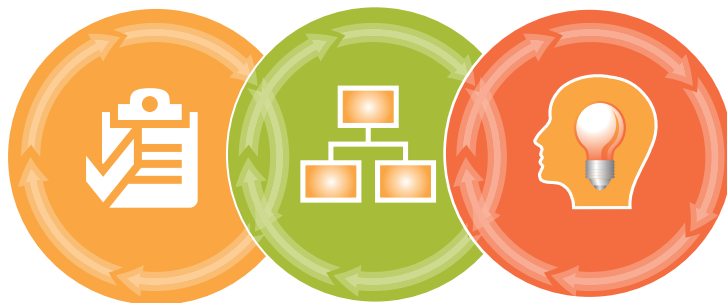


# SAS® Data Management

## DATA MANAGEMENT MATTERS. HERE'S WHY.

You'll make better, faster decisions, and accomplish more with less. Duplicate, inaccurate or missing data – say goodbye. Big data? Bring it on. With consistent, reliable data at your fingertips, you'll know more about your organization and customers.



**SIMPLIFY**  
BIG DATA

**STREAMLINE**  
PROCESSES

**STRENGTHEN**  
DATA VALUE

## WHY SAS® IS DIFFERENT

- 1 A Focused Approach:**  
One platform with everything you need.
- 2 Better Data. Better Business:**  
When data quality comes first, everything gets easier.
- 3 The Right Technology at the Right Time:**  
Use what you need, when you need it.
- 4 More Value from IT Investments:**  
Manage data where it lives – on your terms.

Is big data part of your data management strategy?

The numbers don't lie.



**30%**

of organizations have no strategy for managing big data, although one is needed.

**ONLY 3%**

of organizations consider the status of their big data management deployed and relatively mature.



**BIG DATA**



**57%**

**57%**

of organizations manage big data today.



**89%**

of organizations view big data as an opportunity.

[sas.com/datamanagement](http://sas.com/datamanagement)

Facts based on results of TDWI BP Report: Managing Big Data, August 2, 2013



THE  
POWER  
TO KNOW®