data access and processing, plus a large pool of memory accelerates in-memory model development. Thus, the integrated architecture delivers unsurpassed model development performance, providing business insights in a matter of minutes or seconds. In addition, a specialized, proven set of well-defined services is available to help customers get rapid time to value.

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

- Data management best practices.
- Analytics thought leadership.
- 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 modeling and scoring capabilities.

A Solution Tailored to Meet Both Business and IT Needs

Our solution offers business and IT professionals a dedicated appliance to process analytical models. It is designed to help business leaders innovate and gain competitive advantage and for technology/analytics leaders to improve performance and enhance analytics insights and utilization.

Key Business Benefits:

- React more quickly and confidently to seize new opportunities and manage risks to make the right choices.
- Ask and answer new business questions in near real time and provide new insights to your daily operations.
- Integrate technologies and services to create the foundation for accurate, timely and precise insights for your business.
- Improve productivity from analytic staff and expedite decision making for competitive advantage.

Key IT Benefits:

- Reduced risk with established and proven services delivered in a single project.
- Scalable solution, ready to grow when needed.
- Orders-of-magnitude performance gains delivered by leveraging Teradata Database's Massively Parallel Processing architecture and executing in-memory analytics from SAS in parallel.
- Seamless fit into the Teradata Unified Data Architecture™ facilitating data management and moving of analytic applications throughout the architecture.

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 60,000 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 the SAS High-Performance Analytics Server for the Teradata Advantage Program can help you grow your business and improve your performance, contact your SAS or Teradata representative or visit **www.sas.com/teradata** or **Teradata.com/SAS.**

sas THE POWER TO KNOW.

TERADATA THE BEST DECISION POSSIBLE™

Copyright © 2013, SAS Institute Inc. and Teradata Corporation. All rights reserved. SAS and all other SAS Institute Inc., product or service names are registered trademarks or trademarks of SAS Institute Inc. in the USA and other countries. The Best Decision Possible is a trademark, and Teradata and the Teradata logo are registered trademarks of Teradata Corporation and/or its affiliates in the U.S. or worldwide. ® indicates USA registration. Other brand and product names are registered trademarks or trademarks of their respective companies. 105658.0312 (SAS)
EB-6547 > 0413 (Teradata)