



Brand Creative Guide

SAS® Partner Program

Contents

1.0 Partner Program Messaging	3	4.0 Global SAS Platinum Partners	17
2.0 Co-Branding Elements	5	Combined Logos.....	18
Overview	6	Custom Color Palette.....	19
Co-Branding Logo Guidelines	7	Intel Co-Branding	20
The Circle Mark.....	8	Intel Boilerplate Text	21
Power of the Partner Logo and Boilerplate Text	9	5.0 Creative applications	22
Photographic Illustrations.....	10	Other Partner Collateral	23
Additional Imagery Options.....	11	Top-Tier Treatment for Collateral.....	24
3.0 Partner Badges.....	12	Partners E-Brochure Template	25
Partner Program and Tier Badges	13	Email Templates and Email Signatures	26
Competency and Specialization Badges	14	Co-Branding Stamp Graphics.....	27
Ecosystem Badges	15	Presentation template.....	28
Annual Partner Award Badges.....	16		

1.0 Partner Program Messaging



POWER OF THE PARTNER

At SAS, we love bold questions. And when we combine our analytics leadership with the innovative technology and expertise of our partners, we help our customers turn data into answers. That's the kind of curiosity that moves the world forward. That's the **Power of the Partner.**

2.0 Co-Branding Elements

Overview

Marketing assets created for the SAS Partner Program use the same visual elements (photography and illustration), typography and color palette as general SAS branding. Refer to the [SAS Brand Creative Guide](#) for details.

Partner Program assets should also include the circle mark and the Power of the Partner logo, if space allows. Additional design guidelines for promotional materials that include the logos of partner companies are presented in this guide.

IMPORTANT! These guidelines do not apply to materials created for the SAS partnership with Microsoft. That partnership has its own creative approach.



Partner Program guide

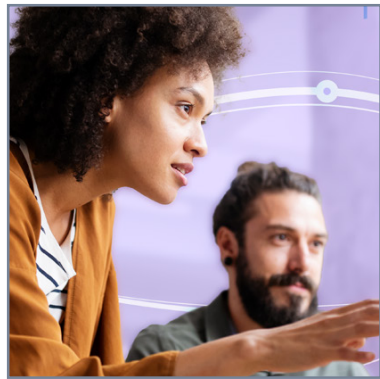


SAS Partner Program circle mark

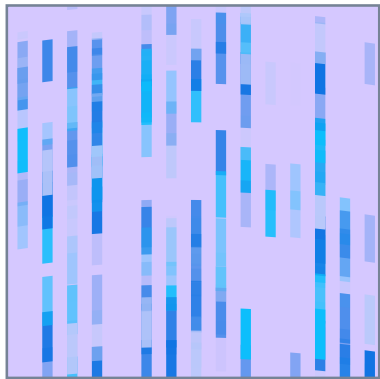


POWER OF THE PARTNER

SAS Partner Program logo



Photographic illustrations of people working together



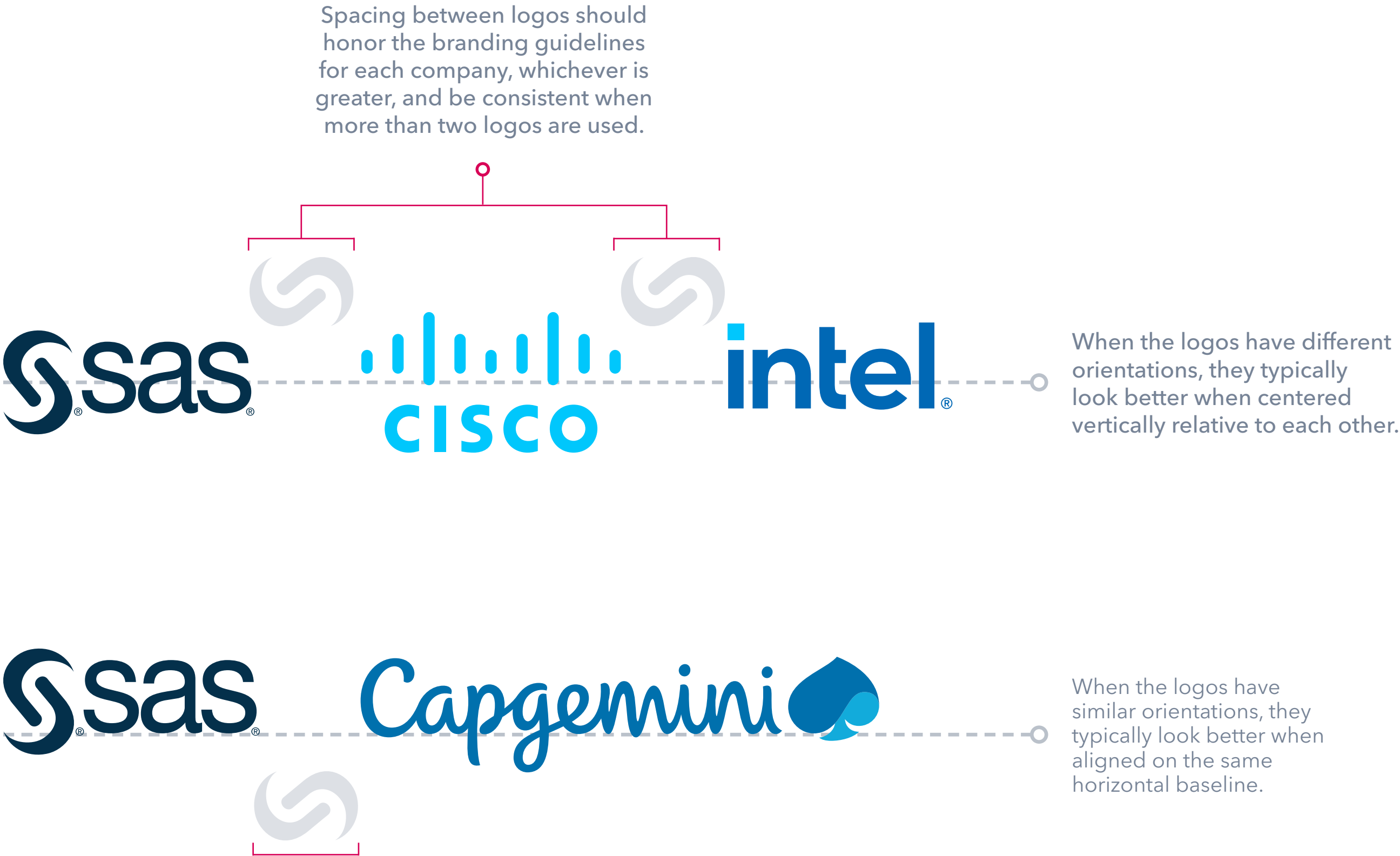
Data visualization art

Essential visual elements

Co-Branding Logo Guidelines

Strive for visual equality. To illustrate an equal partnership, the SAS logo and partner logos should be the same relative size visually and rest on the same horizontal level. This may or may not be the same baseline, depending on the different sizes and shapes of the logos.

Unless absolutely necessary due to space constraints, partner logos should not be stacked vertically.



AVOID

stacking logos vertically unless necessary because of space constraints. Stacking the logos tends to elevate one brand above another.

The Circle Mark

This artwork, informally called the "circle mark," provides color, texture, continuity and visual interest to partner creative work. The interconnected circles represent the synergy that comes from partnership – an entity that adds up to more than the sum of its parts.

Usage guidelines

- The circle mark should be an accent rather than a dominant element in a visual design.
- You may adjust the position, size and transparency of the mark.
- You may show the full mark or a cropped version on any edge or corner of a layout, photograph or digital illustration.
- Avoid using more than two circle-mark graphics in a single layout or page.

Applications

- The circle mark should be included in Partner Program and partner marketing assets, including but not limited to:
- Solution briefs, white papers, e-books and other collateral.
 - Webinar landing pages.
 - Infographics and certificates.
 - Trade show and event materials (rollshades, booths, signage).
 - Emails, social tiles, videos and ads (print or online, if space allows).
 - Partner Program materials, the PartnerNet portal, and partner pages on sas.com.



Power of the Partner Logo and Boilerplate Text

The Power of the Partner logo and the boilerplate text are a required element on many co-branded marketing materials, including:

- Collateral.
- E-books.
- Infographics.
- Partner pages on sas.com (sas.com/partners).
- The PartnerNet portal (partners.sas.com).

These elements should be placed at the end of the asset, for example, near the bottom of the final page of a solution brief or at the bottom of a web page. They should not be used in materials where there is insufficient space to include them or where they will distract from the primary message.



Power of the Partner logo (SAS classic blue)



At SAS, we love bold questions. And when we combine our analytics leadership with the innovative technology and expertise of our partners, we help our customers turn data into answers. That’s the kind of curiosity that moves the world forward. That’s the **Power of the Partner**.

Power of the Partner logo with boilerplate text

Photographic Illustrations

Digital illustrations that combine photography with colorized backgrounds and data visualization graphics should be used in prominent positions in co-branded designs.

Whereas photographs for general SAS branding typically focus on an individual (a hero image), photographs for co-branded assets may incorporate two or more people working together to emphasize collaboration and teamwork.

Industry-oriented photographs, such as retail and health care images, do not need to incorporate people.

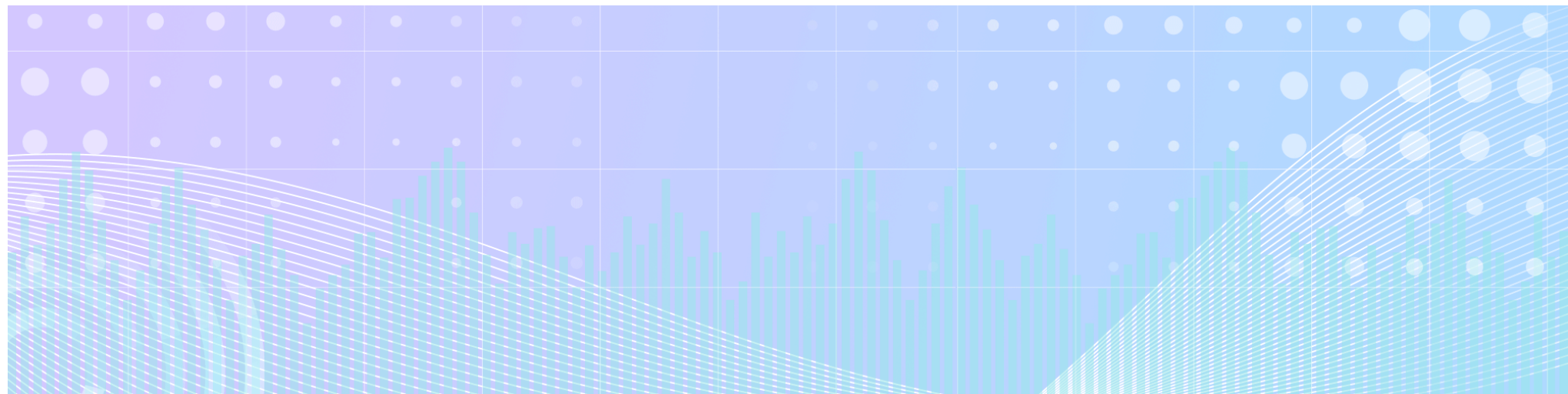
In both cases, the Partner Program circle mark should be incorporated into the digital illustration in a subtle way that either focuses the eye or complements the composition of the photograph.



Additional Imagery Options

Co-branded designs may use data visualization artwork layered on white or tinted backgrounds.

For lengthier assets that incorporate many photographs, interior photographs or those that appear in less prominent places can be used as is, with no embellishment. Data vizualization graphics may be layered on top of the photo if desired.



3.0 Partner Badges

Partner Program and Tier Badges

The **Partner Program badge** is used by the SAS Partner Program for administrative emails and other communication and promotional materials for the SAS Partner Program.

SAS Partner tier badges are awarded to partners based on criteria established by the SAS Partner Program. Partners display the badges to promote their relationship with SAS. The [SAS Partner Visual Identity Guide](#) provides guidelines for partner companies to display the graphics on their websites, social media, advertising, trade show signage, business cards and other promotional materials. The graphics are displayed at the partner’s discretion.

For flexibility in application, the Partner Program and tier badge art is available in horizontal and vertical orientations, light/dark colors, and print- and web-ready file formats. The

horizontal versions suitable for a light background are preferred.

Application guidelines

The Partner Program and tier badges should NOT be used on most customer-facing co-branded marketing materials created by SAS, such as infographics, collateral, e-books, trade show signage, handouts/flyers, social media or advertisements.

Acceptable applications include:

- Individual partner pages on sas.com, such as sas.com/<partner company>.
- Partner-facing assets such as PartnerNet, the annual Partner Program guide and partner-to-partner emails.
- Partner booths or flyers/handouts at SAS flagship events.

Preferred format



Partner Program badge



Primary tier badges



Specialty tier badges

Sample alternate formats



Competency and Specialization Badges









Like the tier badges, competency and specialization badges are awarded to partners based on criteria established by the Partner Program.

These badges are used primarily by partner companies. The [SAS Partner Visual Identity Guide](#) provides guidelines to partner companies for displaying the badge art on their websites, social media, advertisements, flyers/handouts, trade show signage and other mediums. The badges are displayed at the partner’s discretion.

For ease of application, competency and specialization badges are available in a horizontal orientation, in light/dark colors, and in print- and web-ready file formats. The horizontal versions suitable for a light background are preferred.

- Application guidelines**
- The competency and specialization badges should not be used on most customer-facing co-branded marketing materials created by SAS, such as infographics, collateral, handouts/flyers, social media and advertisements.
- Acceptable applications include:
- Individual partner pages on sas.com, such as sas.com/<partner company>.
 - Partner-facing assets such as PartnerNet, the annual Partner Program guide and partner-to-partner emails.

Preferred format

 VISUALIZATION COMPETENCY	 CUSTOMER INTELLIGENCE SPECIALIZATION
 ANALYTICS COMPETENCY	 FRAUD SPECIALIZATION
 DATA MANAGEMENT COMPETENCY	 RISK SPECIALIZATION
 SAS® VIYA® COMPETENCY	 MODERNIZATION SPECIALIZATION

Competency badges

Specialization badges

Sample alternate format



Ecosystem 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.



Annual Partner Award Badges

Each year, SAS selects partners for special recognition for technical excellence and business performance. Awards are generally given on a global, regional and local basis. The award designations and graphics often change from year to year.

Award graphics are distributed to partners to display on their websites, social media, advertisements, flyers/ handouts, trade show signage and other promotional materials at their discretion.

Application guidelines

Award graphics are provided in horizontal and vertical orientations, light/dark colors, and in print- and web-ready file formats.

These graphics may be used selectively on customer-facing co-branded marketing materials created by SAS, especially if the award is noteworthy, such as for a global partner of the year.

Acceptable applications include:

- Social media graphics promoting the award.
- Email signatures.
- Individual partner pages on sas.com, such as sas.com/<partner company>.
- Partner-facing materials such as PartnerNet, the annual Partner Program guide and partner-to-partner emails.

Preferred format

 | **2022**
GLOBAL
PARTNER OF THE YEAR

 | **2022**
EXCELLENCE IN INNOVATION
PARTNER OF THE YEAR

 | **2022**
LATIN AMERICA
PARTNER OF THE YEAR

 | **2022**
CENTRAL AMERICA & CARIBBEAN
PARTNER OF THE YEAR

Sample alternate format

 | **2022**
GLOBAL
PARTNER OF THE YEAR

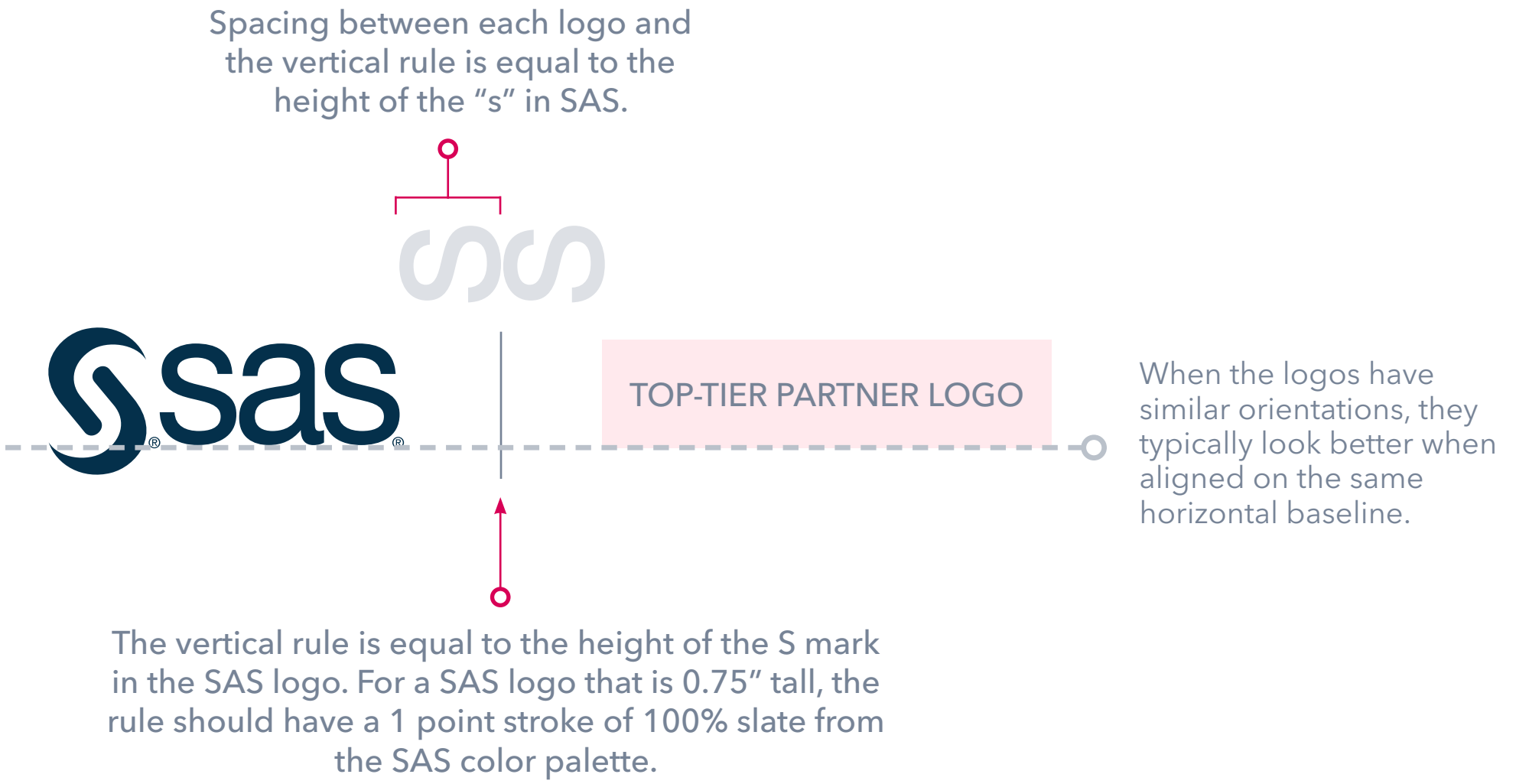
4.0 Top-Tier Partners

Combined Logos

SAS reserves top-tier treatment for global SAS Platinum partners. Currently those partners are Accenture, Deloitte, EY, KPMG, Intel and Microsoft. Combined logo graphics should be used in all co-branded materials for those partners.

If more than two partners are featured on a co-branded asset, the logos should be positioned on the same baseline and sized to be visually equivalent, but no vertical rules should be used between the logos.

IMPORTANT! A vertical rule is used between the logos **ONLY** for top-tier partners. The combined logo graphic must be approved in writing by the partner company.



Sample top-tier partner logo combinations



Preferred logo alignment: When more than two partner logos are used together, no vertical rule is used between them. They should be placed on the same baseline, sized to be visually equivalent and spaced evenly.



Secondary logo alignment: If the layout does not permit a horizontal alignment, a vertical alignment can be used. SAS should be consulted regarding the order of the logos in the stack.

Custom Color Palette

The SAS color palette is complementary to our software. So the colors we use in our communications are derived from the same ones our customers experience when they use our products.

The SAS Midnight Blue is used in headline typography and the SAS logomark. Tints of vibrant colors are used only as background colors. Vibrant colors should primarily be used in the foreground or middle ground of an image; use them sparingly as accents or pops of color.

For our top-tier partners, the primary colors from the partner logos should be added to the options in the SAS color palette. You can use partner colors at 100% value or as tints. Gradients can also be created between SAS colors (vibrant or tints) and partner colors.

SAS Midnight Blue RGB 4/48/75 HEX #04304b C 100 M78 Y45 K42	40% SAS Blue RGB 193/227/255 HEX #c1e3ff C21 M3 Y0 K0	40% SAS Orange RGB 255/205/167 HEX #ffcda7 C 0 M22 Y34 K0	40% SAS Violet RGB 212/198/255 HEX #d4c6ff C16 M21 Y0 K0	25% SAS Green RGB 196/236/222 HEX #c4ecde C22 M0 Y16 K0	50% SAS Yellow RGB 255/229/152 HEX #ffe598 C1 M8 Y48 K0	30% SAS Teal RGB 190/241/241 HEX #bef1f1 C23 M0 Y8 K0	30% SAS Red RGB 204/204/204 HEX #f4cccc C2 M22 Y12 K0
White RGB 255/255/255 HEX #ffffff C0 M0 Y0 K0	SAS Blue RGB 51/163/255 HEX #33a3ff C64 M28 Y0 K0	SAS Orange RGB 255/130/36 HEX #ff8224 C0 M61 Y94 K0	SAS Violet RGB 148/113/255 HEX #9471ff C56 M60 Y0 K0	SAS Green RGB 21/181/123 HEX #15b57b C77 M0 Y71 K0	SAS Yellow RGB 255/204/50 HEX #ffc32 C0 M19 Y90 K0	SAS Teal RGB 42/209/209 HEX #2ad1d1 C63 M0 Y25 K0	SAS Red RGB 221/87/87 HEX #ff8cca C9 M80 Y64 K1
Gradients (45° angle)							

SAS color palette

	<div><div>Accenture Purple Tint</div><div>RGB 228/215/240</div><div>HEX #c4d7f0</div><div>C8 M15 Y0 K0</div></div>	<div><div>Deloitte Green Tint</div><div>RGB 219/235/189</div><div>HEX #dbebbd</div><div>C15 M0 Y32 K0</div></div>	<div><div>EY Yellow Tint</div><div>RGB 255/257/178</div><div>HEX #fff7b2</div><div>C0 M0 Y39 K0</div></div>	<div><div>Intel Light Blue Tint</div><div>RGB 178/238/254</div><div>HEX #b2eefe</div><div>C34 M0 Y4 K0</div></div>	
	<div><div>Accenture Purple</div><div>RGB 153/61/189</div><div>HEX #993dbd</div><div>C64 M28 Y0 K0</div></div>	<div><div>Deloitte Green</div><div>RGB 255/130/36</div><div>HEX #87bc26</div><div>C0 M61 Y94 K0</div></div>	<div><div>EY Yellow</div><div>RGB 255/229/0</div><div>HEX #ffe500</div><div>C0 M6 Y100 K0</div></div>	<div><div>Intel Light Blue</div><div>RGB 111/197/250</div><div>HEX #00c7fc</div><div>C64 M0 Y0 K0</div></div>	<div><div>KPMG Purple Tint</div><div>RGB 190/195/226</div><div>HEX #bec3e2</div><div>C24 M18 Y0 K0</div></div>
	<div><div>Accenture Purple</div><div>RGB 153/61/189</div><div>HEX #993dbd</div><div>C64 M28 Y0 K0</div></div>	<div><div>Deloitte Green</div><div>RGB 255/130/36</div><div>HEX #87bc26</div><div>C0 M61 Y94 K0</div></div>	<div><div>EY Yellow</div><div>RGB 255/229/0</div><div>HEX #ffe500</div><div>C0 M6 Y100 K0</div></div>	<div><div>Intel Dark Blue</div><div>RGB 59/104/177</div><div>HEX #0069b5</div><div>C90 M59 Y0 K0</div></div>	<div><div>KPMG Blue</div><div>RGB 0/51/140</div><div>HEX #00338c</div><div>C100 M88 Y15 K6</div></div>
Sample SAS/Partner Gradients (45° angle)	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
	Accenture	Deloitte	EY	Intel	KPMG

Sample top-tier partner color palette

Intel Co-Branding

Intel funds the creation and promotion of many marketing assets in the SAS Partner Program, including collateral, e-books, social media tiles and advertising. The Intel logo must be included on any marketing asset that Intel has funded, and the “Intel Inside” boilerplate text must be included on any deliverables where space allows. Guidelines for using these elements include:

- If Intel is not mentioned in the content of the deliverable, its logo may be used less prominently (Figure 1).
- If Intel is included in the content of the deliverable, its logo should be featured prominently, or on par with, the SAS logo and other partner logos (Figure 2).
- The “Intel Inside” boilerplate text is required on the back cover of collateral, e-books and infographics and in the body area of emails for all materials Intel has funded.



Figure 1: Intel was not mentioned in the content of this solution brief, so the logo and the “Intel Inside” boilerplate text are included only on the back cover.



Figure 2: Intel technology is central to the content of this solution brief so the Intel logo is given equal visual weight as SAS and Accenture. The “Intel Inside” text element is included on the back cover.

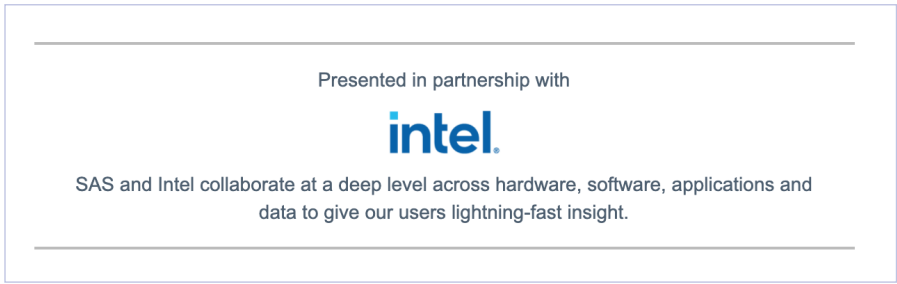
Intel Boilerplate Text

There are two versions of the Intel boilerplate text: one for long-form deliverables such as solution briefs, white papers and e-books; and a second, shorter version for emails. These elements are built into the SAS Partner Program collateral and email templates.



Intel Inside. Successful analytics initiatives require tight alignment between hardware and software in the hands of skilled technologists and strategists. That's why the ongoing collaboration between SAS, Intel, and [3rd company] is so important for clients. Together, we know how to connect all the dots on analytics strategies to deliver practical solutions that deliver real, measurable results - at any scale.

Intel boilerplate text for long-form deliverables, such as solution briefs, white papers and e-books



SAS and Intel collaborate at a deep level across hardware, software, applications and data to give our users lightning-fast insight.

Intel boilerplate text for emails

5.0 Creative Applications

Other Partner Collateral

For all other levels of partnership, our cobranded collateral templates include a brief, white paper (formatted for either print or digital distribution) and an e-book (digital format only).

The brief template can be used for a variety of collateral types as listed below. The wording in the collateral identifier should be changed accordingly.

Product briefs provide a high-level overview of a single product and/or service provided by SAS and the partner(s).

Solution briefs focus on a specific customer issue – often from an industry perspective – and how SAS and the partner(s) approach that issue. Aimed primarily at business users or decision makers.

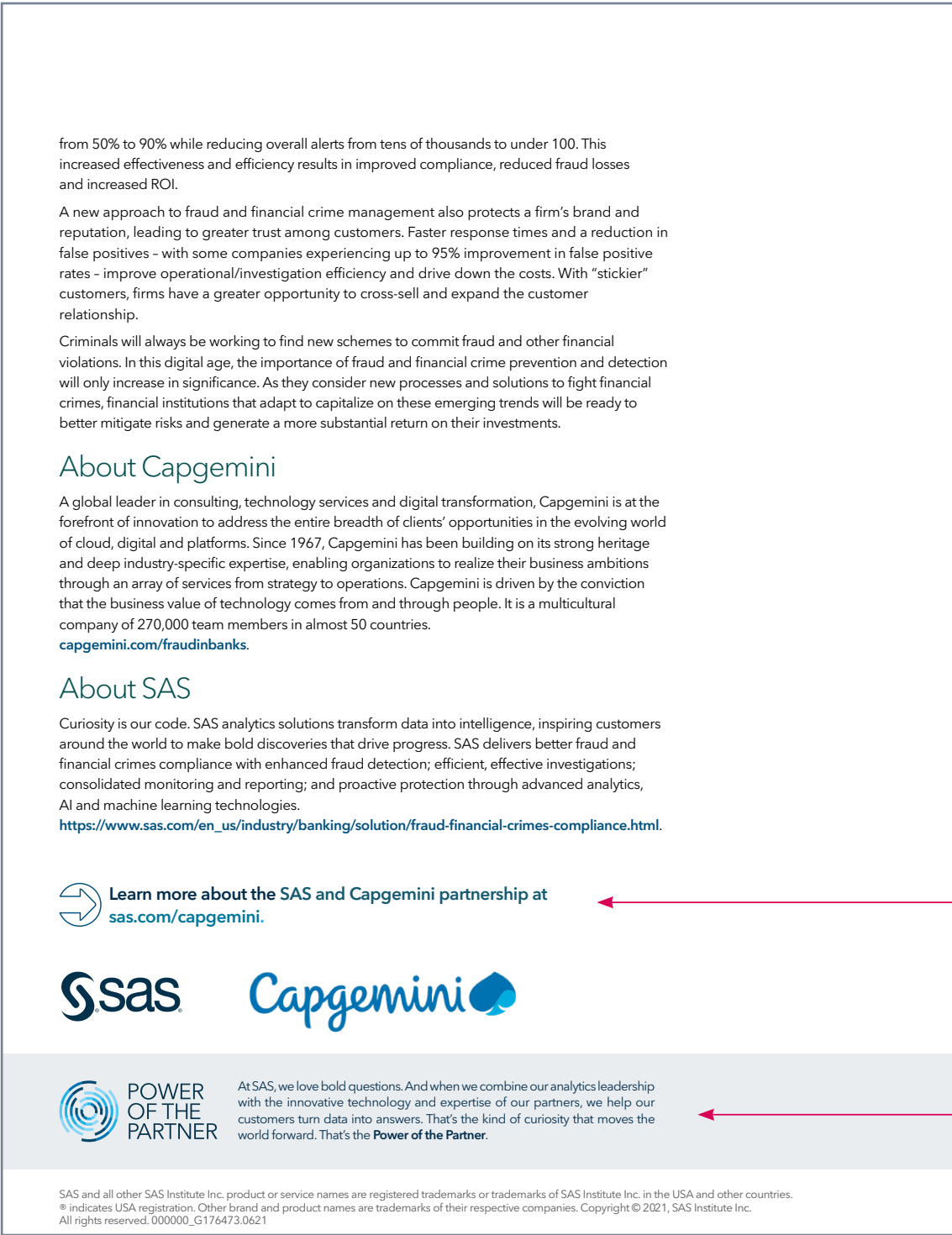
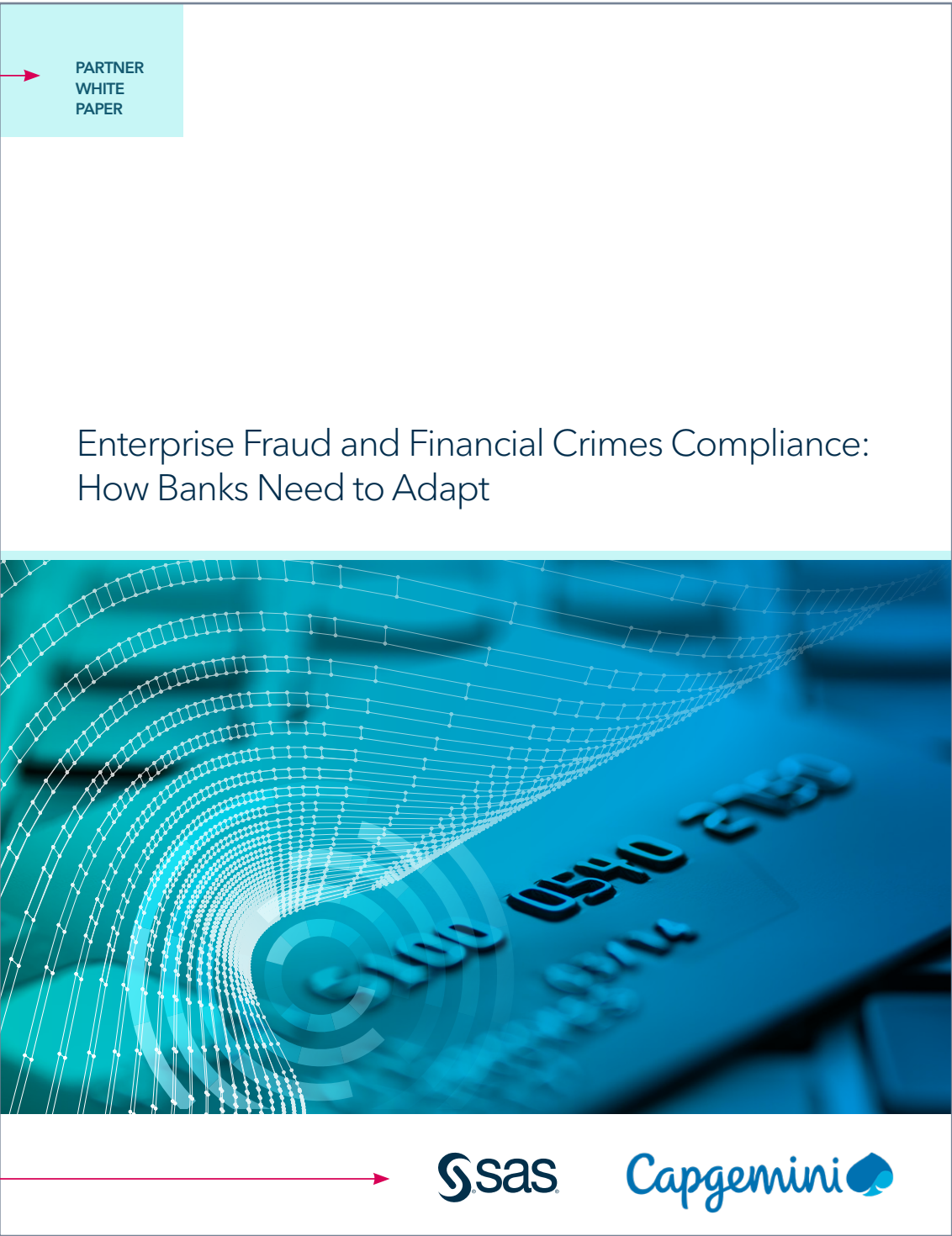
Partner briefs vary in content and purpose. Some focus on the relationship between SAS and the partner(s) and the unique benefits of the partnership. They can also be thought leadership pieces showcasing shared opinions on important market trends or pressing business issues.

Partner collateral identifier in a tinted color that coordinates with the design.

Vector data visualization artwork layered on photography.

Circle mark as a subtle element in a cover illustration.

Logos are positioned in the bottom right on the same baseline.



A prominent call to action with plenty of white space around it so that it stands out.

Power of the Partner logo plus boilerplate text.

Sample co-branded white paper, basic partner

Global SAS Platinum Partner Collateral

These partners receive our top-tier approach. They are very similar to other partner collateral, but with a few key differences.

First, the SAS and partner logo should be placed prominently in the top right corner of the cover. On the back cover, the joint logos should appear above the Power of the Partner circle mark and boilerplate text.

Second, the top-tier approach incorporates a color from the partner’s color palette. In situations when more than one partner is included (e.g., SAS, Accenture and Intel), colors from the SAS palette should be used.



Partner collateral identifier in a tint color designated for the top-tier partner.

Vector data visualization artwork layered on photography.

Top-tier partner logo “lockups.”

The circle mark as a subtle element in the cover illustration.

A prominent call-to-action with plenty of white space around it so that it stands out.

Power of the Partner logo plus boilerplate text.



Figure 1: SAS and KPMG Model Lifecycle

Our Joint Approach

SAS and KPMG have joined efforts to develop a complete offering - SAS and KPMG Model Lifecycle - by combining market leading technology, operational delivery excellence, and demonstrable services for our clients. Our joint approach can help clients with the entire data model lifecycle - a continuous process of updating, reviewing, decision-making, and analysis - as shown in Figure 1 that includes:

- **Model Development:** prepare the data, explore the data, and develop the model.
- **Model Management:** register the model, monitor for validity, and retrain the model for repeatability.
- **Automation:** deliver results, actions, and decisions to enable results for a data-driven organization.

The Model Lifecycle offer from SAS and KPMG is tailored to the developer, validator and user audiences. The first two stages - Model Development and Model Management - are for developers and validators to develop and manage the quality of the data models. The third stage, Automation, is for the users to create custom workflows that match your business requirements and processes.

The Benefits

The Model Lifecycle from SAS and KPMG provides tremendous benefits and added value across the enterprise:

- Streamline the model lifecycle.
- Accelerated time to value.
- Build once, deploy models everywhere.
- Open ecosystem with R, Python, SAS, and other languages.
- Ensure model governance and transparency.
- Continuous monitoring of model performance.
- Save time and resources by automating the model lifecycle.

To learn more, visit sas.com/kpmg



At SAS, we love bold questions. And when we combine our analytics leadership with the innovative technology and expertise of our partners, we help our customers turn data into answers. That's the kind of curiosity that moves the world forward. That's the **Power of the Partner**.

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 © 2021, SAS Institute Inc. All rights reserved. 1xxxxx_G184556.0821

Partners E-Brochure Template

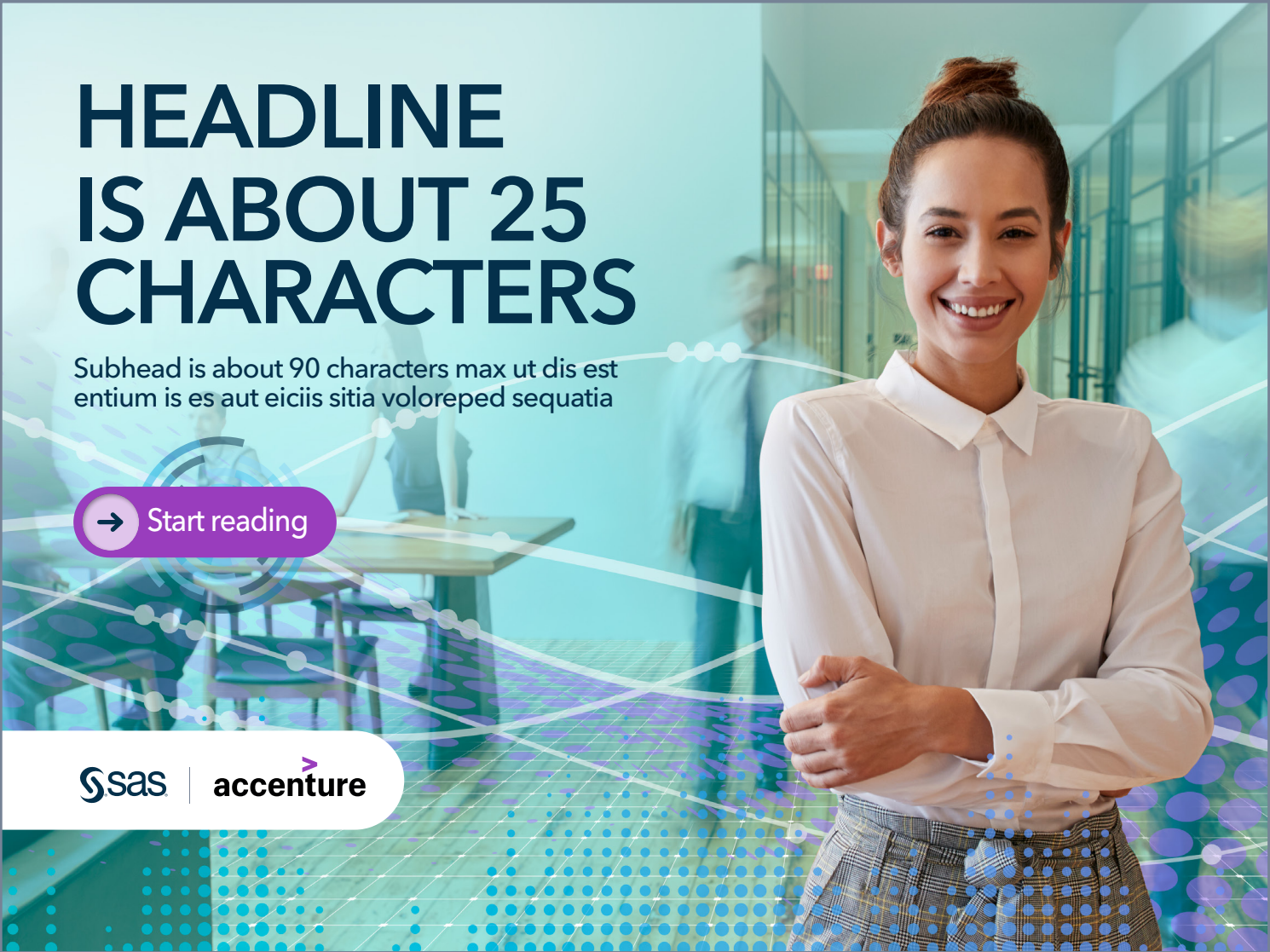
E-brochures are less formal and more visually interesting than solution briefs or white papers and should be used exclusively for digital distribution. E-brochures are:

- Visual, not text heavy. Maximum word count per page should be 200-300 words (less is recommended).
- Brief, with no more than eight to 10 pages and no subpages.
- Engaging and easy to read. They should tell a compelling story with a unique tone, style and approach.

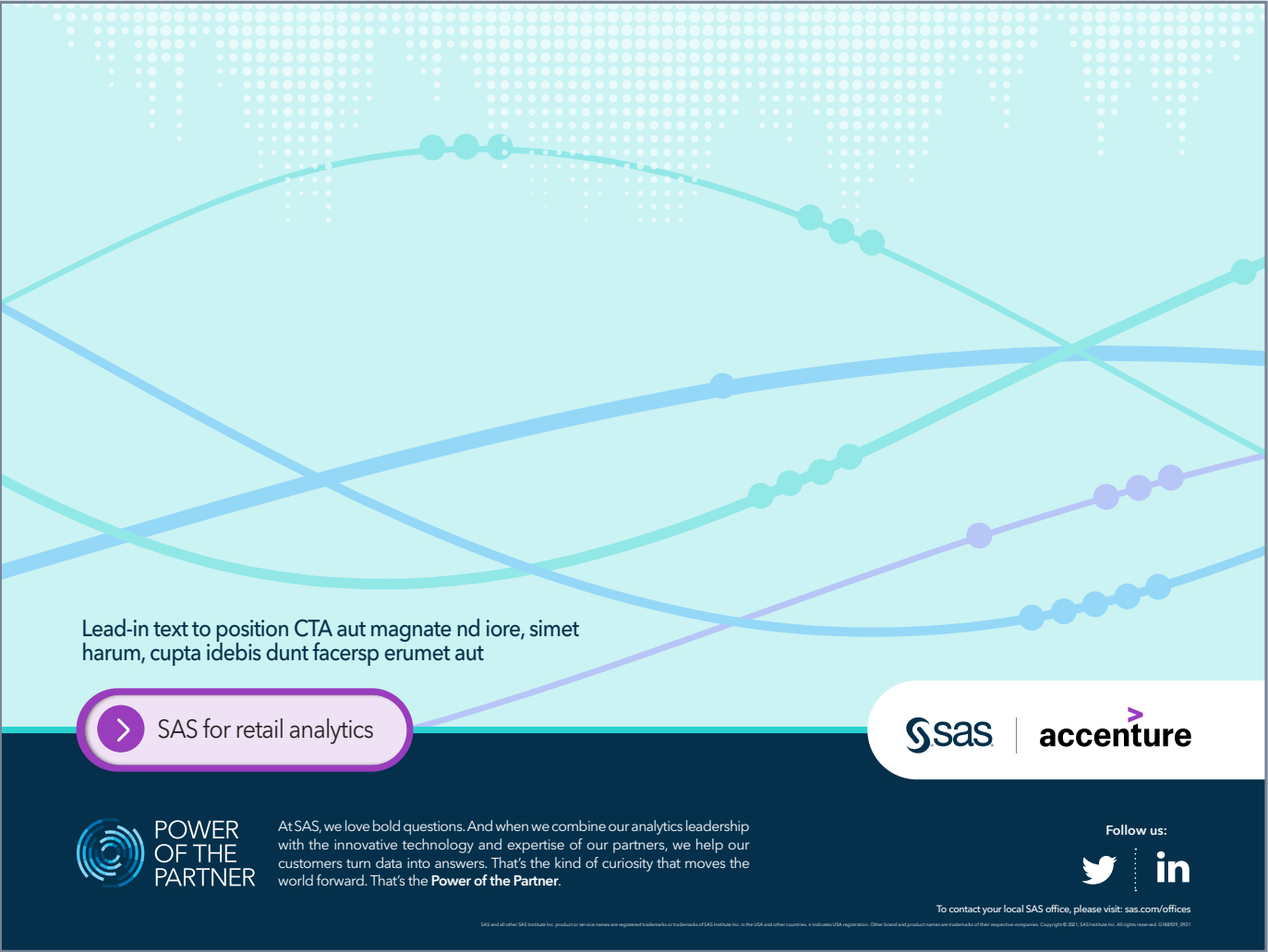
A strong and ongoing promotion plan, including social media, must be in place for e-brochures.

A "start reading" button should be included on the cover to encourage use of the internal navigation.

SAS and partner logos.



Cover art should include vector data visualization artwork layered on colored photography.

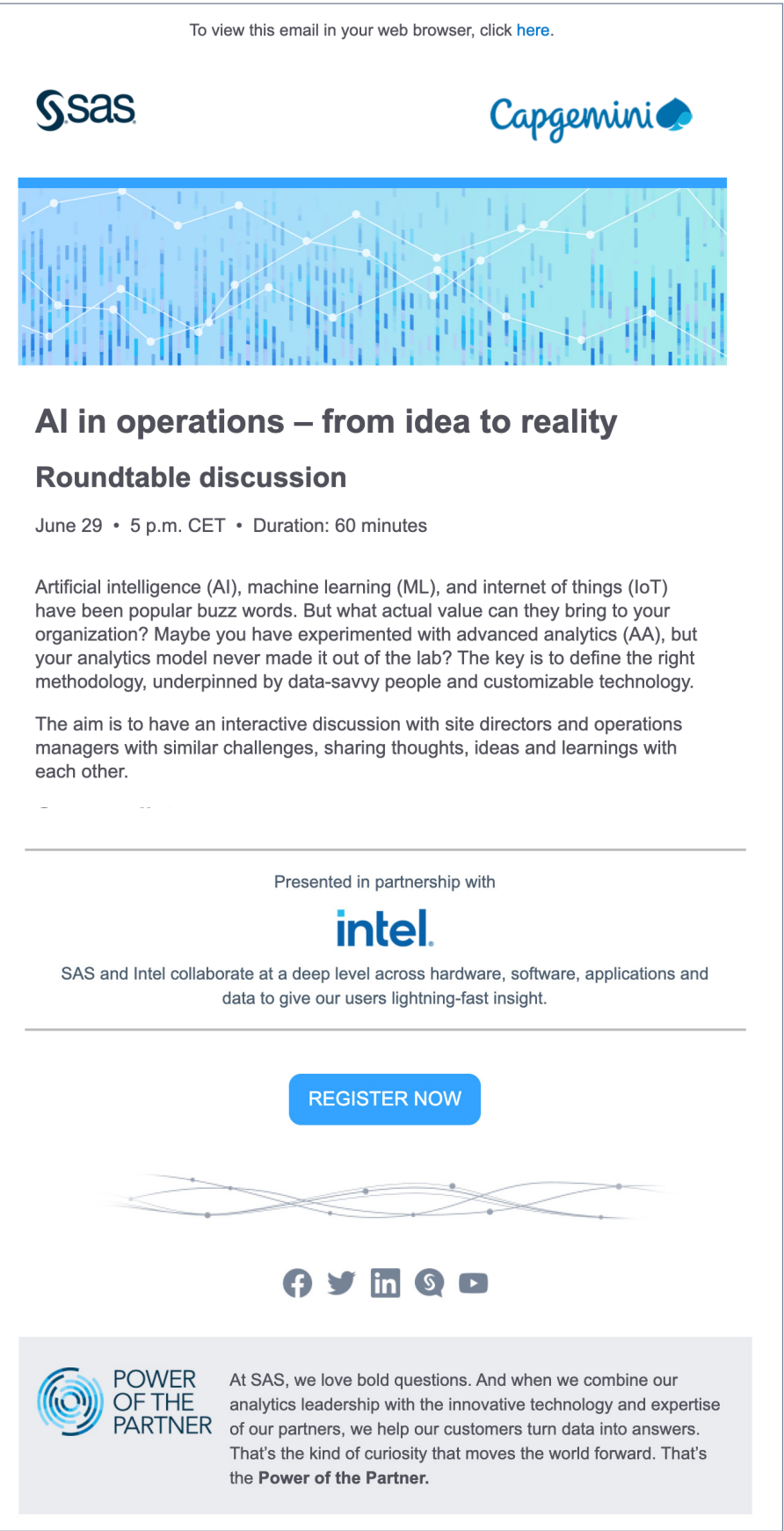


Power of the Partner logo plus boilerplate text.

Co-branded e-brochure template, top-tier partner

Email Templates and Email Signatures

Co-branded templates are available for basic partners as well as each top-tier partner. All include an optional Intel element because Intel co-sponsors so many partner events and promotions. The templates also include the Power of the Partner logo and boilerplate text.

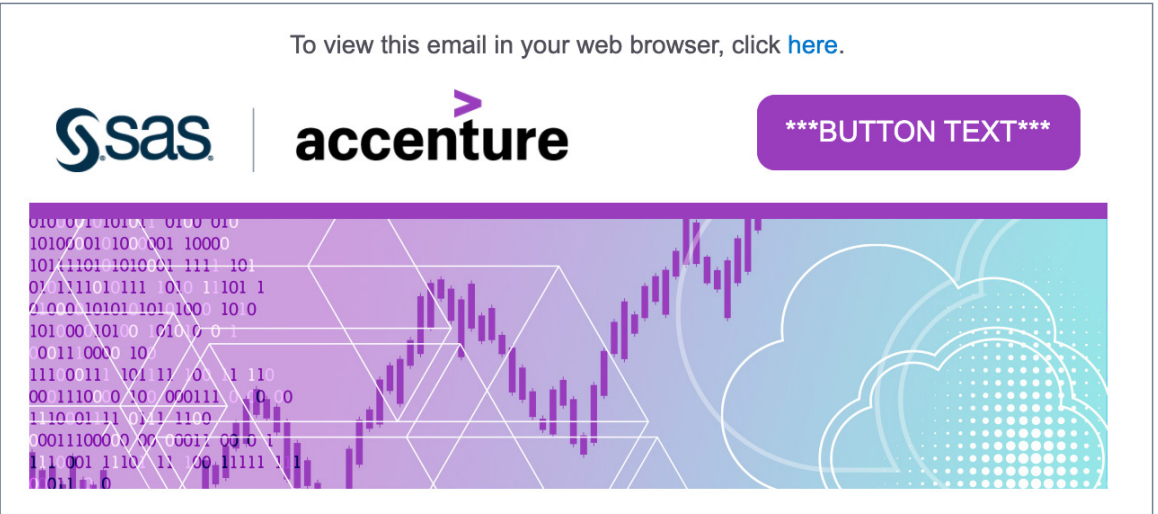


Basic partner logos are pulled from the AEM DAM. They should be on the same baseline and visually equal to the SAS logo.

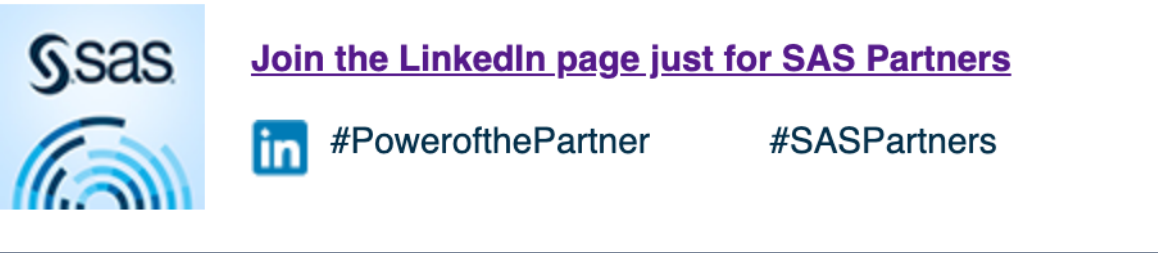
Optional Intel co-sponsorship block.

Power of the Partner logo and boilerplate text.

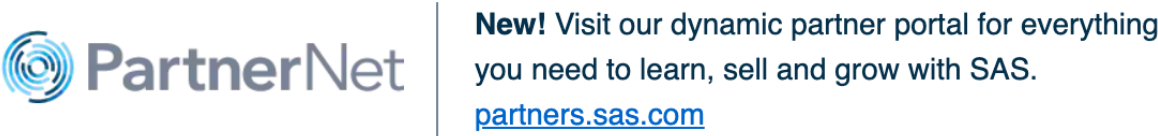
Email template for basic partners



Email banner for top-tier partner




Partner Marketing email signature




PartnerNet email signature


Co-Branding Stamp Graphics

Partners of all levels can use these graphic “stamps” on sales materials created by SAS. This stamp is primarily used for white papers, but can be used on other SAS collateral of interest to potential joint customers. When desired, the level of the partner (Silver, Gold or Platinum) is indicated in the text of the graphic.

 Interested in learning more? Pinnacle Solutions is a SAS Gold partner and official SAS® reseller. Visit thepinnaclesolutions.com and find out how we can help.

 Interested in learning more?
Pinnacle Solutions is a SAS Gold partner
and official SAS® reseller.
Visit thepinnaclesolutions.com
and find out how we can help.

 Interested in learning more? Pinnacle Solutions is a SAS Gold partner and official SAS® reseller. Visit thepinnaclesolutions.com and find out how we can help.



Interested in learning more?
Pinnacle Solutions is a SAS Gold partner
and official SAS® reseller.
Visit thepinnaclesolutions.com
and find out how we can help.

Co-branded stamps are available in a variety of formats for flexibility in application



SAS
THE POWER TO KNOW

SAS[®] Intelligent Decisioning

Comprehensive decisioning framework combined with industry-leading analytics to streamline the automation of enterprise decisions



What does SAS[®] Intelligent Decisioning do?

SAS Intelligent Decisioning combines business rules management, decision processing, real-time event detection, decision governance and powerful SAS advanced analytics to automate and manage decisions across the enterprise. It supports customer-facing activities such as personalized marketing and real-time back-end actions plus decisions affecting customers, including credit services and fraud prevention.

Why is SAS[®] Intelligent Decisioning important?

By managing, analyzing and operationalizing high volumes of data to automate thousands of daily decisions and applying sophisticated analytics to real-time customer interactions, SAS Intelligent Decisioning makes decisions smarter and organizations more efficient. Events can trigger actions, customer behavior can drive real-time communications, and risks can be mitigated. Version control, testing and traceability of analytically driven operational decisions is ensured by the common decision authoring and deployment environment.

For whom is SAS[®] Intelligent Decisioning designed?

The solution is designed for the business analysts and IT personnel who put analytical decision models into production, as well as the business executives who are responsible for enterprise decisions.

Key Benefits

- Reduce risk and improve outcomes by automating operational decisions.** Based on operational data and informed by accurate models, business leaders and technical personnel can jointly implement the right decisions with sophisticated business rules, predictive analytics and the power of machine learning.
- Capitalize on customer and operational needs – with the right action, at the right time, with the right channel.** Customer communications and actions are optimized through detailed segmentation and determination of offer eligibility and prioritization. Insights derived from behavior analysis and advanced data modeling form the basis for effective, targeted and personalized customer decisions.
- Streamline business rules management.** Increase the speed of your business rule development and testing including dynamic term management. Core functional decisions are enhanced through a common and consistent method for accessing and managing information, selecting analytics and defining the business rules that create the context for production.
- Manage high-volume customer decisions and other enterprise decisions effectively and consistently.** This mission-critical architecture supports high-volume, 24/7 businesses so can make the best decisions, core and within a governed environment regardless of transaction volume, the complexity of data attributes.
- Standardize analytical model use deployment in one governed environment.** A common decision author and deployment environment dramatically reduces time spent by IT staff and deployment analytical models. Shared, flexible processing context lets analysts select data and model a common model repository. Dec

The day-to-day operations for most organizations can range from simple repeatable decisions that affect single business units to complex cross-functional, high-impact decisions that involve multiple participants. What's the optimal price point? When is a discount too excessive – and unprofitable? Which prospective customers qualify for targeted offers? When will changes in credit or collections parameters adversely affect the company, as well as the customer? Which offer is the most relevant to customers given their current situation?

SAS Intelligent Decisioning automates analytics-based decision making so organizations can function more efficiently while improving interactions with customers, partners, employees, and clients. Organizations that are highly regulated – such as financial services, health care and insurance – can more easily achieve compliance as a result of documented, traceable decisions.

by dragging and dropping a set of reusable, out-of-the-box tasks. Shared, flexible processing control logic lets analysts select data and models from existing repositories. And defining business rules in context ensures continuity and shared terminology across business functions.

Integrated with SAS[®] Machine Learning capabilities

Prior to deploying an analytical model, it's important to define the logical elements of a decision and how the elements combine (rigorously tested) business scenarios. These activities are time-intensive, so much so that analytical models often become obsolete before they're put into production. Bringing science to the art of operational decisions, SAS Intelligent Decisioning helps expedite this process. It integrates with the model studio interface in SAS Visual Data Mining and Machine Learning for faster model development. Common tasks, like defining business rules and deployment, take much less time. A common model repository provides a centralized model governance and monitoring capability.

Custom processes and integration

Business rules and analytical models can be integrated with custom code to deliver customer-specific decision logic that goes beyond analytical models and rules. Custom code provides the ability to integrate your business applications in an open computing environment using REST APIs, Python and other integration options.

TO LEARN MORE »

To learn more about SAS Intelligent Decisioning, download white papers and see other related material, please visit sas.com/intelligent-decisioning.



Interested in learning more? Pinnacle Solutions is a SAS Gold Partner and official SAS[®] reseller. Visit thepinnaclesolutions.com and find out how we can help.

Cobranded stamp applied to SAS collateral.

Key Features (continued)

- **Embed:**
 - Publish the model to production.
 - Minimize data movement by executing in the data store or stream.
 - Reuse portable score code.
- **Monitor:**
 - Provide performance reports and notifications.
 - Automatically retrain when model decays.
 - Swap champion with challenger based on thresholds.
- **Automate:**
 - Automate the complete end-to-end model management process.
 - Provide workflows and rules that govern model execution.
- **Marketing specific:**
 - Champion/challenger model comparisons.
 - Decision analysis capabilities, including simulation options.
 - Track and view lineage of campaign components to conduct impact analysis of changes.
- **Detailed contact and response history,** which translates to more information about your customers.

Enhanced term management

- Automated rule-to-term mapping includes type and domains from existing data dictionaries and tables.
- You can rename terms and choose what to include/exclude from the input and output the definition of a decision flow.
- Dynamically add new terms as needed to simplify term definition, data type, input/output designation and lengths.

Simplified deployment

- **Real-time deployment (via web services):**
 - Micro analytic web service (MAS) provides fast, scalable web service deployment.
 - Easily move complete decision flows into IT web service testing environments and production deployment.
 - Supporting analytical scoring as a service, MAS execution operates in a self-contained and portable standalone architecture (with a minimal footprint). In-memory threaded kernel processing for simplified integration with transactional systems, as well as IoT edge or in-stream computing used.
- **SAS Environment Manager plug-in** provides simplified execution target definition and management for SAS, MAS, in-database and Hadoop targets.
- **In-database batch deployment:**
 - Execute business rules and analytical model scoring without moving the data.
 - Deployment of business rules, decisions and related analytical models in Hadoop distributions is supported (SAS/ACCESS[®] Interface to Hadoop), which transforms data lakes into functional IT testing and implementation environments.¹
- **Extended support** is included for the following Hadoop environments: Cloudera, Hortonworks, MapR, Pivotal and Biglnsights.
- **In-database rule execution** for models, rules and decisions is supported for Hadoop, Teradata and CAS.

¹ SAS/ACCESS Interface to Hadoop is required, which includes the SAS Security Accelerator needed to support Hadoop distributions. This is an add-on for in-database execution of analytical models only.



SAS
THE POWER TO KNOW.

Cobranded stamp applied to SAS collateral.

Sample application of co-branded stamp on SAS collateral

Presentation Template

The co-branded Microsoft PowerPoint template is a modified version of the SAS template. It includes the Partner Program circle mark and slides that feature the Power of the Partner logo.



Sample PPT template for basic partner



Sample PPT template for top-tier partner

