



SAS

Industry

Business Analytics

Website

www.sas.com

Company Overview

SAS is the leader in business analytics software and services, and the largest independent vendor in the business intelligence market. SAS helps organizations anticipate business opportunities, empower action and drive impact through advanced analytics that turn data about customers, performance, financials, and more into meaningful information.

Product Overview

SAS products enable organizations to overcome barriers to big data adoption by providing the ability to quickly and confidently analyze huge amounts of data in real time to reveal previously unseen patterns, sentiments and relationships and create new value from big data. They also help to identify unknown risk, and deliver insight at breakthrough speeds.

Solution Highlights

- Seize new opportunities from all of your data
- Accelerate time-to-value
- Reduce costs, risks and uncertainty

Smarter Results In Less Time

Overview

Data preparation for analytics is difficult when information is scattered across different platforms, and data volumes are expanding faster than companies can keep up. This complicates the effort to gather, cleanse and transform data for a holistic view for decision making and analysis. Instead, 80 percent of your time is probably spent on data preparation, not analytics, leading to delays in making critical, time-sensitive decisions. Not being able to analyze all your data can lead to missed opportunities, increased risks and falling behind your competitors.

The SAS and Cloudera strategic partnership offers enterprises compelling solutions to address these challenges. With SAS® and Cloudera, you can run market-leading analytical systems such as SAS Visual Analytics or SAS Data Loader for Hadoop natively on your enterprise data hub, powered by Apache Hadoop, and can use SAS/ACCESS® to connect your Cloudera-powered data sources to SAS applications.

The Challenges SAS and Cloudera Address

SAS and Cloudera enable customers to unleash value from all their data through a proven combination of enterprise-ready storage, processing, data management and advanced analytics. We can help:

- **Improve data access and data preparation for analytics:** Traditional data storage systems can be costly and inflexible, making it difficult to keep pace with the growing volume of data companies need in order to make decisions.
- **Decrease time to analytic value:** Analysts traditionally have relied on time-consuming manual programming for data exploration and analytic model prototyping, reducing their effectiveness and productivity. Ad hoc analytics need to be replaced with systematic and strategic operationalized analytics to add consistency and speed to the decision-making process.
- **Enhance accuracy and confidence:** Traditional computing environments take longer yet analyze less data, reducing the overall accuracy of the models as well as the number of models you can test and support. Data exploration, data modeling and analytic deployment are typically different environments, leading to lost time to replicate analysis from one step to the next. Scattered data systems make it difficult to get lineage and audit information to support regulatory and enterprise compliance, greatly increasing data and operational risk, which can result in heavy fines and penalties from regulatory authorities.

Seize New Opportunities from All of Your Data

SAS and Cloudera enable more precise decision making that improves customer revenue and service levels by providing for the analysis of all structured and unstructured data sets in one place with existing infrastructure and tools.

Cloudera Enterprise Benefits

Stores and Analyzes Any Type of Data

- Leverage the full power of your data to achieve pervasive analytics, increase business visibility, and reduce costs
- Bring diverse users and application workloads to a single, unified pool of data on common infrastructure; no data movement required

Enterprise Approach

- Compliance-ready perimeter security, authentication, granular authorization, and data protection through encryption and key management
- Enterprise-grade data auditing, data lineage, and data discovery

Industry-Leading Management and Support

- Best-in-class holistic interface that provides end-to-end system management and zero-downtime rolling upgrades
- Open platform ensures easy integration with existing systems
- Open source to achieve stability, continuous innovation, and portability

Benefits of SAS

High-Performance Analytics

- Get the timely insights needed to make decisions in an ever-shrinking window of opportunity
- Discover precise answers for complex problems
- Seize opportunities for growth that otherwise would remain unrecognized, and achieve better performance

Comprehensive Data Investigation

- Explore all relevant data quickly and easily
- Look at more options, uncover hidden opportunities, identify key relationships and make more precise decisions to drive success faster than ever before
- Self-service, ad hoc visual data discovery and exploration

Seamless Connectivity

- Integrate data stored in Hadoop (Hive tables) with data from other sources
- Access data directly and easily with a native interface
- Support both technical and business users

Reduced data movement and replication

This means less time is spent on data preparation and more time on using analytics to drive faster and better decisions. Simplified data preparation saves IT resources and moves the data quality functions into the hands of those who understand the data better. Intuitive, web-based user interfaces reduce Hadoop skills gaps and shorten the learning curve. Users can easily create custom data directives (e.g., filters, aggregations and data movement commands) and reuse them when needed.

Faster, analytics-based decisions

The speed of SAS Analytics is accelerated when running on an enterprise data hub by spreading the processing across the nodes in the cluster. In-memory analytics allows you to load data into memory once, then focus on segmenting your data and building multiple models to target groups simultaneously.

Guided selection of analytic techniques speeds exploration and insight, and reduces latencies often associated with model development. Automatically deploy analytical models into Hadoop and score new data using SAS directly within each node of a Hadoop cluster for fast and efficient processing without data movement.

Combined data exploration and predictive modeling

You can discover and evaluate new opportunities from every possible angle. In-memory analytics allows more scenarios and iterations to be run to produce more precise insights.

Modelers can quickly test new ideas, try different modeling techniques and refine models on the fly to produce the best results – using data volumes never before possible. Proven, built-for-purpose statistical algorithms and machine-learning techniques deliver precise answers quickly and confidently.

About SAS

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 75,000 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®.

About Cloudera

Cloudera is revolutionizing enterprise data management by offering the first unified Platform for big data: The Enterprise Data Hub. Cloudera offers enterprises one place to store, process and analyze all their data, empowering them to extend the value of existing investments while enabling fundamental new ways to derive value from their data. Founded in 2008, Cloudera was the first and is still today the leading provider and supporter of Hadoop for the enterprise. Cloudera also offers software for business critical data challenges including storage, access, management, analysis, security and search. With over 15,000 individuals trained, Cloudera is a leading educator of data professionals, offering the industry's broadest array of Hadoop training and certification programs. Cloudera works with over 700 hardware, software and services partners to meet customers' big data goals. Leading organizations in every industry run Cloudera in production, including finance, telecommunications, retail, internet, utilities, oil and gas, healthcare, biopharmaceuticals, networking and media, plus top public sector organizations globally. www.cloudera.com.

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