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The SAS® Partner Program

SAS has almost 1,200 partners globally that provide high-value services for our customers and SAS across our technology and solution portfolio.

Partners amplify our company message and add value to our focus areas. When we join forces with our partners, we can reach new markets, deliver innovative products and drive revenue.

This creative guide is meant to give you ideas and guidance for the look and feel of a concept we call the Power of the Partner.
The Power of the Partner

Our unifying data management and analytics platform, coupled with our partners’ deep industry- and topic-level expertise, empowers our customers to solve today’s challenges and uncover tomorrow’s opportunities. Together we’re helping our customers transform a world of data into a world of intelligence. We call this synergistic relationship the **Power of the Partner**.

**The Power**

- Solving challenges
- Strengthening offerings
- Accelerating implementation
- Increasing awareness
- Building strong relationships

**The Partnership**

- Effective collaboration
- Trusted leadership
- Flexible deployment
- Bigger opportunities
- Measurable success
SAS® Partner Program Imagery
The Spirograph Art

This artwork, informally called the "spirograph," visually represents the synergy created by our partnerships. The spirograph illustration provides color, texture, continuity and visual interest to partner creative work. The overlapping circles represent the synergy that comes from partnership – an entity that adds up to way more than the sum of its parts.

Usage guidelines

• The spirograph illustration should be an accent rather than a dominant element.
• You may adjust the position and size.
• You may show the full illustration or a cropped version on any edge or corner.
• Avoid using more than two spirograph illustrations in a single layout or page.
• Do not use the spirograph in combination with the SAS radiance graphic.

Applications

Co-branded promotional materials that can use the spirograph treatment include, but are not limited to, those listed below. Sample designs are presented in the Creative Application section of this document.

• Solution briefs and other collateral.
• Webinar landing pages.
• Infographics and certificates.
• Tradeshow and event materials (rollshades, booths, signage).
• Emails, social tiles, videos and ads (print or online).
• Partner program materials and website.
The Power of the Partner Type Treatment

The Power of the Partner type treatment is an optional element that can be used to promote the SAS Partner Program or to emphasize the strength of our collaborative partnerships. For example, it may be used on specialty items or on booths or collateral. Examples are included in the Creative Application section of this document.
Partners Color Palette

The SAS Partner Program color palette is based on the SAS corporate color palette. Additional colors were created for the partner tier badges (see page 9 for information on badge art). These colors are used only in the badges and are not for use in the spirograph art.

**GROUNDING COLORS**
These colors are the primary colors for partners visual creative. Cobalt is the default grounding color for the partner program.

- **MIDNIGHT**
  Pantone 7463
  C100 M76 Y45 K42
  R4 G48 B75

- **COBALT**
  Pantone 7461
  C100 M48 Y0 K0
  R0 G116 B190

- **SKY**
  Pantone 298
  C56 M10 Y0 K5
  R98 G186 B233

- **SLATE**
  Pantone Cool Gray 8C
  C51 M43 Y43 K7
  R130 G129 B129

- **WHITE**
  Pantone C0 M0 Y0 K0
  R155 G155 B155

**TIER BADGE COLORS**
These colors are to be used only in the partner badge art (see page 9). They should NOT be used as accent colors.

- **DIAMOND**
  Pantone 377
  C50 M12 Y0 K0
  R144 G180 B62

- **PLATINUM**
  Pantone 710
  C10 M93 Y60 K0
  R219 G56 B144

- **GOLD**
  Pantone 151
  C85 M0 Y0 K0
  R255 G204 B50

- **SILVER**
  Pantone 710
  C10 M93 Y60 K0
  R219 G56 B144

**ACCENT COLORS**
These colors are used as accent or complementary colors for partners visual creative. They can be used to complement partner logos.

- **GREEN**
  Pantone 339
  C85 M50 Y0 K0
  R255 G204 B50

- **RED**
  Pantone 7455
  C10 M71 Y0 K0
  R65 G91 B169

- **ORANGE**
  Pantone 513
  C53 M99 Y0 K0
  R141 G42 B144

- **YELLOW**
  Pantone 377
  C50 M12 Y100 K0
  R144 G180 B62

- **AQUAMARINE**
  Pantone 7455
  C10 M71 Y0 K0
  R65 G91 B169

- **VIOLET**
  Pantone 513
  C53 M99 Y0 K0
  R141 G42 B144

- **PLUM**
  Pantone 7455
  C10 M71 Y0 K0
  R65 G91 B169
Partner Program Badges

SAS Partner badges are awarded to partners based on criteria established by the SAS Partner Program. Partners display the badges to promote their relationship with SAS. Badge art is provided in a variety of shapes, orientations and light/dark colors to provide maximum flexibility. The SAS Partner Visual Identity Guide available on PartnerNet provides guidelines for displaying the badge art.
Ecosystem Partner Badges

The SAS Ecosystem Partner badge signifies that a given partner participates and works with SAS in creating or implementing solutions for our joint customers. This badge is intended to help showcase the breadth of informal partnerships SAS has with all types of vendors in all phases of the sales cycle.
Photography

Collaboration

The SAS customer community is diverse. Portraits can portray a broad variety of personas: students, technology experts, industry and business professionals and executives. For partners promotions, images of people working together should be used whenever possible to emphasize the value of teamwork and collaboration.

Style
DO use images of people with authentic, natural-looking expressions.
DO NOT use images of people who look like staged models.
DO use images of people working together.

Color
Warm, rich colors.

Technique
Strong focal point.
Out-of-focus backgrounds.
Interesting angles and perspectives.

Settings
Realistic business or industry environments and situations.
Creative Application
The Spirograph and Photography

The Power of the Partner spirograph art can be combined with photography to create a unique look for partner promotions. In the first example, a transparency setting was applied to the spirograph art. Here, the photograph shows through while retaining the vibrant color of the spirograph art. The transparent treatment works best on light-colored photographs. For dark photographs, it’s best to use the spirograph as an opaque element.

Transparent spirograph treatment

Opaque spirograph treatment
Act on data where it’s generated, on the go — anywhere in the world

For transportation companies that connect goods and passengers from one end of the world to the other, real-time, actionable insights are critical to navigating complex logistics. SAS and GE Transportation have joined forces to take on the challenges of IoT-generated data, providing a seamless and powerful solution.

IoT insight generators — powered by SAS® IoT analytics software

The powerful, long-standing alliance between Intel and SAS is delivering innovation and performance every day. Here are some of the highlights from 2018:

- **Combining Robotic Process Automation and Machine Learning**
- **Intel Alliance report 2018**

Collateral that is co-branded with a SAS Partner is based on the standard SAS collateral templates with a few variations: the spirograph art is placed behind the title bar; and the partner logos are stacked either in the left column or positioned horizontally adjacent to each other on the same baseline. Always use the SAS logo without the tagline when co-branding.
Sample Collateral (continued)

If possible, co-branded partner collateral should include text that describes the partnership or that describes the unique capabilities offered by each partner as part of the joint solution. This information is generally placed on the back of the collateral. The Power of the Partner type treatment is optional.

Solution Overview

Preparing Finance Organizations for CECL and IFRS 9 Compliance

SAS and KPMG

The combined strength of SAS and KPMG delivers a new level of credit risk management capabilities and solutions. SAS and KPMG are collaborating to bring a unique solution that helps finance organizations prepare for CECL and IFRS 9 compliance. This solution provides a comprehensive approach to CECL, including risk measurement, reporting, and data management.

Solution Brief

Smart Stock Alerts and Perfect Orders—When Data Meets Analysis at the Edge

SAS, Antuit & Intel

Retail-ready artificial intelligence wins new levels of inventory management, helping retail organizations manage inventories and out-of-stock scenarios. Meanwhile, direct store delivery (DSD) vendors start delivering

IoT infrastructure solutions provide the high level of performance required in the connected world. The Intel® technology is at the core of the IoT infrastructure. Some or all of the services described herein may not be permissible for KPMG audit clients, their affiliates or related entities. All rights reserved. 109814_81550.0618

For more information

sas.com/kpmg
Email Promotions

Sample email layout

Partner logos should be positioned in the top left corner of the email on the same baseline as the SAS logo.

SAS Partner Webinar
4 Steps to Your Analytics Strategy Refresh

Thanks for your interest in our webinar Four Steps to Your Analytics Strategy Refresh. If you were able to watch – we hope you feel better prepared to take on the challenges and opportunities that come with the analytics economy.

If you missed it, here’s the on-demand webinar. Feel free to share with colleagues!

For more information on this topic, please visit our new website, analyticstransformation.com.

About the webinar

In this moderated interview, Intel’s Pat Richards and SAS’ Scott Chastain will share their thoughts on the four most important first steps in this effort, in both analytics hardware and software. Find out how to get ready for the analytics economy.

What we cover

Email banners

If possible, use a spirograph color that complements the partner logo. Tip: To locate graphics that use the spirograph art in the AEM DAM, use the keyword “spirograph” in your search.
Landing Pages

Sample webinar landing pages

Landing pages for partner webinars should use the blue spirograph art in the background rather than the radiance graphic. If possible, use a reverse version of the partner logo as shown in the example on the left. If a reverse version of the partner logo isn’t available, it should be positioned in a white or light gray box as shown in the example on the right.
Why become a SAS reseller?
• Develop recurring revenue streams with our 30 percent margin on resales.
• Couple your expertise with the leader in business analytics.
• Convert existing customer relationships into net new engagements.
• Win your share of growth markets in analytics and BI.

SAS for Containers Running on Domino Data Lab
SAS models + Domino’s elastic compute infrastructure =
• Hundreds of models running simultaneously.
• Elastic compute and parallel experimentation.
• Run and deploy in cloud platforms, including AWS and Azure.
• Reproduce models with one click.

Bringing intelligence to the Internet of Things
Tradeshow Booth

Together we can transform a world of data into a world of intelligence.
Social Tiles

Our primary approach for social tiles is to use photography in combination with color fields. However, we have the flexibility to use full-color fields with the spirograph illustration and other icons when these approaches prove more effective. The color of the spirograph illustration and its position can be used to complement the partner logo and/or the art elements and photography.
Deloitte and SAS
Accelerating the Path to Value | United Kingdom & Ireland

Working Together to Deliver...

- Risk Management
- Predictive Analytics
- Process Automation
- Customer Experience
- Industrialized Decisioning
- Analytics Transformation

20+ joint risk engagements globally

Large United Kingdom Credit Card Provider

- Developed predictive data mining and forecasting platform to support increased revenue and regulatory requirements of IFRS 9 and stringent regulations

- Large International Bank

- Completed organisational transformation to support IFRS 9 and strategic planning.

- Deployed groupwide stress testing and forecasting platform to support increasingly complex regulatory requirements of IFRS 9,

About Deloitte
- 41 years, $3.2 billion annual revenue, 14,000 employees.

- SAS expertise and has pioneered the implementation worldwide.

About SAS
- Over 200,000 employees in more than 40 countries.

- 94 of the top 100 on the 2016 Fortune Global 500

- 33 percent of advanced and predictive analytics market – more than next nine competitors combined (IDC).

Industry
- Banking
- Retail
- Public Sector

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Learn more at sas.com/deloitte

Capgemini and SAS
A Successful History and Promising Future

Working Together to Deliver...

- Fraud Management and Loss Prevention
- Analysis and Fraud
- Risk and Compliance
- Operational Analytics

1,000+ SAS Community Members
700+ SAS Certified Consultants
300+ SAS Certified Resources

Key Resources

Industries
- Banking and Financial Services
- Retail
- Manufacturing
- Public Sector
- Automotive
- Transportation

About Capgemini
- 120+ joint customer engagements over a 12-year partnership.

About SAS
- 14 years, $3.2 billion annual revenue, 14,000 employees.

- Global leader in consulting, technology services and digital transformation.

- 800 joint customer engagements over a 12-year partnership.

Contact
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  rick.joplin@sas.com
  Global Alliance Director
  +1 404 862 9387

Learn more at sas.com/capgemini

Omni-channel Analytics for Retail: Delivering Insight Throughout the Customer Journey

Retailers have access to a trove of data that can be used to shape a superior customer experience across the entire sales channel. The result? Connected customers who are intimately engaged with your organization - there are more of them than ever before.

SAS and Intel can help retailers use analytics for outcomes connected to objectives every day — with a little help from SAS and Intel.

Customer Journey

Throughout the customer journey, SAS retail omnichannel analytics powered by Intel can help you:

- Accelerate decisions on which assortments of merchandise is best suited to a store location.

- Improve the assortment of merchandise through voice learning tools.

- Use machine learning to build assortments of merchandise.

- Planners optimize area demand and customer learning.

- Retailers have access to a ton of data that can be used to shape a superior customer experience — across the entire sales channel.

- The result? Connected customers who are intimately engaged with your organization.

Learn more at sas.com/retail.
Miscellaneous Applications

Email signature

Capgemini 🌍 SAS 2019 Regional Partner of the Year NW EMEA

sas.com/capgemini

Award certificate

Congratulations
on achieving your first SAS sale. We commend you for your hard work and commitment and are confident of your continued success. Together we can accomplish great things.

Company name

Signed by
Helen Morin
Vice President, Global Alliances and Channels

PartnerNet logo

Sample award badges

2019 Global Partner of the Year
2019 Regional Partner of the Year
Canada and Latin America

2019 Global Partner of the Year

2019 Regional Partner of the Year
Canada and Latin America

PowerPoint templates

Sample Powerspoint Template
Cobranded

sas.com/capgemini