

SAS Services

Bring the Power of Analytics to Life



Maximise business value

SAS Services

SAS Services provide a wide range of support options, tailored to your needs. From resolving issues to advancing your skills, SAS Services enables you to reach your business goals.

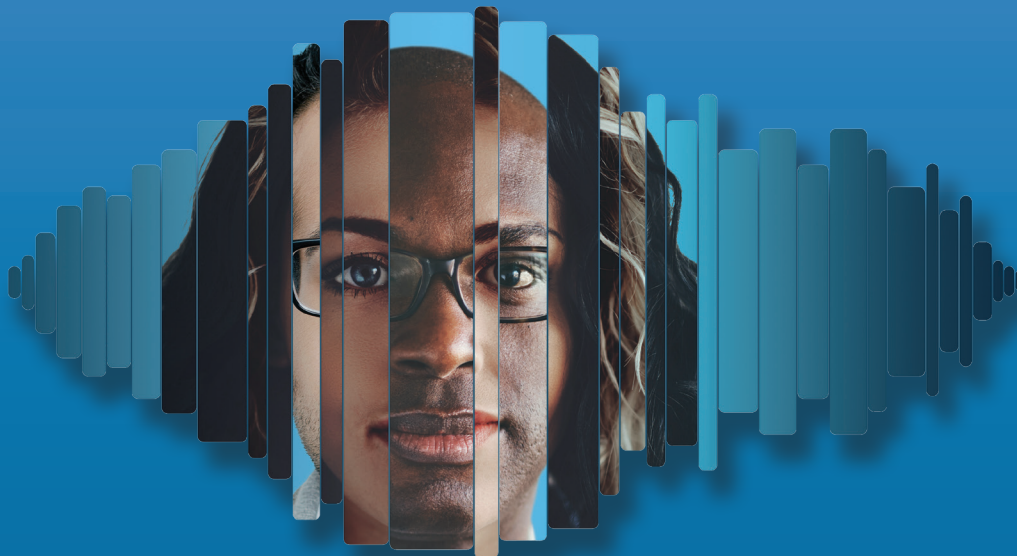
You know analytics is the key to solving your most urgent business challenges. But who implicitly understands your business, your market, your data challenges and can help you design and deploy your SAS solutions to generate maximum business value? Who can upskill your people in exactly the way they need, when they need and stand by them every step of the way - whether they want to be a competent data analyst or data modeler, report designer or data scientist? Who has the intense understanding of the ins and outs of your system to keep it humming along at peak performance, so that our software can radically transform the value you derive from analytical insights? Who puts SAS to work to deliver the game-changing competitive advantage you demand?

Our teams - from consultants to trainers and technical specialists - support you in four ways:

- Designing a solution that can scale from meeting specific use cases to transforming decision-making, revenues and competitive advantage across your organisation
- Helping your people to quickly adopt SAS® software, empowering them with their SAS® knowledge and skills to solve, explore and experiment with SAS® ever-expanding capabilities - and that can only mean more business value for you

- Engaging with your support teams to provide operational excellence through timely advice, guidance and best practices that improve service availability
- Solving immediate business problems with results-as-a-service, and helping you understand the scope that SAS can deliver

Our most successful customers work with SAS Services. We help to ignite their imaginations, optimise their investments and deliver huge analytics-driven value to the business.



SAS® Architecture Review

SAS Services

What is it?

Expert advice to help optimise your use of SAS® software by improving the effectiveness of your enterprise architecture.

Why do it?

Improve the efficiency of your IT processes, manage IT costs and provide mission-critical analytical services.

How to do it

SAS will undertake a top-level analysis of your existing SAS® landscape to provide recommendations in areas such as:

- Performance / capacity / scalability
- New use cases not yet envisaged
- Integration with wider technology landscape

Value

Our SAS® Architecture Review Service will provide you with an immediate action plan to:

- Optimise existing investment
- Ensure compatibility and integration
- Reduce risk and control costs

SAS Services
provides a wide range
of support options,
designed for your needs



SAS® GDPR Assessment

SAS Services

What is it?

Assessment of data management and analytics systems and processes, designed to quantify potential exposure to GDPR compliance risk.

Why do it?

If you process the personal data of individuals located within the EU, you must comply with the GDPR by 25 May 2018.

To meet compliance requirements, you must show how you comply with the principles.

How to do it

During a 5-15-day engagement, SAS will carry out:

- A full inventory of all SAS® systems deployed
- A SAS® systems security review
- A full data and processing inventory

The assessment process will help determine:

- What personal data is being processed and whether it is GDPR compliant
- Who has access to personal data and how the data is protected
- How prepared you are for meeting the new rights and principles under the GDPR

Value

Our SAS® GDPR Readiness Assessment Service will deliver a recommendations report describing actions to be taken to ensure GDPR compliance. This will include:

- Risk Assessment
- Mitigation advice
- SAS® roadmap and recommendation



SAS Application Management

SAS Services

What is it?

The SAS Application Managed Service is a subscription based remote service that provides ongoing day-to-day support for your SAS Applications.

Why do it?

Following the closure of any project, the ownership of the risks and costs of the project deliverables' day-to-day operations need to be handed off to:

- SAS Platform Admin team, responsible for:
 - SAS Platform availability
 - User Management
 - Monitoring of daily batch processes and Level 1 Incident Management
- BI or Analytics CoE (Centre of Excellence) - the custodians of how the application works. This team/function is responsible for:

- Future minor enhancements
- Level 2/3 Incident Management
- Proactive Problem Management
- Responding to business users requests for information (RFIs)

At SAS we have identified that many managed service providers only allow you to outsource the SAS Platform Admin responsibilities, not the application management. The SAS Application Managed Service addresses this gap, allowing you to delegate all day-to-day operations.

How to do it

SAS will work with yourselves to define an Operating Model that is tailored to the specific needs of your organisation.

Value

Allowing SAS to shoulder the responsibilities of your SAS Application's day-to-day operations provides the following benefits:

- Reduced and controlled costs
- Free up staff to focus on your core business
- Remove single points of failure e.g. dependency on specific staff
- Assurance that your application is being maintained by trained, experienced and qualified staff



Innovation Lab & Use Case Factory

SAS Services

What is it?

Curious to identify the potential business value in your own data?

Working together with a team of experienced data scientists from SAS®, we will test-use cases on your data to discover how your organization can benefit from analytics.

Why do it?

Within a short timeframe and with a limited investment, this service allows you to test and document the business value in your data.

How to do it

Our experienced data scientists will guide you through the process of defining use cases relevant to your business, process data and test hypotheses. Our consultants will communicate the results, so you can make an informed decision on which solution to pursue.

Value

- Define and test-use cases together with a team of consultants
- Get immediate value of your data
- No need to train your own team
- Outcome is tested and documented with limited investment

SAS® Analytical Model Development Service

SAS Services

What is it?

Development of a statistical model that will generate rapid returns from your data.

Why do it?

Whether the model involves profiling and segmentation, retention, response modeling, profitability, basket analysis, or next logical product, our analytical consultants will develop a model that will quickly add value to your organisation.

The documentation and model produced will equip you with a structured approach and process design for future model development.

How to do it

SAS will undertake a series of workshops to understand and define a business problem or opportunity, gather the data required and create the analytical base table for exploring / visualising / hypothesis testing / modeling and defining model performance acceptance criteria.

SAS will build the model and present the outcomes.

Value

Our SAS® Analytical Model Development Service will deliver:

Full documentation of the end-to-end model build process

- Details of assumptions and techniques used

The process will enable you to reduce the amount of time required to implement additional analytical solutions.



“I felt it was necessary to have credentials to back up my skills. SAS certifications are respected in the industry.”

L Guevara,
SAS Certified
Base Programmer

SAS® Reporting & Visualisation Service **SAS Services**

What is it?

SAS® Report & Visualisation service offers design skilled consultants with a wealth of experience in delivering top quality reporting and visualisation output.

Whatever your output challenges, our consultants can help you deliver beyond your expectations.

Why do it?

Want to present reports and visualisations that inform, influence, impress and stand the test of time?

Don't leave your output to chance. You need people who understand design, UX/UI, and have an ability to drive clear requirements.

This combination of skills and experience has delivered highly impressive reporting and visualisation results for some of our customers.

How to do it

SAS will work with you to analyse, advise and recommend options and solutions, and then deliver designs that can be built by SAS, or by your own in-house experts.

Value

Our SAS® Reporting & Visualisation Service will ensure that you are enabled to define, refine, design and deliver the best possible reporting and visualisation results. This can extend to the physical output and prototypes of the actual reports/visualisations.

Cloud Modernisation Assessment

SAS Services

What is it?

A roadmap to modernise your SAS systems and processes for the Cloud in alignment with your cloud strategy.

Why do it?

Receive recommendations that will enable you to utilise Cloud infrastructure and services for your SAS platform in a way that aligns to your cloud strategy without adding risk to your current business processes.

How to do it

A 5 day engagement will enable our architecture consultant to understand your cloud strategy and current SAS architecture and then recommend a clear and actionable set of next steps to modernise your SAS platform into the cloud.

Value

Our assessment will show where you can benefit from the advantages of modernisation for the Cloud including the potential to:

- Decrease overall TCO for SAS
- Improve scalability, resilience and recoverability
- Align SAS with your cloud technology roadmap
- Make informed decisions by accurately assessing cloud options against alternatives

“We’ve seen fantastic time savings, efficiency gains and improved uplift in campaigns. And we’re starting to see rewards in terms of revenue.”

Haven Holidays

SAS® Viya® Quick Start

SAS Services

What is it?

An installation & configuration of SAS® Viya® software. The service is performed remotely for a fixed price fee.

Why do it?

SAS® Viya® is part of how we continue to modernise the SAS platform - and complements SAS 9. It is designed to help customers adapt to new and future technology and business demands.

How to do it

SAS Professional Services will install and configure your SAS platform. This fixed-price, fixed-scope comes in two options:

- Option 1: Remote deployment of SAS Visual Analytics, SAS Visual Statistics and SAS Visual Data Mining & Machine Learning on SAS® Viya® on up to 10 virtual or physical servers in a non-Production environment.
- Option 2: Remote deployment of SAS Visual Analytics, SAS Visual Statistics, SAS Visual Data Mining & Machine Learning, SAS Visual Forecasting, SAS Visual Text Analytics, SAS Model Manager, SAS Decision Manager, SAS Data Preparation, SAS Data Quality, SAS Econometrics and SAS Optimisation on SAS® Viya® on up to 10 virtual or physical servers in a non-Production environment.

Value

The SAS® Viya® Quick Start delivers a SAS® Viya® enabled environment for a fixed price, depending on the software purchased as defined above.

SAS Data Quality Service (SDQS)

SAS Services

What is it?

SDQS is a cloud based Data Quality Service, hosted and managed by SAS and delivered using a software as a service (SaaS) model.

SDQS offers a rigorous approach to exploring and resolving data quality issues across a client's organisation. Accurate data is essential part of ensuring that organisations manage risks and optimise customer interactions and profitability.

Why do it?

SDQS enables organisations to standardise and improve data so they can trust the information that serves as the basis for their organisation's initiatives and systems.

Managers and executives can make better decisions using trusted data. Marketing teams can reduce mailing costs and improve customer experience.

Data Governance teams can use this service as part of their Data Governance process and Data Quality lifecycle.

How to do it

SAS will work with yourselves to:

- Conduct Workshop to understand Data Quality Requirements
- Complete Data Quality Assessment
- Define Business Rules for Data standardisation
- Complete Data Quality/Standardisation
- Review/Analyse Standardisation results
- Deletion of Data from SAS environment

The end result will be:

- Data Quality Assessment Report

Value

- Data Quality/Standardisation
 - The business rules applied
 - The Data Quality/Standardisation final outputs, in form standardised files and reports.

Value

- Access to industry-leading data quality software. No requirement for hardware, software licenses and implementation costs. The entire hardware and software platform is hosted and managed by SAS.
- Build a foundation of trust for all business initiatives: Data serves as a foundation for customer relations, sales, production, forecasting and other initiatives. So it needs to be flawless. Outdated or unreliable data can harm your business decisions and your organisation.

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- Get a more accurate view of operations: Reliable, up-to-date and consistent data gives you a more vivid picture of your operations; you can see what's working – and what isn't. As a result, it's easier to instill confidence in upstream and downstream applications that consume that data, such as the execution of marketing campaigns.
 - Minimise unnecessary costs: When the quality of your data is poor, things slip through the cracks. It's easy to lose track of spending and make other costly mistakes when you don't have the right answers.
 - Meet compliance: Whether you need transparency for regulatory or other business purposes, Poor quality data can run the risk of embarrassing and potentially illegal errors.
 - Free IT from repetitive data maintenance tasks, allowing them to focus on strategic business activities.
 - Mitigate risks and reduce costs: Industry-leading data profiling, data quality and entity resolution technologies help users assess the scope and nature of data quality problems across multiple systems and sources. Consistent standards and business rules reduce or eliminate costs of duplicate or incorrect data storage and administration.





Adoption Services

SAS Services

What is it?

An adoption program customised for you to grow the skills your team needs: SAS skills, soft skills, leadership skills, industry skills.

Why do it?

An adoption programme is a strategic approach to developing and retaining your analytics talent. We build a program that addresses the challenges – around people, technology, processes, and data.

It will help you understand your short, medium and long-term SAS training needs and work with your budget accordingly.

It ensures the right people attend the right courses at the right time.

It is built to evolve with your changing business needs and support you in the future.

How to do it

SAS' proven method defines the strategy, identifies roles and competency levels required to deliver your team goals, analyses the gaps and builds learning events that are delivered in a way that fits with your timescales, culture and environment.

The framework we build is designed to support you in the future: it will be flexible, repeatable and scalable. SAS works with you to build in-house expertise to support you in the future with onboarding new team members, building learning and development plans and contributing to business improvement by fully utilising your SAS tools.

Value

Learning should be designed to achieve your vision and address your organisation's unique challenges. An adoption programme will support:

- Improvement of employee retention and engagement
- Attraction of the best talent
- Growth in skills and standardisation of best practices
- Maximising individual performance and productivity
- Building a strong, self-sufficient SAS user community
- Taking full advantage of the SAS platform
- Creating a scalable solution for achieving your vision



Results

SAS Services

What is it?

SAS Results connects you with the power of SAS Analytics and SAS experts to deliver results your organisation can act on.

Why do it?

Not every organisation has the tools and expertise to turn data into insights. SAS Results gives you the opportunity to deliver answers to key business problems or initiatives.

This service provides a foundation for definition and discovery of critical information that will help you know your customers – and your organisation overall – to give you the edge to compete effectively in today's rapidly changing marketplace.

How to do it

You provide the data and business problem; we combine the power of SAS Analytics with the know-how of SAS experts to deliver results you can act on. Whether this involves profiling and segmentation, retention, response modeling, visualisation, fraud or forecasting – SAS Results can help you develop more powerful analytical insight.



Value

With SAS Results, there is no software license or infrastructure to buy. Key benefits include:

- Expert help – knowledge and expertise to help you address your most difficult business issues
- Access to skilled resources – work with those who have the skills you need to optimise your analytics efforts
- Fast turnaround – combining technology and business expertise to deliver more powerful solutions
- Deployment options – multiple delivery alternatives through cloud-based or on-premises deployments



Software Licence Standard Support

SAS Services

Why do it?

Customer service is as important to the smooth running of your business operations as the software itself. Our customers experience world-class support services.

How to do it

Included with your Software Licence Standard Support services:

- Phone and email support for technical issues and questions
- Access to resources on our customer support site (support.sas.com)
- Hot fix downloads that give you quick access to important software updates

Value

SAS Standard Support:

- Delivers proven high-quality support services
- Helps you improve your SAS skills by connecting you with technical support engineers and statisticians trained in the latest SAS skills and methods.

Premium Support - Customised

SAS Services

SAS also provides a range of fee-based support services tailored to meet a variety of customer needs

Customised support services include a technical support account manager and any combination of additional services that work best for you.

Note that Enhanced SLA's are only available as part of a Premium Support or Elite Support package and are not available under Customised Support.

Why do it ?

These services are a great entry point to our Enhanced Support Services and are suitable for customers who may need a short term enhanced support engagements focused on specific areas but do not require the additional benefits of Enhanced Response Time SLAs or the enterprise benefits of Elite Support.

Customised Support combines the benefits of a Technical Support Account Manager with any combination of the following additional services that work best for you.

On-Site Support

Provides you with additional on-site support expertise to assist you with complex issues or to plug short term skills gaps in your support capability.

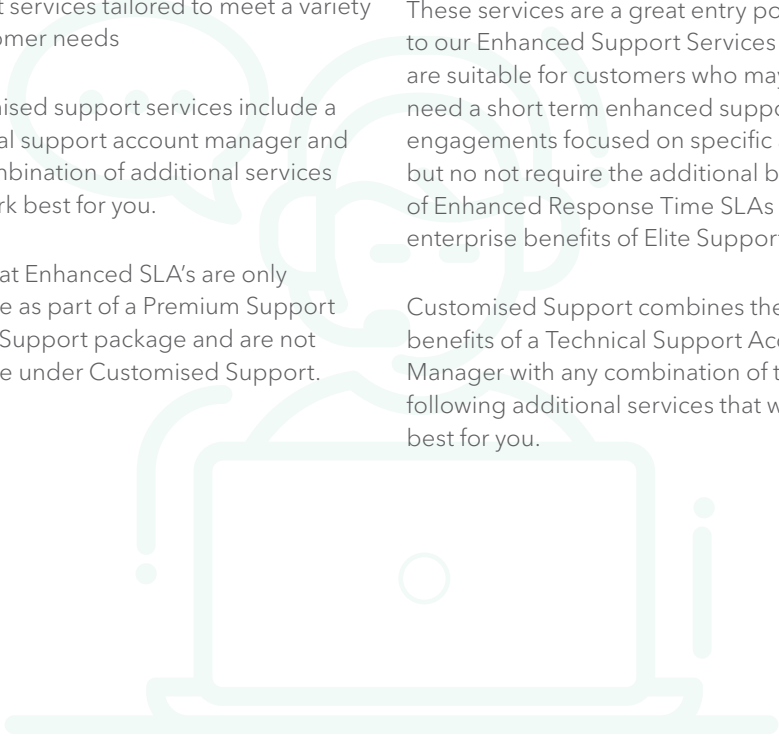
Can also be used to provide 1-1 knowledge transfer and coaching on SAS support methods and best practice.

Out of Hours Support

This service can assist with SAS maintenance and support activities outside of normal business hours in order to minimise disruption to your business users.

SAS Centre of Excellence Service

The SAS Centre of Excellence Service is focused on the rapid development of your SAS Platform Centre of Excellence. It combines SAS Support Operating Model design and provision of SAS Administration services.



Support Operating Model Design

To ensure that your SAS support model and organization is well equipped to support SAS at an enterprise level.

SAS Administration Service

To ensure that your support team can benefit from the presence of experienced SAS Administrator(s).

This service can be used to augment your team and support your SAS environment whilst transferring knowledge and best practice to drive levels of self-sufficiency.

SAS Server Health Check

Be confident that your system is running as efficiently and effectively as possible. Ensure your critical SAS applications are properly resourced.

SAS Tuning & Optimization Service

Minimise the likelihood of performance problems by ensuring your storage system is optimised for SAS usage.

Post-Live Hypercare

SAS can provide remote or on-site support expertise to assist with rapid issue diagnosis and investigation activities in the period immediately following a go-live event.

“Every minute of the day, we’re making decisions about the credit worthiness of retail and business customers. If our credit scoring system was to be down even for a few minutes, that would drastically impact our ability to make accurate decisions. Something that could cost us millions. Fortunately, we’re backed by the expert support team at SAS, and we couldn’t be happier or more productive.”

Bank of Ireland

Premium Support Core Service

SAS Services

Why do it?

When you use our software enterprise-wide or to meet critical business needs, you require a higher level of support.

Combine our Core Premium Support services with a range of range of Premium Support options to create a Premium Support package tailored to meet your support evolving support needs.

How to do it

SAS Premium Support provides direct access to a technical support account manager (TSAM) providing:

- Faster response times to resolve technical issues
- Enhanced Response Time SLAs
- Proactive technical advice and management of support tracks.

- Regularly scheduled meetings and workshops
- Regular status reports on your technical support activity

Value

SAS Premium Support gives you a closer, more interactive relationship with SAS. By taking advantage of this increased level of support, you will:

Protect the value of your SAS investment

- Receive enhanced support to address your evolving needs
- Maximise uptime and outcomes, so you can spend more time focused on providing value to your business



For more information, please contact our
Engagement Management team:

gbrservices@sas.com

SAS UK
Wittington House,
Henley Road,
Medmenham,
Marlow,
SL7 2EB

https://www.sas.com/en_gb/sas-services.html

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