

SAS® High-Performance Analytics Products 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 data 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 products for Teradata enable 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 Teradata Appliance for SAS High-Performance Analytics products 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 the Teradata Database can be accessed and analyzed directly for processing by the SAS High-Performance Analytics products procedures or nodes.

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

The SAS High-Performance Analytics products for Teradata deliver an integrated system that allows organizations to **analyze** large volumes of data, **enhance** data model development and advanced analytics processes, and **empower** business executives to make more accurate, precise decisions.

These products enable customers to develop analytical data models using all

data – not just a subset – to analyze structured and unstructured data.

- **SAS High-Performance Statistics:** Enables use of predictive models for faster and more effective decision-making.
- **SAS High-Performance Data Mining:** Develops predictive models using thousands of variables to produce more accurate and timely insights.
- **SAS High-Performance Text Mining:** Explores all your data, including textual information, to gain rich new knowledge from previously unknown themes and connections.
- **SAS High-Performance Forecasting:** Generates models for faster high-value and time-sensitive decision making, using thousands or even millions of granular-level forecasts.
- **SAS High-Performance Econometrics:** Provides econometric modeling facility, such as the number and severity of events, using big data.
- **SAS High-Performance Optimization:** Performs more frequent modeling iterations and uses sophisticated analytics to get answers to questions you never thought of or had time to ask.

By leveraging analytical features, including statistics, data mining, text mining, forecasting econometrics and optimization, organizations can quickly identify and add important variables. More data model iterations can be performed to gain understanding and make decisions with confidence.



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. The SAS High-Performance Analytics products will use the clustered memory of the Teradata Appliance for in-memory execution. SAS High-Performance Analytics products for Teradata integrate high speed, end-to-end data access and in-memory architecture to build analytical models. The Teradata® Appliance for SAS High-Performance Analytics, 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.

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.

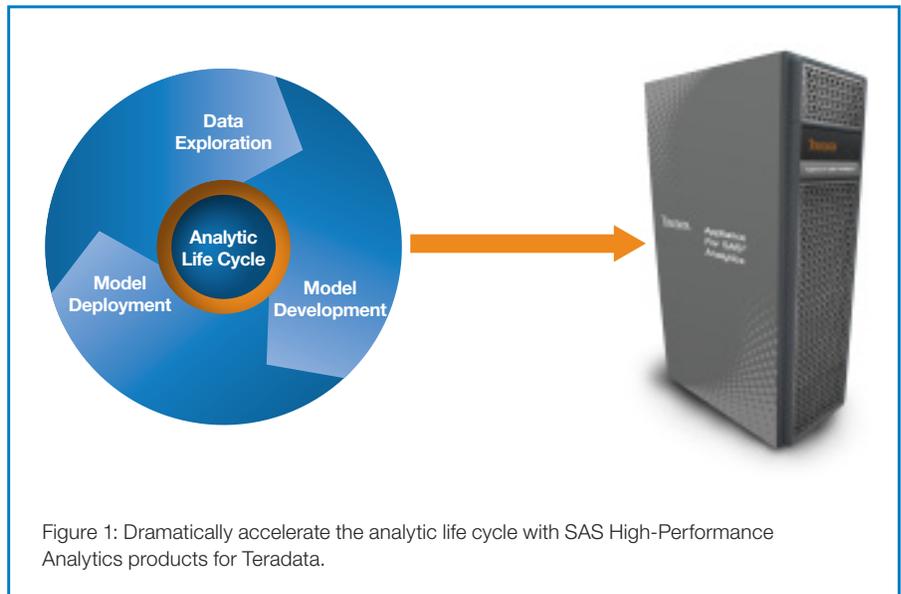


Figure 1: Dramatically accelerate the analytic life cycle with SAS High-Performance Analytics products for Teradata.

- Ask and answer new business questions in near-real time and provide new information for 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.
- Seamless fit into the Teradata Unified Data Architecture™ facilitating data management and moving 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 65,000 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

Contact your SAS or Teradata representative or visit sas.com/teradata or Teradata.com/SAS.



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