Sales and Marketing Collateral Primer

TOOLKIT

February 2017
Contents

Introduction ................................................................. 3
Collateral Production Time Frames ................................. 4
Annual Report/Corporate Overview ................................ 5
E-Books ....................................................................... 6
Solution/Industry Overview .......................................... 7
Fact Sheet .................................................................... 9
Product Brief .............................................................. 11
Solution Brief .............................................................. 13
Service Brief ............................................................... 15
White Paper .................................................................. 17
Conclusions Paper ....................................................... 19
Briefs ........................................................................... 20
Customer Success Story .............................................. 22
Collateral FAQ ............................................................. 24
Screenshot Capture Instructions ................................. 25
Design and Layout ....................................................... 27
Appendix/References ................................................ 29

Questions?
Visit www.sas.com/sasbrand. Contact sas.brand@sas.com.

2 | SALES AND MARKETING COLLATERAL PRIMER
Introduction

This document gives an overview of the different types of sales and marketing collateral available to support SAS® products and solutions. You will find a description of each collateral type available, including the target audience, subject matter, content elements, source content requirements and a visual example. If you have questions about any of the information contained in this document, please contact Daniel Teachey in Marketing Editorial: Daniel.Teachey@sas.com.

Collateral Types

SAS produces the following types of collateral to support its products and solutions:

• **Annual report/corporate overview.** Combined annual brochure that includes an introduction to the SAS brand and a recap of the prior year’s highlights.

• **E-book.** Covers a topic to some degree of depth. Typically used early in the sales cycle. Takes a unique style, tone or approach to presenting a story.

• **Solution/industry overview.** Covers a family/suite of solutions (e.g., SAS Customer Intelligence 360) or a family of solutions for a specific industry (e.g., defense and security). Typically aimed at business decision makers.

• **Fact sheet.** Covers a specific SAS offering, providing a high-level product overview, key benefits and capabilities, a list of features and one or more screenshots. Aimed primarily at a user/IT audience.

• **Product brief.** Gives a high-level overview of a single SAS product/offering. Generally aimed at a business audience.

• **Solution brief.** Focuses on a specific customer issue - often from an industry perspective - and how SAS approaches that issue. Aimed primarily at business users or decision makers.

• **Service brief.** Describes a business service provided by SAS. Aimed at decision makers looking for a vendor to help them solve a business problem, implement a methodology or set up a process for resolving technical issues.

• **White paper.** Covers a topic to some degree of depth, offering education, thought leadership and/or best practices. Aimed at an executive or technical/user audience, depending on the topic.

• **Conclusions paper.** A conclusions paper is similar to a white paper, but it typically summarizes the main points covered at events, such as webinars or webcasts, seminars, presentations, etc. Often sent to attendees as a follow-up after an event.

• **Brief.** A relatively short piece that is used when other collateral formats do not fit our needs. Use sparingly, as briefs may not fit the same purposes as other types of collateral and may not receive the same level of ongoing promotion.

• **Customer success story.** Describes how a specific customer has solved a business issue using SAS software.
Production Process
To request marketing collateral, you must enter a Global Marketing System (GMS) request (http://sww.sas.com/gms) for the type of collateral you need. GMS is where we maintain workflows and schedules. Be specific and detailed when you enter the description of what you need. If you’re new to the process, or if you’re unsure which type of collateral is most appropriate, contact Marketing Editorial to help you get started.

To streamline production, review cycles are limited to two, except under extenuating circumstances. Please note that technical collaboration on messaging and content should be completed before submitting materials for production. The results of that collaboration should be conveyed through relevant positioning documents and other source materials. The two rounds of review include:

1. A first draft (may be either a Word document or PDF). The first draft is for polishing the way the content is conveyed.

2. A final review, which is typically a PDF of the final, designed collateral. This final review is for identifying technical inaccuracies or last-minute, minor changes.

You should provide high-resolution graphics during the first draft review, if not before. If a team of reviewers is involved, their collaboration and review should be limited to the first draft. The primary contact (often a Go-To-Market [GTM] lead, or product or industry marketing manager) is responsible for routing drafts to all relevant reviewers and then consolidating feedback. The final review is when the primary contact should check for mistakes and approve publishing and distribution of the collateral.

Production Time Frames
Standard time frames for the primary types of collateral we produce are applicable only AFTER complete content (positioning document, draft, etc.) is submitted and accepted. Schedules include time for writing, copy editing, review, design and promotion to the Sales & Marketing Portal, sas.com, printing, etc. Please use these time frames when assigning a goal date in GMS. Keep in mind that we cannot control the amount of time required for review cycles, so we cannot control resulting delays in production.

- Fact sheet, solution brief, product brief, overview brochure or flier - five to six weeks.
- White paper (draft provided) - six weeks.
- White paper (written from outline) - eight to 10 weeks.
- Conclusions papers - six to 10 weeks.

Timelines are highly dependent upon review cycles. Collateral can be produced according to these timelines only if all steps are completed and review cycles are timely. If your request is tied to a time-sensitive activity or commitment, please indicate that in your request when you set the goal date.
Annual Report/Corporate Overview

Subject Matter
- A high-level overview of SAS and introduction to the SAS brand, focusing on both who we are and what we do.

- A summary of the previous year (including financial results, company stats, awards and accolades, important events, etc.).

Target Audience
Executives are the primary audience for the annual report/corporate overview.

Source Content Requirements/Elements
Source content varies for the annual report. For more information, contact Shannon Heath in Public Relations: Shannon.Heath@sas.com.
**E-Books**

**Subject Matter**
E-books are similar to white papers in that they cover a broad range of topics. But they are less formal, less sales-driven and more visually interesting than white papers. They should tell an enticing story, taking a unique tone, style and approach. They can be gated (requiring registration) or ungated on sas.com. E-books are frequently educational in nature, and can provide thought leadership, expertise, insights and/or best practices. Some e-books are compilations of related sas.com Insights articles. Topics can include:

- Key (often new or perplexing) business issues.
- Emerging technologies.
- Persona-based challenges.
- Trends in an industry or technology/solution area.

**When to Request**
E-books are created to establish credibility and trust. They should only be requested as fulfillment for a specific campaign, event or other marketing activity when there is a compelling subject that is best explained in a visual, less formal way than white papers. A strong and ongoing promotion plan, including social media, is extremely important since e-books require intense time and effort from writing and design resources. For questions about when to produce an e-book, and to learn more about the options, contact Marketing Editorial.
Solution/Industry Overview

Subject Matter
Solution overviews cover a portfolio/family of SAS solutions (e.g., SAS Customer Intelligence solutions, SAS Data Management, etc.). Industry overviews cover a portfolio of SAS solutions/products related to a specific industry (e.g., SAS solutions for retail, SAS solutions for manufacturing, etc.).

When to Request
Solution and industry overviews are not mandatory pieces of collateral. They are created only when there is a legitimate need to cover an entire portfolio of solutions, or show the breadth of our coverage for a particular industry in a single piece of collateral. Requests for these collateral types will be considered on a case-by-case basis.

Target Audience
Solution and industry overviews are targeted at business audience, director level and above.

Source Content Requirements
- Completed product category or industry positioning document, or equivalent.
- High-resolution graphics (e.g., screenshots), if needed.

Content Elements
The content elements vary depending on the available content, marketing objectives, etc. Specific content elements are included at the writer’s discretion. These pieces are typically four pages in length. Layout treatment dictates space requirements. Word-count limit is approximately 75 for sidebar copy. Content placed in regular body copy ranges from 100 to 500 words per section. Examples of possible content elements include some or all of the following:

Title/Kicker
The title should include any identified SEO (search engine optimization) keyword and/or the name of the portfolio/suite of products along with the industry (if relevant). The kicker would be around 100 to 500 words per section. Examples of possible content elements include:

Benefits
- SAS Customer Intelligence 360 enables you to perform true predictive marketing.
- SAS Customer Intelligence 360 enables you to get answers from your digital channels, then personalize offers that are anticipated, relevant and personalized.
- Ability to perform true predictions.
- Unlike traditional “marketing cloud” solutions, SAS Customer Intelligence 360 uses dynamic approaches to understanding and leveraging your customer data.
- Ability to perform true predictions.
- SAS Customer Intelligence 360 enables you to get answers from your digital channels, then personalize offers that are anticipated, relevant and personalized.

Solution/Industry Overview

Create customer experiences that are relevant, satisfying and valued around 175 for sidebar copy. Content placed in regular body copy ranges from 100 to 500 words per section. Examples of possible content elements include some or all of the following:

Title/Kicker
The title should include any identified SEO (search engine optimization) keyword and/or the name of the portfolio/suite of products along with the industry (if relevant). The kicker would be around 100 to 500 words per section. Examples of possible content elements include:

Benefits
- SAS Customer Intelligence 360 enables you to perform true predictive marketing.
- SAS Customer Intelligence 360 enables you to get answers from your digital channels, then personalize offers that are anticipated, relevant and personalized.
- Ability to perform true predictions.
- Unlike traditional “marketing cloud” solutions, SAS Customer Intelligence 360 uses dynamic approaches to understanding and leveraging your customer data.
- Ability to perform true predictions.
- SAS Customer Intelligence 360 enables you to get answers from your digital channels, then personalize offers that are anticipated, relevant and personalized.

Solution/Industry Overview

Create customer experiences that are relevant, satisfying and valued around 175 for sidebar copy. Content placed in regular body copy ranges from 100 to 500 words per section. Examples of possible content elements include some or all of the following:

Title/Kicker
The title should include any identified SEO (search engine optimization) keyword and/or the name of the portfolio/suite of products along with the industry (if relevant). The kicker would be around 100 to 500 words per section. Examples of possible content elements include:

Benefits
- SAS Customer Intelligence 360 enables you to perform true predictive marketing.
- SAS Customer Intelligence 360 enables you to get answers from your digital channels, then personalize offers that are anticipated, relevant and personalized.
- Ability to perform true predictions.
- Unlike traditional “marketing cloud” solutions, SAS Customer Intelligence 360 uses dynamic approaches to understanding and leveraging your customer data.
- Ability to perform true predictions.
- SAS Customer Intelligence 360 enables you to get answers from your digital channels, then personalize offers that are anticipated, relevant and personalized.

Solution/Industry Overview

Create customer experiences that are relevant, satisfying and valued around 175 for sidebar copy. Content placed in regular body copy ranges from 100 to 500 words per section. Examples of possible content elements include some or all of the following:

Title/Kicker
The title should include any identified SEO (search engine optimization) keyword and/or the name of the portfolio/suite of products along with the industry (if relevant). The kicker would be around 100 to 500 words per section. Examples of possible content elements include:

Benefits
- SAS Customer Intelligence 360 enables you to perform true predictive marketing.
- SAS Customer Intelligence 360 enables you to get answers from your digital channels, then personalize offers that are anticipated, relevant and personalized.
- Ability to perform true predictions.
- Unlike traditional “marketing cloud” solutions, SAS Customer Intelligence 360 uses dynamic approaches to understanding and leveraging your customer data.
- Ability to perform true predictions.
- SAS Customer Intelligence 360 enables you to get answers from your digital channels, then personalize offers that are anticipated, relevant and personalized.
Part of the SAS® Customer Intelligence Suite
SAS Customer Intelligence 360 solutions fully integrate with the rest of the SAS Customer Intelligence suite, creating an environment that’s seamlessly built and ready out of the box to analyze and execute marketing programs all the way down to the individual customer level. With SAS Customer Intelligence 360, all the tools that marketers need to manage multichannel, targeted marketing efforts are just a few clicks away – within a unified environment.

Components

SAS® 360 Discover
Gain a more complete view of your customers by using SAS 360 Discover to dynamically capture interactions, transform those individual interactions into customer-centric knowledge and then integrate this knowledge with customer insight from other channel views. SAS 360 Discover enables you to more effectively understand, model and effectively market to customers who visit your web properties.

SAS® 360 Engage
Effectively target and deliver offers to customers who have interacted with your organization via digital channels such as email, mobile apps or the web.

SAS® 360 Engage

Overview

An overview of the portfolio, including customer pains/issues and a high-level mention of the products/capabilities that comprise the portfolio. This section should not extend beyond the first page. Word count is approximately 125 to 175.

How SAS Can Help

An optional section that describes what SAS brings to the table for the customer. May include overarching or differentiating capabilities unique to this solution/industry portfolio and SAS. Word count varies.

Key Capabilities

Includes subheads that describe what the customer can accomplish. Paragraphs underneath tell how those accomplishments are achieved. Word count varies.

Challenges

Three to five bullets that describe the challenges a customer/prospect may be facing that the SAS solution/industry portfolio addresses. Word count is approximately 150 to 200.

Differentiators

Subhead for this section is typically in this format: “The SAS® Viya™ Difference.” Bullets tell what sets SAS apart, our unique value and/or why customers should pick SAS over other vendors. Word count varies.

Components

In addition to a Capabilities section, a solution/industry overview may also include a listing and description of the individual products/solutions that make up the portfolio. Word count varies.
Fact Sheet

Subject Matter
Fact sheets cover a single solution/offering (e.g., SAS In-Memory Statistics for Hadoop, SAS/STAT® software). They provide a high-level product overview, key benefits, key capabilities, a list of features and one or more screenshots. They are usually technical in nature and aimed primarily at a user/IT audience. Most products we sell should have a corresponding fact sheet.

When to Request
Fact sheets are the ideal piece of collateral for individual products/solutions. When launching a new product, fact sheet creation should be a top priority. Fact sheets should be updated in a timely fashion for every new release.

Target Audience
IT users and IT managers are the primary target audience, but sometimes fact sheets are written for a business audience.

Source Content Requirements
- Completed product positioning document, or equivalent.
- High-resolution screenshots, or other graphics, if needed.
- Completed product positioning document, or equivalent.

Content Elements

1. Title/Kicker
The title should be the name of the product. The kicker should contain the identified SEO keyword and provide a short description of what the product is/does.

2. First-Page Sidebar (at top)
This section answers the questions: What is [offering name]? Why is [offering name] important? For whom is [offering name] designed? Word count is approximately 125, including subheads.

3. Key Benefits
SAS Energy Forecasting improves results by providing data-driven, secure and easily accessible and interactive data-driven analytics. With auto-charting capabilities, so no coding is required. Plus, you can share your analysis and model development for all time horizons. Based on trusted data and advanced forecasting algorithms, SAS also provides forward and forecasting for long-term and short-term needs. If your organization has relied on third-party models with ease.

4. Forecasts for any horizon
Without employing multiple tools, SAS Energy Forecasting provides an proactive approach to meet forecasting situations that arise. It encompasses hourly forecasting for all time horizons, based on trusted data and advanced forecasting algorithms. SAS also provides forward and forecasting for long-term and short-term needs. If your organization has relied on third-party models with ease.

5. High-performance load forecasting
SAS Energy Forecasting provides an proactive approach to meet forecasting situations that arise. It encompasses hourly forecasting for all time horizons, based on trusted data and advanced forecasting algorithms. SAS also provides forward and forecasting for long-term and short-term needs. If your organization has relied on third-party models with ease.

6. Overview
SAS Energy Forecasting improves results by providing data-driven, secure and easily accessible and interactive data-driven analytics. With auto-charting capabilities, so no coding is required. Plus, you can share your analysis and model development for all time horizons. Based on trusted data and advanced forecasting algorithms, SAS also provides forward and forecasting for long-term and short-term needs. If your organization has relied on third-party models with ease.

7. What does SAS Energy Forecasting do?
SAS Energy Forecasting provides an proactive approach to meet forecasting situations that arise. It encompasses hourly forecasting for all time horizons, based on trusted data and advanced forecasting algorithms. SAS also provides forward and forecasting for long-term and short-term needs. If your organization has relied on third-party models with ease.
Product Overview
A high-level overview of the product, including a brief mention of relevant customer pains/ issues. This narrative section should not extend beyond the first page. Ideally this should fit in one column. Word count is approximately 150.

Benefits
This section describes the business benefits that the SAS solution provides to the customer. Each bullet should start with an action verb. Minimum of three bullets. Ideally this should fit on the first page. Word count is approximately 150.

Capabilities
Describes the broad functions of the product. Word count varies.

Screenshots
There should be at least one screenshot with a caption. More can be included depending on available space.

Features Table
A detailed list of features for each broad function (capability). This table should be user-oriented. Word count varies.

System Requirements
Fact sheets should have a paragraph at the end that includes a URL or hyperlinked text pointing to the product page or system requirements on the external web.

## Key Features

### Energy Forecasting
- Multistage regression models are used to form the forecasting core for load forecasting, where multistage variables and combinations are treated sequentially to prevent overfitting.
- Second-stage models are developed using UCM, ARIMAX, exponential smoothing and neural nets.
- Users can choose the level of automation for the forecasting process (fully automated, hybrid, or manual).
- Users can calculate automatic selection criteria for the model.
- Custom models can be built within the software using any calculation or forecast (e.g., manual forecasts).
- Users can choose to re-diagnose any results at any time, as well as resubmit.
- Model results and statistics are available at each step of the process.
- Results are automatically generated and can be re-used and shared with a GUI.

### User-driven Hierarchical Forecasting
- Includes a graphical user interface for energy forecasting from high-level requirements.

### Key Features (continued)

### SAS Visual Analytics Administration and Reporting
- Design and distribute BI reports and dashboards through an interactive user interface, no programming required.
- Present data and results in the most insightful way through a broad array of visualization techniques.
- Enable interactive, interactive and collaborative views on dynamic reports and dashboards through native mobile BI apps for Apple® iOS and Android devices.

### Integration with SAP HANA
- Select data from SAP HANA as an input data source for forecasting processes.
- Extend the reach of SAS Energy Forecasting to SAP HANA for further reporting in HANA or other SAP applications.

### Flexibility and scalability beyond the GUI
- Fully support multiple data input sources, time zone specifications, business processes and custom variables.
- Support for dimensioning and identifying non-standard models, including extended event parameters, contextual filtering and modeling, and parameters.
- Provides a more efficient, flexible data management and modeling methodology to work throughout the organization.
- Offers an adaptable model repository, including an interactive search and a list-based model management system.

### Sample fact sheet inside and back pages.
Product Brief

Subject Matter
This type of brochure focuses on a single solution/product (e.g., SAS Enterprise BI Server, SAS Risk Management for Banking). Most of the time, there is no need to create both a fact sheet and a product brief for the same product/offering.

When to Request
A product brief may be created instead of a fact sheet when there isn’t enough product information available to produce a fact sheet. But there are some instances when both a more technical fact sheet and a general, business-oriented product brief are needed. Requests for both a product brief and a fact sheet will be reviewed on a case-by-case basis.

Target Audience
Business audience, director level and above, or public sector equivalent.

Source Content Requirements
• Completed product positioning document, or equivalent.
• High-resolution screenshots or other graphics, if needed.

Content Elements
The content elements listed below are the basic elements in product briefs. However, there can be variation. You may have additional or different sections than those listed below. This is not a rigid template; some variability is expected and necessary.

1. Title/Kicker
The title should be the name of the product. The kicker should contain the identified SEO keyword and provide a short description of what the product does.

Key Benefits
With SAS Analytics for IoT, you can:
• Reduce cost and raise productivity by collecting, managing and analyzing data where it lives. SAS lets you integrate, visualize, transform and analyze IoT data across the ecosystem – edge devices, data centers or the cloud.
• Respond quickly and confidently to changing conditions, and claim new IoT market opportunities as you tap into the full potential of all your data to make better-informed business decisions.
• Skip complexity when you streamline and automate processes across your IoT infrastructure for incremental and long-term business gains.

Overview
From cars to factories to farms, many organizations are already collecting information from the connected devices that send and receive data over the Internet of Things (IoT). While analysts expect the IoT to soar to tens of billions of devices by 2020, no one knows how many or what new types of intelligent devices will emerge. But we do know that traditional approaches to data management and analytics may not be sufficient for sustaining value in this new, connected world.

Simply collecting data from connected sensors, systems or products is not enough. To benefit from the promise of IoT data, businesses need to be able to shift analytics from traditional data centers toward devices on the edge – the “things.” The challenges arise from the complexity - and risks - inherent in capturing and analyzing extreme volumes and varieties of the data torrents flowing from ever-increasing numbers of things.

Today’s businesses need more flexibility about where, when and how to manage and analyze IoT data. And they must understand which data is relevant, so they’ll know what to store and what to ignore. To get there, they need a trusted, automated solution.

SAS supports the full IoT analytics life cycle.
Key Benefits
The business benefits of the solution in at least three bullets, each starting with an action verb. Word count is approximately 50 to 150.

Overview/Introduction
A high-level overview of the product, including a brief mention of customer pain/issues that are relevant to that product. This section is in narrative form and should not extend beyond the first page. Word count is approximately 125 to 250.

Why SAS?
Three to five bullets that describe how a SAS capability sets SAS apart from competitors, or - in other words - why customers should choose the SAS solution over another vendor’s solution. Word count is approximately 150 if in a sidebar.

- or –

Challenges
Three to five bullets that describe the challenges a customer may be facing.
Note: This section is not used very often. The preference is to focus on “Why SAS” instead. Word count is approximately 150 if in a sidebar.

Solution Description
An opening paragraph with a high-level description of the solution, followed by three to five bullets on the solution’s capabilities. Word count is approximately 125 to 175.

Capabilities
What the customer can accomplish. Subheads often start with a verb. Paragraphs underneath describe how the product portfolio helps achieve those accomplishments. Word count varies.

Differentiators
An introductory paragraph on what sets SAS apart, followed by bullets that detail why customers should choose the SAS solution over another vendor’s solution. Word count is approximately 150. Note: This optional section is not shown in the example at right.

Does your organization need to get more out of the connected world? With SAS’ Analytics for IoT, you can:

- Publish and subscribe. Use an extensive suite of data adapters and connectors to link with a variety of endpoints in your IoT landscape.
- Perform IoT data. Perform deep-dive analysis and model development on your storage platform of choice.
- Graphically visualize data in motion and data at rest to get a clearer understanding of how you should respond.
- Apply analytics to streaming data. Perform a simple filtering and aggregation to more advanced operations like predictive analytics - even at the edge.
- Mine and analyze data at rest, in stream and points in between. Proven analytics technologies offer extensive methods for getting the most out of IoT data.
- Close the IoT analytics loop. Do big data analytics on data at rest in conjunction with targeted edge analytics at endpoints.

The Solution
Building from a proven technology foundation, SAS integrates streaming data with analytics and visualization so you can get more value from the IoT. Whether your data is at the edge, in motion or at rest, SAS technology helps you make wiser decisions while reducing data movement and storage costs. Our solution covers the full analytics life cycle, starting with data capture and integration and extending to analytics and deployment. With SAS, you can:

- Understand how data: SAS incorporates a proven event stream processing engine so you can do real-time data management against IoT data. This includes intelligent filtering that decipher signals from noise so you’ll know what’s relevant for your business.
- Understand the signals in data. Use SAS to mine and analyze IoT data throughout the connected ecosystem. Combine IoT data with other sources that add context, and detect patterns of interest as events occur.
- Act with speed and confidence. SAS decision management capabilities drive real-time action - from simple alerts to complex, automated responses.

SAS Analytics for IoT encompasses event stream processing along with visualization and analysis capabilities in a storage platform of your choice. It supports analytics at the edge - as well as analysis, visualization and data integration on the server side (data center or cloud). SAS Analytics for IoT applies to a variety of industries and needs.

Capabilities
Support for the IoT analytics life cycle
The IoT opens many opportunities to transform how you interact with customers, products, services and operations. To capture its full value, you need an analytics solution that takes an enterprise approach. SAS supports analytics throughout the IoT infrastructure – from the data center or cloud all the way to the edge, and at any point in between.

Proven event stream processing capabilities
Our IoT solutions are built on SAS Event Stream Processing, which analyzes data in motion by processing huge volumes at very high rates (in the range of millions per second) - with extremely low latency (in milliseconds). You can also embed this powerful solution in devices to shift intelligence to the edge.

Comprehensive analytics capabilities, proven data management techniques
SAS offers the widest and deepest range of analytics capabilities – from basic reporting and traditional statistics to descriptive, predictive and prescriptive techniques - as well as machine and cognitive learning. We develop and continuously improve upon the latest techniques to find those best suited for high-frequency and streaming data. And our industry-leading data management capabilities can take IoT data – generated anywhere - and make it analytics-ready.

Flexibility to run on a range of hardware, or in the cloud
SAS runs on a wide variety of platforms including low-cost commodity hardware. It can exploit big data appliances and run in the cloud. SAS also works with many communication and hardware vendors to support embedded analytics in their edge devices - especially IoT gateways.

Learn More
Organizations today are shifting from an IoT planning to an IoT executing strategy. By fusing analytics with IoT data, SAS positions you to make faster, better-informed decisions in this new landscape.
Find out more at sas.com/analytics-iot.

To contact your local SAS office, please visit: sas.com/offices
Solution Brief

Subject Matter
Solution briefs focus on a specific customer issue – often from an industry perspective – and how SAS addresses it. This collateral is ideal for starting sales conversations. Specific products or solutions are rarely mentioned by name; rather, the focus is on the “SAS best answer” for solving the issue.

When to Request
Request a solution brief when there is a need for collateral that focuses on how SAS solves a specific customer issue, particularly when there’s no single solution that solves the problem.

Target Audience
Solution briefs usually target a business audience.

Source Content Requirements
• Completed customer issue positioning document, or equivalent.

Content Elements
Industry
If the content is relevant to more than one industry, use “cross-industry.”

Title
Title should be in a statement format starting with an action verb: “Improve Military Personnel Planning With Analytics.” There is no kicker.

Business Impact Statement
Ideally, this will be a customer quote. Or, it could be a quote from an analyst or industry expert, or from a third-party source on the issue. This statement or quote could address the impact of NOT solving the issue, or could address the benefits to be gained from solving the issue. Word count is approximately 50.

Consolidate commodity credit exposure data to rapidly generate risk metrics and credit scores

The Issue
Credit risk is a central pillar of a risk management practice. But during periods of economic turbulence, measuring and monitoring your counterparty’s creditworthiness gains new importance. For instance, a continued low commodity price environment strains suppliers’ ability to produce at a financially viable price. This, in turn, creates uncertainty downstream about their ability to deliver on contracts. The insecurity ripples through the complex web of forward contracts, letters of credit and other arrangements necessary to trade and transport physical commodities in the multibillion-dollar global energy market.

Many organizations rely on a collection of ad hoc data management and analysis tools to determine credit risk metrics. These error-prone, poorly integrated tools could hinder you from producing credit decisions quickly enough to respond to counterparty issues or take advantage of market conditions. They may omit key factors that would give credit risk managers more confidence in their analyses, such as credit scoring. Your tools should enable you to measure credit risk accurately and holistically – taking into account multiple trading systems, markets, geographies and a host of other factors.

Our Approach
By aggregating credit risk data and running real-time models, companies can accurately measure risk and take decisive, timely action. We deliver software and services to help you:
• Identify high-risk counterparties rapidly and continuously update their creditworthiness as key factors change.
• Quantify an immediate consolidated exposure by compiling data from all sources and generating true enterprise-level credit risk metrics.
• Generate dynamic credit scores in-house without waiting for rating agency updates.
• Monitor margin call probabilities as commodity prices and counterparty risk metrics change.

Commodity credit risk solutions from SAS are based on our trusted data integration and advanced analytics technologies to provide a clear view of your credit risk exposures.
Challenges
A bulleted list that describes barriers to solving the issue. Word count is approximately 100.

The Issue
This is typically a two-paragraph narrative that sums up the issue from an industry or customer perspective. Word count is approximately 125 to 175.

Our Approach
This section is the SAS best answer. It starts with an intro paragraph summing up the problem and the SAS solution that addresses it. That is followed by this sentence: “We approach the problem by providing software and services to help you” … which is then followed by a bulleted list of benefits and capabilities that answer what we do and how we do it. An optional conclusion sentence sums it up. Word count is approximately 125 to 175.

The SAS Difference
This section describes what sets SAS apart. Format is an opening narrative paragraph, followed by a bulleted list and conclusion paragraph. Word count is approximately 150 to 200.

Case Study (Anonymous or Named)
The Situation section describes the basic problem the customer was having. The Solution section is a one-sentence intro followed by brief bullet points that outline the solution SAS provided. The Results section is a bulleted list of the benefits the customer got from using the solution – preferably quantifiable benefits. Word count is approximately 150 to 200.

What If … You Can’ Questions
Questions mirror capabilities in the Our Approach bulleted section. They’re concise what-if questions, painting a vision of what’s possible with SAS. Word count is approximately 50 to 75.

SAS Facts
Industry-relevant facts about SAS that show SAS’ expertise. Word count is approximately 50 to 75.
Service Brief

Subject Matter
A service brief describes the value and components of a service that SAS consultants provide based on their business or technical expertise. Service briefs explain how a particular SAS service can help customers solve a problem, implement a methodology, design a road map or establish a process for a business or technical issue.

When to Request
A service brief is created when there is strong business justification to develop a brochure for customers seeking a vendor for a certain type of service. A service brief can be targeted to a specific industry, line of business or technology area. Requests for service briefs will be reviewed on a case-by-case basis.

Target Audience
IT and business audience, director level and above, or public sector equivalent.

Source Content Requirements
- Completed product positioning document, or equivalent.
- Detailed list of the service offering, including (as applicable) what’s provided to the customer at the completion of the service engagement, expectations from both SAS and the customer, etc.

Content Elements
The content elements listed below are the basic elements in service briefs. However, there can be variation. You may have additional or different sections than those listed below. This is not a rigid template; some variability is expected and necessary.

Title/Kicker
The title should be the name of the service. Kickers are optional; they can be used to provide a short description of what the service is.

What Is the SAS® Data Governance Master Plan service?
For data to become a true business asset, a data governance program needs to be funded and managed in concert with other corporate assets. Otherwise, your data will not meet the needs of the organization.

To take control of your data, you need a road map. The SAS Data Governance Master Plan service lays out that road map, taking into account existing practices and technologies, staff skill sets, organizational structures and company culture. SAS data management consultants use a proven methodology to design a strategy and a set of next steps so that data governance is not only achievable, but sustainable.

A master plan frees you from duplicating work activities, streamlines the development processes and eliminates rework to help you avoid what can be serious (and often unquantifiable) overinvestments in data delivery.

SAS delivers an overall framework, process, organizational interaction system and rules of engagement – all designed around your company’s unique culture and objectives.

Beyond cost savings, the data governance master plan enables revenue generation. By giving you a leader-sanctioned plan based on best practices, the resulting data and process improvements support better business efforts, such as consistent product pricing, higher sales uplift and increased campaign response rates. Finally, this service cements business and IT alignment – often after internal efforts have failed. By promoting collaboration around information, the master plan encourages a closer working relationship between IT and its business partners.

Key Benefits
- Align data governance activities to support business strategies
- SAS consultants help you understand the impact of data governance on important initiatives, creating a comprehensive program that helps you realize business benefits faster.
- Build a sustainable data governance program
- Understand how to develop the people, processes and technologies that can help you address data management issues and transform disparate data into a valuable asset.
- Create sustainable methods creating and delivering data governance rules
- Learn how to define business definitions, business rules and polices for corporate data that is a foundation for an effective data management.

How does it work?
The SAS Data Governance Master Plan service is a multilayer engagement that begins with SAS consultants conducting an initial kickoff workshop that will introduce data governance to key stakeholders, establish a common understanding and set expectations regarding the engagement. Once a baseline has been established, SAS will move to the discovery stage that involves conducting individual interviews with identified stakeholders to determine what users are trying to get from the data, the challenges your data users encounter, and the existing skill sets and rules, it will then weigh the cultural effects of the data governance rollout.
Overview/Introduction
This section is a high-level overview of the service, describing what it is and why it’s important. It includes a brief mention of customer pains/issues that are relevant to the service. This section should not extend beyond the first column of text. Word count is approximately 100 to 225.

Key Benefits
The three to four key business benefits of the service, described briefly under subheads, each starting with an action verb. Should not extend beyond the first page. Word count is approximately 75 to 200.

Solution Description
This section begins with the subhead: How Does It Work? Its goal is to show customers exactly what services they should expect to receive from SAS. The section provides a somewhat detailed description of how the service is structured, the steps involved, and the outcomes or deliverables customers will receive. Word count is approximately 175 to 250.

Commitment
This one-paragraph section begins with a subhead: What Is the Commitment? Its goal is to give the customer an idea of the duration of the service, the locations involved (on- or off-site), and what is included in the cost. Word count is approximately 25 to 50.

Call to Action
This section tells the reader how to get more information. It begins with a subhead: How Do I Find Out More About the [service name goes here] XYZ? Word count is approximately 10 to 25.

After a set of initial stakeholder interviews, SAS tailors the project based on the needs of each client. We use established templates and processes to engage specialists and test workable frameworks. The resulting deliverables are used to create a data governance strategy and framework that gives you a vision for how to move forward and tactics for doing so the right way.

The activities used to create the master plan will follow these broad steps:
• Inventory business needs and requirements for data governance.
• Draft a data governance charter document.
• Create guiding principles for data governance.

• Design a stakeholder interaction system, including decision-making bodies.
• Allocate decision rights, specifying accountability for data decisions and escalation processes.
• Recommend the type of data stewardship model appropriate for the corporate culture.

As a result, you will receive the following enterprise data governance program components:
• Program strategy.
• Initial program charter with key objectives, goals and guiding principles.
• Organization framework.
• Communications and training approach.
• Program roadmap.

What is the commitment?
The duration of this service will be determined based upon customer-specific requirements. Services are performed on-site or off-site, as needed. Travel time is included.

How do I find out more about the SAS® Data Governance Master Plan service?
Your SAS account executive can connect you with the appropriate SAS consultant.
White Paper

Subject Matter
White papers are our most sought-after type of collateral and are often gated (requiring registration) on sas.com. White papers can cover a broad range of topics, including but not limited to:

- Key business issues.
- Emerging technologies.
- Product features/functions.
- Persona-based challenges.
- Compliance issues.

Topics are covered to some degree of depth. White papers offer education, thought leadership and/or best practices, and they keep the sales pitch to a minimum.

When to Request
White papers are created on an as-needed basis to fill a marketing need, serve as fulfillment for a campaign or event, or when there is a compelling subject that needs the deeper exploration white papers can provide. Requesters should contact Marketing Editorial to discuss their plans for a white paper before entering the GMS request.

Target Audience
The target audience for a white paper is usually a business audience, but can also include users, IT or any relevant persona (CMO, CRO, etc.).

Source Content Requirements
Sometimes a draft of a white paper already exists prior to a request being submitted. If that’s the case, and if the need for and validity of the white paper is verified, then papers typically only require review by a writer and copy editor prior to production. In situations when a white paper is not yet written, the following source content is required before production begins:
Always offer a call to action or a way for the reader to get more information.

Call to Action

Approach to solving the issue (best practices of lead organizations using analytics).

How SAS can help.

Conclusion.

Case studies, if available.

Identification of the issue(s), including background information, challenges, possibilities, etc.

Approach to solving the issue (best practices of lead organizations using analytics).

How SAS can help.

Case studies, if available.

Conclusion.

Call to Action

Always offer a call to action or a way for the reader to get more information.
Conclusions Paper

Subject Matter
Conclusions papers resemble white papers, but their content is gathered and presented differently. Conclusions papers typically summarize events such as webinars, webcasts, seminars, presentations, etc. They are not transcripts; they highlight important topics and main points. They often reorganize content by topic and in a more logical flow than the live presentation followed.

When to Request
Conclusions papers are often sent to attendees as a follow-up after an event, or they are created as fulfillment for campaigns.

Target Audience
The target audience for a conclusions paper varies, but it is usually aimed at a business audience. The audience can sometimes be as narrow as the attendees of a specific event.

Source Content Requirements
Source content should include:

- A link to or file of an audio or video recording of the event, or a transcript of the speaker’s presentation.
- PPT slides used during the presentation.
- Speaker notes, if available.
- Charts, graphs or diagrams that could be included in the paper.
- Names, titles and job descriptions of each speaker at the event.

Content Elements
Content elements vary depending on topic. The overall format of a conclusions paper is nearly identical to that of a white paper, but specific content elements are less prescribed. Papers normally include a call to action at the end.
**Briefs**

**Subject Matter**

Briefs are short pieces that can cover a broad range of topics. For example, they may tackle narrowly focused industry- or technology-specific topics. They sometimes express a specific point of view and are considered thought leadership. At other times, briefs are primarily journalistic in nature.

**When to Request**

You may request a brief when you have a compelling topic to write about but no other collateral format is appropriate for your purpose or audience. In some cases, briefs can be an alternative to a white paper if the material isn’t lengthy or in-depth enough for an eight-to-10-page paper. When you have article-length content (500 to 1,000 words), it may be preferable to create an Insights article for sas.com rather than creating a brief.

**Target Audience**

The target audience varies widely, depending on topic, usage, purpose, etc. A brief could be aimed at a business audience, or at users, IT or any relevant persona (CMO, CRO, etc.).

**Source Content Requirements**

Source content for a brief can be anything from a prewritten, original draft to an outline. Work with your Marketing Editorial contact to determine exactly what is needed. Content requirements may include:

- Approval by Marketing Editorial.
- Completion of a white paper briefing document if deemed necessary by Marketing Editorial.
- Suggested outline.
- Kickoff meeting (as needed).
- Source materials (varies, depending on topic).

**Briefs**

**Source Content Requirements**

Source content for a brief can be anything from a prewritten, original draft to an outline. Work with your Marketing Editorial contact to determine exactly what is needed. Content requirements may include:

- Approval by Marketing Editorial.
- Completion of a white paper briefing document if deemed necessary by Marketing Editorial.
- Suggested outline.
- Kickoff meeting (as needed).
- Source materials (varies, depending on topic).
Content Elements

Content elements for briefs vary, but they do include certain elements, described below:

1. **Title/Kicker**
   A compelling title and kicker makes the brief more attractive to readers. Kickers aren’t mandatory, but they often entice a reader to read the entire article.

2. **Subheads**
   There’s no limit or restriction on subheads. The only guideline is to use them wisely. Subheads help break up briefs into digestible chunks that are easy to follow. They also provide the reader with more information on the general topics that are covered, while serving as a navigational tool.

3. **Graphics**
   Images — whether in the form of charts, screenshots, infographics, artwork, photography, etc. — add visual interest to a brief while imparting information.

4. **Body of Paper**
   The body of a brief can vary depending on need, but it can include the following elements:
   - Introduction of the business issue/challenge/trend/regulation and explanation of why it’s a pressing issue for the reader.
   - **SAS’** perspective on it and/or solution to the issue. Focus on the positive, and set up to move forward in a positive direction (or take advantage of the opportunity defined upfront).
   - Conclusion.
   - **Call to Action**

Always offer a call to action or a way for the reader to get more information.
Customer Success Story

Please note: Customer success stories are typically published on sas.com. PDFs are created by special request only.

Subject Matter
Customer success stories are engaging, feature-type stories that focus on how an organization uses SAS solutions to achieve noteworthy benefits. These narratives are from the customer’s perspective, documenting its journey and achievements.

A Tiered Approach
There are three tiers of customer success stories:

• Tier 1 stories have an emotional element, human focus and illustrate “data for good.” They have strong brand recognition or tell a high-impact story and are presented via a documentary video with visual storytelling. Tier 1 stories are tied to a paid promotion advertising campaign that aligns with brand messaging.
  Tier 1 example

• Tier 2 stories include high-visibility SAS customers who can support a campaign or key initiative. Featured customers have midlevel brand recognition. These solution-level stories include more imagery than Tier 3 stories, and videos are optional.
  Tier 2 example

• Tier 3 stories feature customers with mid- or low-level brand recognition. They serve specific sales needs, and help prospects learn how similar companies are using a certain technology. They adhere to a templated format and design.
  Tier 3 example

When to Request
You may request a customer success story if your story idea meets the following criteria:

• Is relevant to SAS’ core initiatives; aligns with GTM strategies; covers topics, industries or solutions listed as high-priority by GTM teams; focuses on gaps in coverage areas.

• Is clear to the average sas.com reader. Plainly states the customer’s challenge, its impact, why SAS was the right solution and what the results were; is not overly technical; talks to the customer’s industry AND to the broader sas.com audience.

• Is focused on business results and the impact of SAS. Reflects a mature deployment with tangible results that are specific and detailed (such as quantifiable ROI, time reduction, percentage of increases/decreases and increased profitability/revenue); includes examples of what the customer is doing and achieving.

Target Audience
Typically a business audience or the public sector equivalent.

Source Content Requirements
Before a customer success story is created you must have:

• Approval by the reference manager. Guidelines for gaining approval are on the Sales & Marketing Portal.

• A quotable customer who can speak publicly on his or her company’s behalf.

• A prep call with relevant SAS stakeholders (e.g., PMM, AE, reference manager, Marketing Editorial representative).

• An interview with the customer.
Advancing student success through better data analysis

Des Moines Area Community College uses analytics and data visualization to help students prosper in the classroom and beyond.

Joe DeHart
Executive Director of Institutional Effectiveness, Assistant to the President

Educational institutions are treasure troves of valuable data. But when that data is spread across different schools, departments and campuses in various formats and systems, it becomes a huge challenge to aggregate, connect and distribute data to those who need it. That was the predicament that Joe DeHart set out to amend at Des Moines Area Community College (DMACC). As the Executive Director of Institutional Effectiveness, DeHart championed using analytics to help the school unearth and analyze data to proactively help students succeed.

DeHart, who is also assistant to the DMACC president, is responsible for making sure staff members gain the insights they need to make the right choices about how the college serves its students. DMACC is using analytics and data visualization from SAS to access, integrate and manage data to help improve student enrollment, retention and graduation rates. With SAS data management and reporting capabilities, administrators and educators throughout DMACC can use data to identify at-risk students and help students select the right coursework.

“Now staff members throughout the college can access data,” DeHart says. “They don’t have to go through my department, so it extends our reach.” Reports that used to take weeks and months are now completed in minutes or seconds. This has freed DeHart’s team to explore data in more detail.

Getting students on the right track

A foundational element to student success is being able to place students into courses that are suitable for their cognitive and affective development. Traditionally, DMACC - like many colleges - relied on ACT and entrance exams to place students into regular or developmental courses. But as national research began to question that wisdom, DeHart wanted to...
The journey to an analytics culture, preparing students for the future

“SAS has become the linchpin to all that marries what we keep internally with what we're looking at externally — whether that's benchmark data, unemployment insurance data or national student clearhouse data,” DeHart says. “And the nice thing is that I don't have to worry about the data being accurate. With SAS, I know all the fields are correct, and that the users can interact with the data, and it's always going to be correct.” That's a tremendous benefit for DeHart’s team and others at DMACC. “Before, we had a lot of interpretative data in which someone would run a manual process but not be able to repeat it the next semester because they forgot how they did it.

“We have a ton of data that gets captured on students, their progress, when they come in and when they go out,” DeHart explains. “SAS provides an overall snapshot of the health of our institution, and insight into how programs, processes and systems within DMACC impact our students.”

DeHart and his team have built a culture of using SAS for data-informed decision making. It even extends to following up with graduates to see how they’re doing in the “real world,” like whether they moved on to a four-year college, embarked on a career, etc. DMACC compares their status to the course loads they took at the college to build a model of what makes for a successful student. This approach enables DMACC to help current and future students on their journeys to college degrees and promising futures.

“Development classes are the kiss of death. Students are paying full tuition but not getting any college credit, so they often give up,” DeHart explains. Today, DMACC offers a college readiness class, and counseling to prepare future students for full admission the next semester. DMACC also uses inexpensive online refresher classes for students with low English or math placement test scores, instead of requiring semester-long, no-credit developmental classes.

DMACC also began using predictive modeling to supplement placement test scores with additional student data aimed at incorporating affective elements, like planning ahead and registering early, attending student orientation and meeting with an advisor. As first-time college students go through the application, admission and registration processes, DMACC gathers additional information about each student, like their intentions upon entering college, parental college experience, veteran status and socioeconomic factors associated with their zip codes. The college can use this data to improve the predictive ability of placement test scores. DMACC has even more data on returning students, including past academic performance.

study DMACC’s own data. He quickly discovered that the entrance tests had very little correlation to student performance.

Administrators already knew that tracking students into developmental courses often caused them to drop out, but they were hesitant to reduce the role of entrance exam scores in guiding students. “Development classes are the kiss of death. Students are paying full tuition but not getting any college credit, so they often give up,” DeHart explains. Today, DMACC offers a college readiness class, and counseling to prepare future students for full admission the next semester. DMACC also uses inexpensive online refresher classes for students with low English or math placement test scores, instead of requiring semester-long, no-credit developmental classes.

DMACC also began using predictive modeling to supplement placement test scores with additional student data aimed at incorporating affective elements, like planning ahead and registering early, attending student orientation and meeting with an advisor. As first-time college students go through the application, admission and registration processes, DMACC gathers additional information about each student, like their intentions upon entering college, parental college experience, veteran status and socioeconomic factors associated with their zip codes. The college can use this data to improve the predictive ability of placement test scores. DMACC has even more data on returning students, including past academic performance.

To contact your local SAS office, please visit: sas.com/offices

Collateral FAQ

This FAQ covers questions that collateral writers are frequently asked. If you have a question that isn’t covered, submit it via email to Daniel Teachey at: Daniel.Teachey@sas.com.

Q: How do I decide what type of collateral I need? Is there a core set of collateral produced for every SAS solution?

A: A variety of factors determine what type of collateral gets produced. The following items serve as a general guideline:

**For products** - Typically, each time SAS releases a new product (or a new version of an existing product), we produce a new or updated fact sheet – or sometimes a product brief – along with an external web page.

**For customer/prospect issues** - Most other collateral production is driven by our desire to help customers understand how SAS can help them solve a problem or achieve better results. The type of collateral needed varies according to the goals and intended audiences. Contact Marketing Editorial to discuss options if you have any questions.

**For lead-generation events** - We produce certain types of collateral (e.g., white papers or conclusions papers) for use at lead-generation events (e.g., trade shows, webcasts, seminars, etc.). These are determined on a case-by-case basis.

Q: Our marketing plan calls for a fact sheet to be produced, but we don’t yet have enough of the information (technical requirements, features list, screenshots, etc.) that’s required to produce a fact sheet. What’s our alternative?

A: A product brief is typically the alternative if there isn’t enough content initially for a fact sheet.
Q: Can I have both a fact sheet and a product brief produced for the same solution?
A: It usually isn’t necessary to produce both a fact sheet and a product brief for the same offering. A fact sheet is preferred when possible. In a few cases, a technical fact sheet and more business-oriented product brief are needed for the same solution/offering. These will be handled on a case-by-case basis.

Q: How do I begin the process of having collateral created?
A: You must first submit a GMS request. Contact Marketing Editorial if you have any questions about how to get started.

Q: I’m told the quality of the screenshots I have provided isn’t sufficient. Are there any guidelines for capturing screenshots?
A: Use the following screenshot guidelines to ensure the best quality.

Screenshot Capture Instructions

Overview
Product screenshots are important for marketing collateral, sales presentations, and sas.com in that they visually represent and support what we describe in the text and help to accurately show our software. Illegible, blurry screenshots are detrimental to the SAS brand and marketing messages. Although a screenshot may look clear at 72 dpi on a monitor, after it is modified for print or the web, the quality will degrade to the point where it is not possible to regain the clarity. These instructions explain how to capture clear screenshots and store them in the Product Screenshot Repository where they will be available to creative teams and other users.

To capture screenshots, it is best to use the FullShot program, which provides flexibility in setting resolution and enhanced functionality. Note: The Windows Snipping Tool does not provide the quality of screen captures needed for our marketing purposes and should not be used.

If you don’t already have FullShot on your PC, you can obtain the software by submitting an iNeed request.

Setup
Windows 7 Display Settings
1. Set your Windows Display settings to ensure a high resolution screenshot is captured. To set the screen resolution, go to Control Panel and select Appearance and Personalization ➤ Display ➤ Adjust resolution. Choose the highest resolution setting in the list. It must be set to a minimum of 1920x1080. If your monitor does not support 1920x1080 resolution, please find a computer with one that does or submit an iNeed request to get a new monitor.

2. ClearType text must be turned off. To do so, go to Control Panel and select Appearance and Personalization ➤ Display. In the menu on the left side, select Adjust ClearType text. Make sure the box “Turn on Clear Type” is unchecked. If it is checked, uncheck it and follow the steps for turning it off.

3. To set your Windows Theme, in Control Panel, select Appearance and Personalization ➤ Personalization. (Or right-click on your Windows Desktop and select Personalize.) On the first window that displays, select Aero / Windows 7. The changes will be reflected on your monitor.

Windows 10 Display Settings
1. Set your Windows Display settings to ensure a high resolution screenshot is captured. To set the screen resolution, go to Settings and select System ➤ Display ➤ Advanced display settings. Choose the highest resolution setting in the list. It must be set to a minimum of 1920x1080. If your monitor does not support 1920x1080 resolution, please find a computer with one that does or submit an iNeed request to get a new monitor.

2. ClearType text must be turned off. To do so, go to Settings and select System ➤ Display ➤ Advanced display settings. Under Related settings, select ClearType text. Make sure the box “Turn on Clear Type” is unchecked. If it is checked, uncheck it and follow the steps for turning it off.
3. To set your Windows Theme, in **Settings**, select **Personalization** (Or right-click on your Windows Desktop and select **Personalize** to open the Display Properties window.)

   - **Themes** ▶ **Theme Settings**. On the Theme window that displays, select the **Themes** that are titled **Windows Default** and select **Windows**. The colors of the theme will show up well in a printed or electronic graphic and is the default most customers have as their setting. The changes will automatically occur.

**Browser Settings**

If you are capturing a screen displayed in a browser window (e.g., Internet Explorer), set the browser Zoom level to 100% and maximize the browser window size to full-screen.

**FullShot Settings**

Start the FullShot program, and from the menu bar, select **Options** ▶ **Capture Settings** to open the **Capture Settings** window.

In the menu bar on the left, select **Capture To** and then check **File** to be prompted to save the graphic(s) once captured.

If you do not want FullShot to start every time Windows starts, from the menu bar, select **Options**, FullShot **Run** Settings, and de-select Start FullShot with Windows.

**How to Use FullShot**

1. Start FullShot with the settings shown at left.

2. Display the window that you want to capture sized to full-screen on the monitor to obtain the largest size possible - the more pixels, the better the resolution.

3. It is recommended to use the “Region” capture method, which captures only the area that you select. You select the region by clicking on the window and dragging the cross-hairs. If you use the “Screen” capture method, do not include extraneous elements on the Windows Desktop. Using the “Window” capture method captures only the active window, but will capture other tabs in a browser window.

4. Capture the active window by clicking on the appropriate button in the upper right corner of the active window or using the hot key for **Screen**, **Window**, **Object**, **Region** or **Document**.

5. If you are not prompted to save the screenshot, from the FullShot window select **File** ▶ **Save Image**. **Note**: Do not size the screenshot or change the color settings.

6. Save the graphic in the file type of **.png**. Do not manipulate the graphic file by changing it and saving it as another file type. If callouts are needed, a graphic designer can make those modifications for you.

**NOTE**: Do not transfer the files into a PowerPoint or Word document for the purposes of marketing collateral development, as this will cause degradation in the resolution quality.

**Screenshot Library**

Product Marketing and Product Management are responsible for uploading screenshots to the official **SAS Screenshot Library**, the repository for screenshots that have been approved for use in marketing and sales materials.

**NOTE**: Only designated Product Marketing and Product Management staff are authorized to upload screenshots to the **SAS Screenshot Library**.
Design and Layout

Templates

Templates for all types of collateral are provided on the SAS Brand Site. Templates ensure a standard look and feel, contributing to the integrity of our visual brand.

Although design and production of most collateral is managed at our headquarters in Cary, NC, there are times when countries or third parties need to create pieces that adhere to corporate design standards. In such cases, you should enter a Global Marketing System (GMS) request (http://sww.sas.com/gms) so that independently created collateral is properly identified and loaded into our asset sharing systems.

Essential Elements

The visual style of SAS collateral reflects the corporate design standards outlined in our Brand Creative Guide, available on our Brand Site. This guide provides detailed information about color choices, typography, image style and more.

Style Sheets and Color Palettes

Templates include paragraph and character styles for most typographical components. Also embedded are the color palettes described in the Brand Creative Guide.

There are standard characteristics/elements required for all collateral:

1. **Trim size**
   All collateral types are the same size.

2. **Label**
   Identifies collateral type; appears in the upper right-hand corner of the cover.

3. **Title bar**
   Color is Midnight Blue. Type is Avenir Next Thin reversed to white.

4. **Energy line**
   Vibrant color rule complements Midnight Blue title bar and matches color block behind SAS logo.

8.5 x 11 in (215.9 x 279.4 mm)
Cover art
Most collateral features realistic color photography on the cover, following the style outlined in the Brand Creative Guide. Fact sheets and product briefs feature a partial view of a screenshot that appears inside the brochure.

SAS Logo on Front Cover
The SAS logo with The Power To Know® tagline must appear on the covers of all collateral. It is reversed to white on a vibrant color block. The color in the block behind the SAS logo determines the colors of other standard elements within the same piece, as indicated in the template style sheets.

SAS Logo on Back Page
The SAS logo with The Power To Know® tagline must appear on the back pages of all collateral. It matches the logo on the front cover. Use the same color block on the covers and back pages; do not mix colors on the same piece.

Address Bar
The color of the address bar is Midnight Blue, matching the color bar on the front page. Type is Avenir Next Medium. Generally, we include only our web address; however, for legal reasons, some countries are mandated to included the physical address of their SAS office.

Legal Statement
The full legal statement should appear on all collateral. Type is set in Avenir Next Regular. The statement should read:

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. ® indicates USA registration. Other brand and product names are trademarks of their respective companies. Copyright © 20XX, SAS Institute Inc. All rights reserved. 108XXX_G1XXXXX.0516

Tracking numbers follow the legal statement.

Diagrams
Collateral diagrams help explain complicated concepts or processes. Use Avenir Next for text descriptions. Use colors that complement the overall color scheme in the piece. Choose colors from our standard palette, which is included in all collateral templates.
Appendix/References

Follow the links below for complete and full versions of the examples used in this primer.

Annual report
E-book
Solution/industry overview: SAS Customer Intelligence 360
Fact sheet: SAS Energy Forecasting
Product brief: SAS Analytics for IoT
Solution brief
Service brief
White paper
Conclusions paper
Brief
Customer success story
Tier 1 example: IOM in Nepal
Tier 2 example: Orlando Magic
Tier 3 example: Town of Cary

Follow the links below to various marketing resources referenced in this guide:

COSMOS (Sales Collateral Database)
SAS Brand Site
Global Marketing System
SAS Screenshot Repository