Data Visualization and the Cloud

Organizations of all sizes can benefit from quick, easy access to business data in seconds.

Meet John. He's a small business owner.

Running his business is challenging because:

- He feels overwhelmed by data and has limited IT support.
- Most of his decisions are based on intuition, not fact.
- His operating costs have increased and he's not sure why.

Every day he asks questions like:

- What emerging business risks should I be aware of?
- Am I missing opportunities to grow my business?
- Is there a way to improve operations?

John decides to explore data visualization for the cloud.

Today, he collects data in a spreadsheet which quickly becomes outdated and is hard to analyze.
With volumes of data in various systems and formats, it is difficult to discover hidden relationships and trends.

With data visualization, he could say goodbye to spreadsheets.
Lines of data would instantly come to life to help him reveal critical insights. A point-and-click environment could make it easy to see, explore and share data across the business.

Currently, John depends on limited IT resources.
His IT staff is overloaded and doesn't have the bandwidth to run analyses using data from disparate systems and sources. Every request John makes costs valuable time and money.

With only a few clicks, John could visually represent business data and make faster decisions on his own.
Through a drag-and-drop interface, John could compare categories and measures, test relationships among multiple variables, spot correlations, and make forecasts on the fly – without adding extra resources.

John is tied to his business' operating system.
He is limited by hardware administration and management. John can only access data while in the office.

He could have flexibility for anywhere, anytime data analyses.
John would minimize administration with flexible deployment options in the cloud.
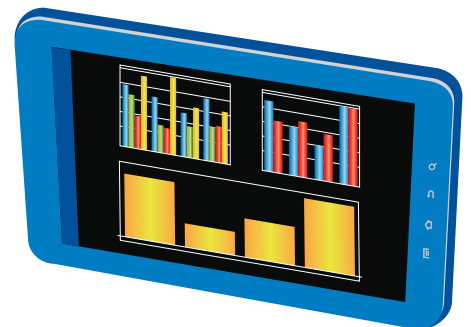
Enable Simplify Innovate

John chose data visualization for the cloud and is confident about the future of his business.

SAS® Visual Analytics for SAS Cloud is affordable and makes business easier. You don't have to be an analytical expert to benefit.
Want to demo data visualization for yourself? Visit sas.com/visualanalytics.

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