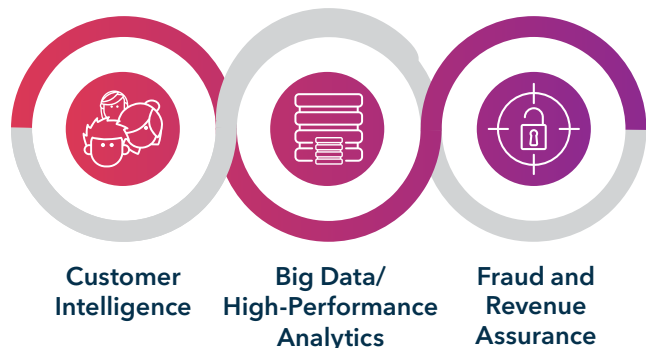


# Accenture and SAS

## Communications, Media and Technology

### Primary Focus Areas



### Deep SAS® Expertise



**SAS 2017**  
Global Partner of the Year



### Key Resource Locales

Over 3,500 resources with SAS experience globally

**Warsaw, Poland**  
Customer Intelligence CoE

**Athens, Greece**  
Customer Analytics

**Naples, Italy**  
Business Intelligence

**Mumbai, India**  
SAS Practice Within IDC

**Milan, Italy**  
Marketing and Data Industry CoE

**Rome, Italy**  
CMT Analytics (Network and VA)

**Dublin, Ireland**  
Fraud CoE

**Lisbon, Portugal**  
CoE for AI With SAS® Viya®

**60+** joint engagements  
in the last 5 years



#### Large Italian telco

- Network and customer analytics.
- Real-time offer redemption rate up 20%.

#### Large Canadian telco and media company

- Viewership analytics and customer intelligence.

#### Large Japanese telco

- Full life cycle customer experience; multiyear engagement.

#### Large American telco

- Personalization for customer retention, cross-selling, cost saving; plus for lead generation, targeting, reengagement.

#### Large European media company

- Real-time customer interaction decisions.
- Cost to serve down \$15 million per year; decreased downgrade impact \$5 million per year.

#### A Proven Partnership

- More than 15 years and 400 joint projects.
- Largest SAS systems integration partner.
- SAS is the largest analytics-only partner in Accenture.
- Integrated delivery approach.
- Flexible commercial models.

#### About SAS

- 43 years, \$3.27 billion annual revenue.
- Analysts rank SAS as a leader in AI-based text analytics, analytics, fraud detection, data integration, big data, machine learning, customer analytics, risk management, data quality and enterprise insights platform.
- 92 of the top 100 companies on the 2018 Fortune 1000 list are SAS customers.
- Next-generation SAS software is open, cloud-based, unified and powerful.

Learn more at [sas.com/accenture](https://sas.com/accenture)

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