



# SAS<sup>®</sup> VISUAL ANALYTICS

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4 mai, 2012



THE  
POWER  
TO KNOW<sup>®</sup>

All of  
your  
data.

Analyzed  
all at once...  
in seconds.

Results  
wherever  
you are.



SAS® VISUAL  
ANALYTICS

## ENABLES SIMPLY SMARTER BUSINESS INTELLIGENCE

- Delivers approachable analytics across the enterprise
- Offers self-service capabilities to gain immediate insights
- Supports IT data management and control

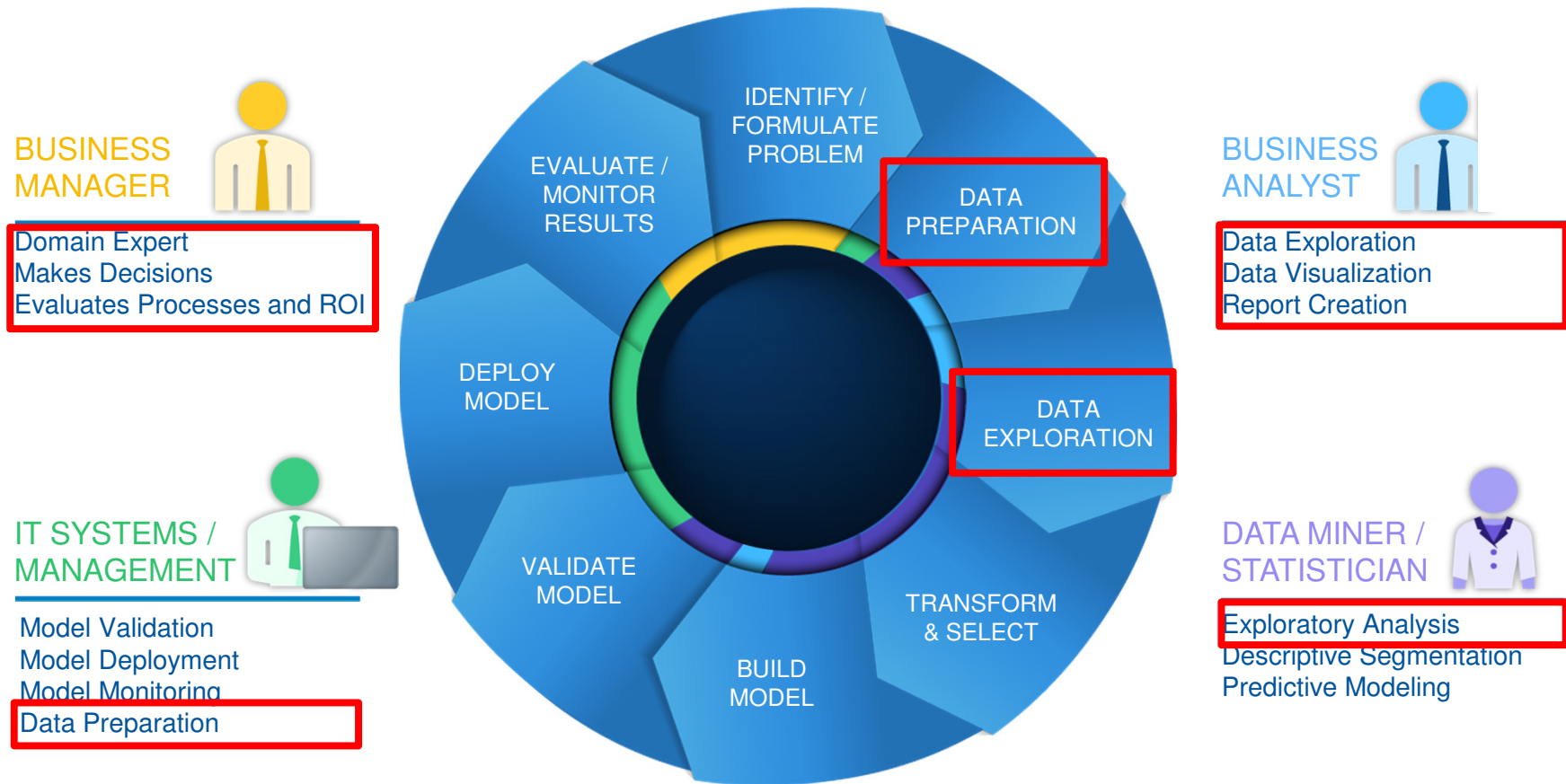


SAS® VISUAL  
ANALYTICS

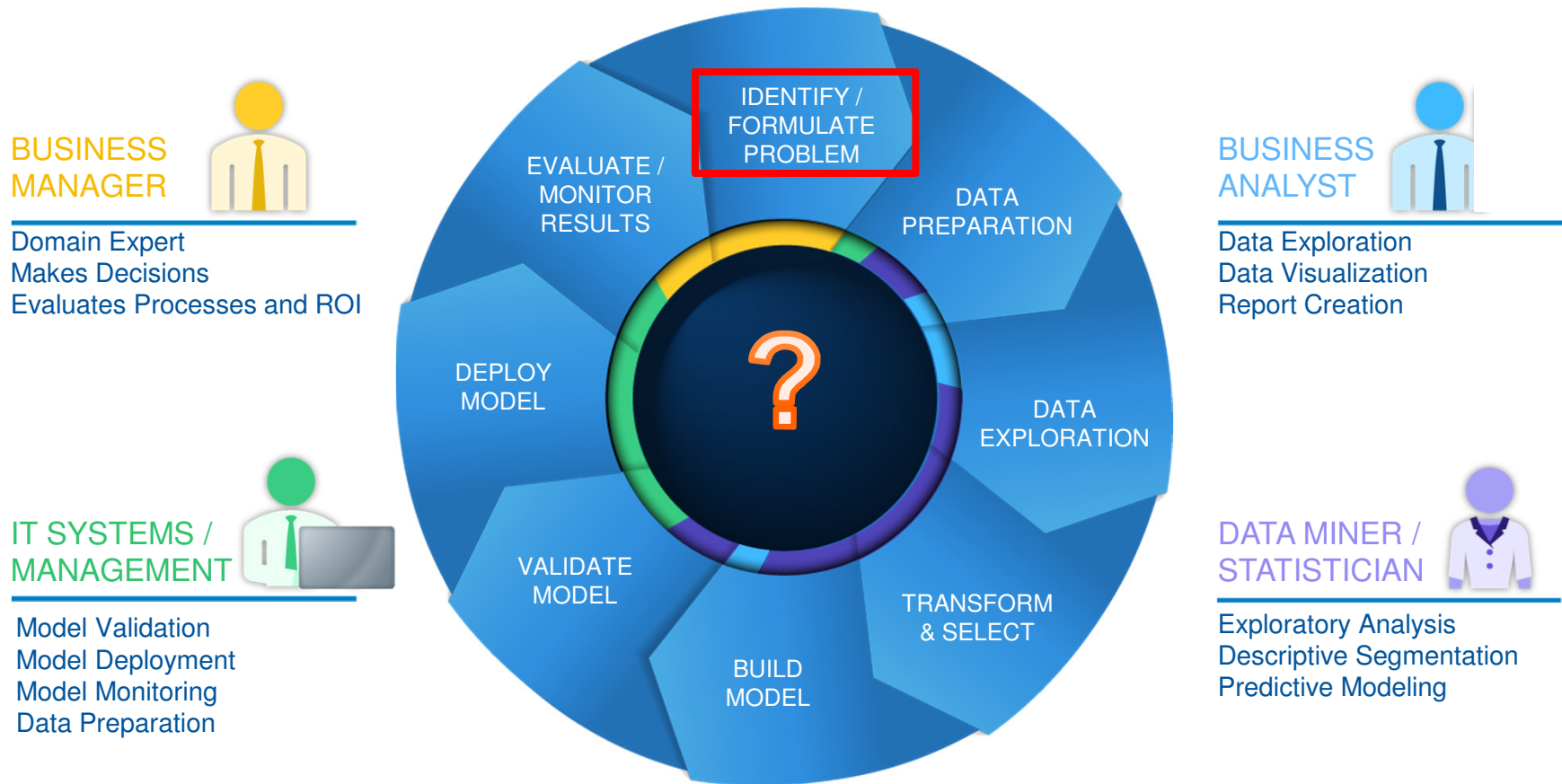
## EMPOWERS AN ANALYTICS-DRIVEN CULTURE

- Broadens adoption of sophisticated analytics
- Increases amount of analytic talent in organizations

# THE PREDICTIVE ANALYTICS LIFECYCLE



# THE PREDICTIVE ANALYTICS LIFECYCLE



## SAS® VISUAL ANALYTICS INDUSTRY PERSPECTIVES

### **BANKING:**

Improve Customer insight (segmentation, cross-sell, retention),  
Regulatory & compliance, etc.

### **INSURANCE:**

Product pricing, Claims analytics, etc.

### **TELCO:**

Faster Action Against Churn, etc.

### **MANUFACTURING:**

Drive Better Yield, Utilization, Satisfaction and Profitability, etc.

### **GOVERNMENT:**

Regulatory & compliance, Fraud detection, etc.

**Etc.**



**SAS® VISUAL  
ANALYTICS**

OFFERS A SINGLE SOLUTION

**EXPLORE**

**DISCOVER**

**REPORT**

**DELIVER**





## Fast Flexible Data

- Access to large amounts of data from exploration and reporting
- In Memory technology for instant data access and visual rendering

## Consumable Analytics

- Key analytical capabilities in easy to understand format

## Data Exploration and Business Visualization

- Auto Charting and Geo Mapping
- Reporting and Dashboarding Capabilities
- Contextual Filtering and Highlighting
- Flexible Hierarchies and Drill-down / Drill Across
- Drag-n-Drop capabilities across user interface

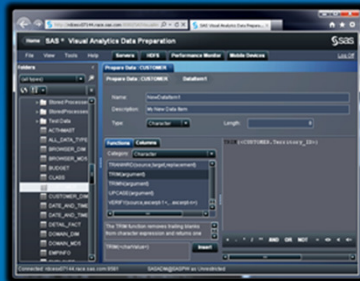
## Adaptive Presentation

- Visualizations for web and mobile consumption
- Interactive reporting viewing capabilities on iPad

# SAS® VISUAL ANALYTICS

DELIVERS A SINGLE SOLUTION FOR FASTER, SMARTER DECISIONS

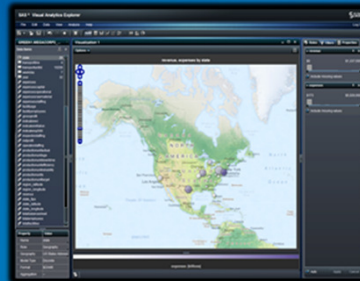
## Central Entry Point



### DATA PREPARATION

- Monitor SAS® LASR™ Analytic server
- Load and join data
- Create calculated columns

## Integration



### EXPLORER

- Perform ad-hoc analysis and data discovery

## Role-based Views



### DESIGNER

- Create dashboard style reports for web or mobile



### VIEWER

- Delivers interactive reports via the Web

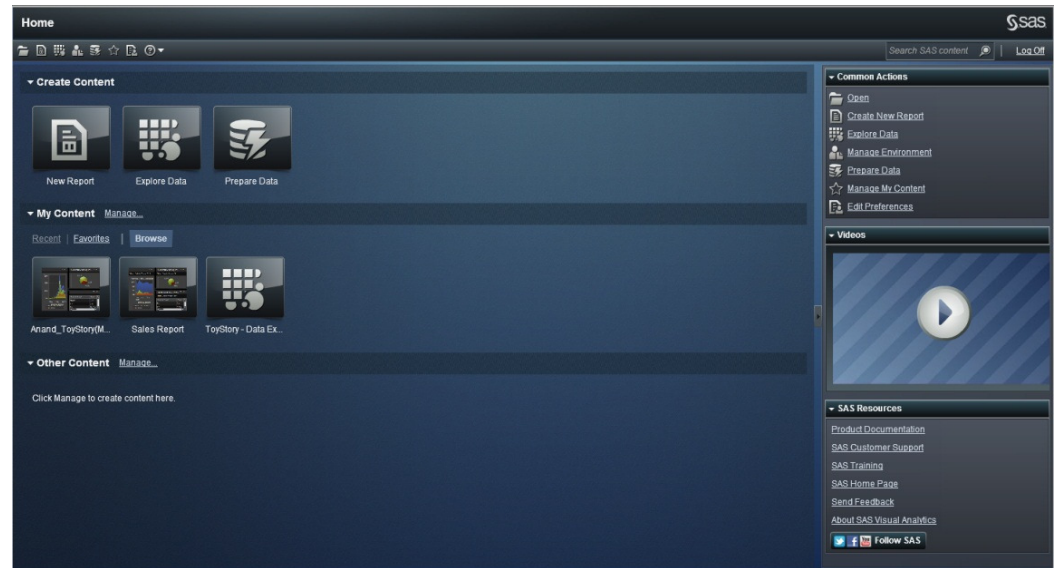
### MOBILE BI

- Delivers interactive reports via native iOS application

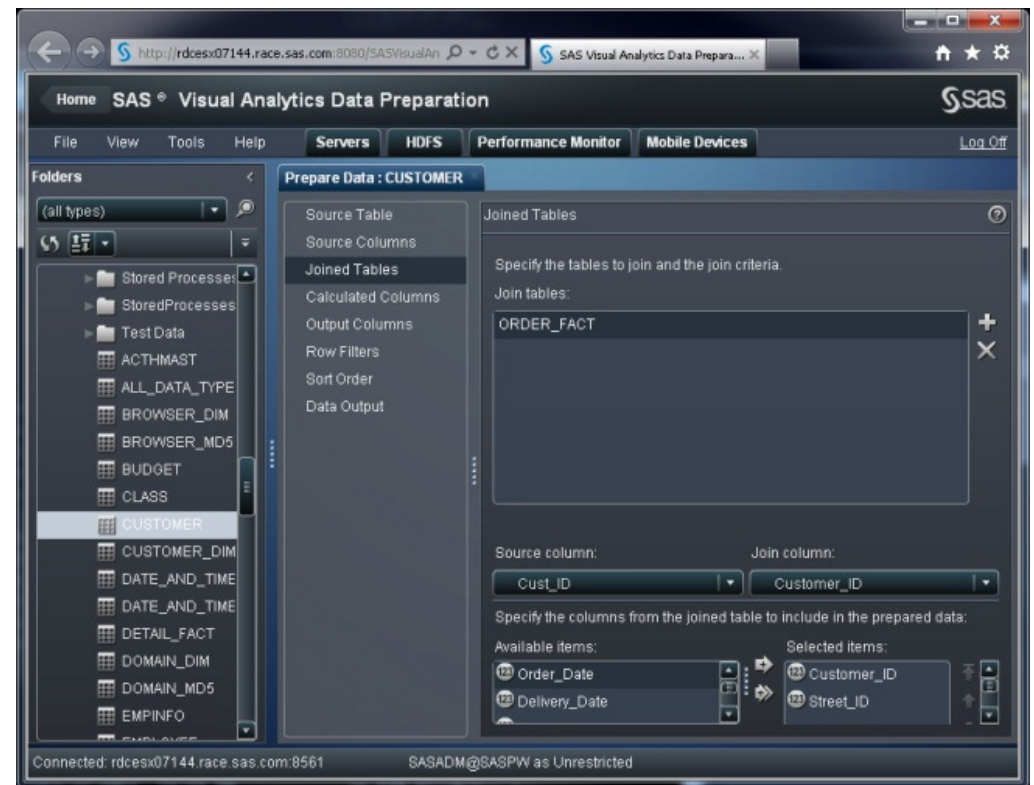
SAS® LASR™ ANALYTIC SERVER

# SAS® VISUAL ANALYTICS | SAS HUB

- Home page for all users
- Role based views
- Navigation to varied end user actions
  - Data Exploration
  - Report Creation
  - Report Viewing
- Administration tasks
  - Data Preparation and Monitoring
- Favourites and Search
- Collaboration via report commenting

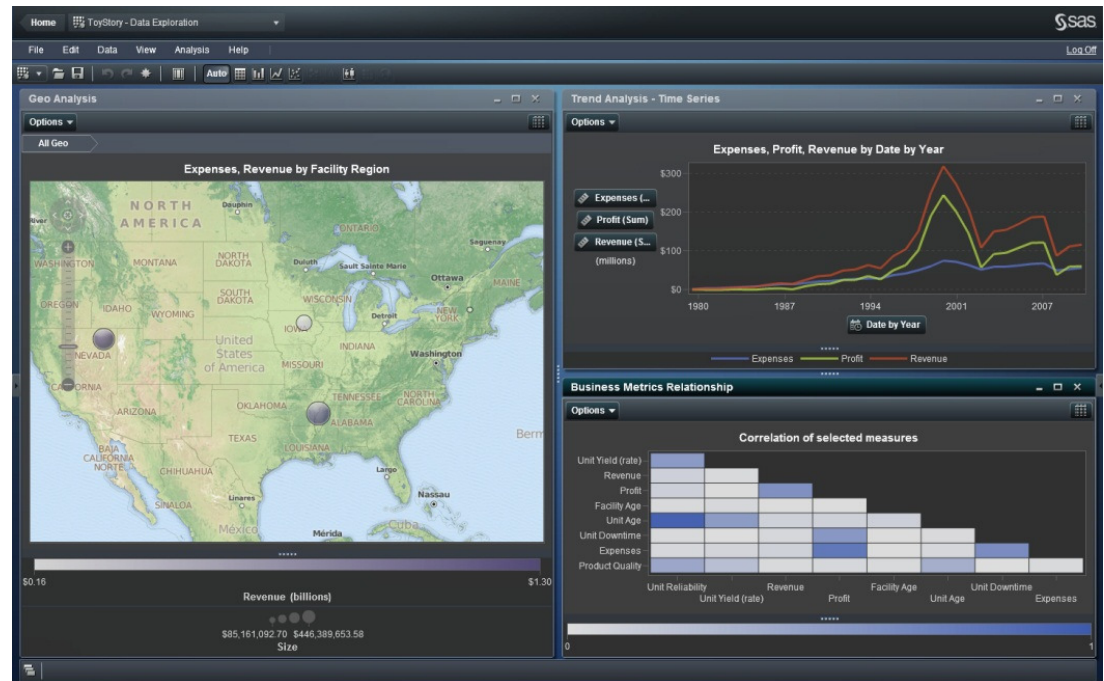


- Prepare Data
  - Join multiple data tables
  - Calculated columns (full expression builder)
  - Filter columns and rows
  - Load tables in memory
  - Apply security
  - Export SAS code
- SAS LASR Server monitor
  - Resource (CPU, I/O, Memory)
  - Process (user session focused)
- Mobile device logging history and blacklisting



# SAS® VISUAL ANALYTICS | EXPLORER

- Data exploration and discovery
- Visualize your data to find relationships, trends, discrepancies etc.
- Auto-Charting
- Various Visuals: Bar-Charts, Line Charts, Scatter Plots, Bubble Plot, Geo Maps, and others
- Consumable Analytics: Correlations (Relationships) and Regression (Linear, Best Fit), Summary statistics
- Dynamic Hierarchies - Drill Down, Drill Across Siblings
- Save and share your exploration



# SAS® VISUAL ANALYTICS | DESIGNER

- Design tool for creating reports and dashboards
- Leverage existing Explorations and tables to create reports
- WYSIWYG design
- Integrated report designer and viewer
- Use multiple data sources
- Report object interactions / prompts



# SAS® VISUAL ANALYTICS VIEWER

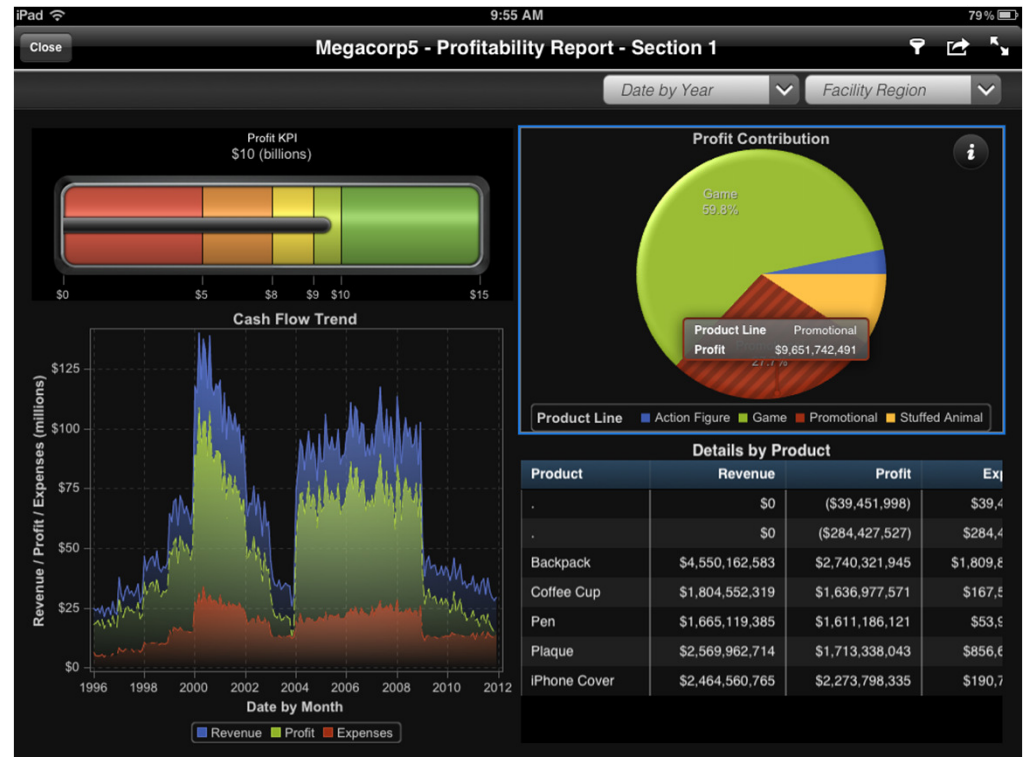
- Visualize reports previously created
  - Multiple data sources
  - Interactions
  - Tables and Explorations
- Collaboration via commenting
- “Adaptive presentation” - build once, deploy on any channel & device



# SAS® VISUAL ANALYTICS

## MOBILE BI

- Native apps for iPad (Android in next release)
- Leverage existing SAS security
- Security focused with support for device encryption, remote wipe, blacklisting, SSL connections etc.
- Highly visual and interactive
- Offline capabilities
- View report comments

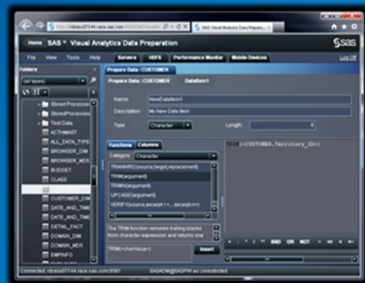




# SAS® VISUAL ANALYTICS

DELIVERS A SINGLE SOLUTION FOR FASTER, SMARTER DECISIONS

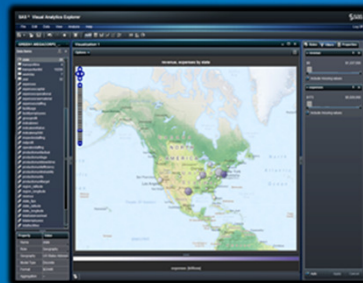
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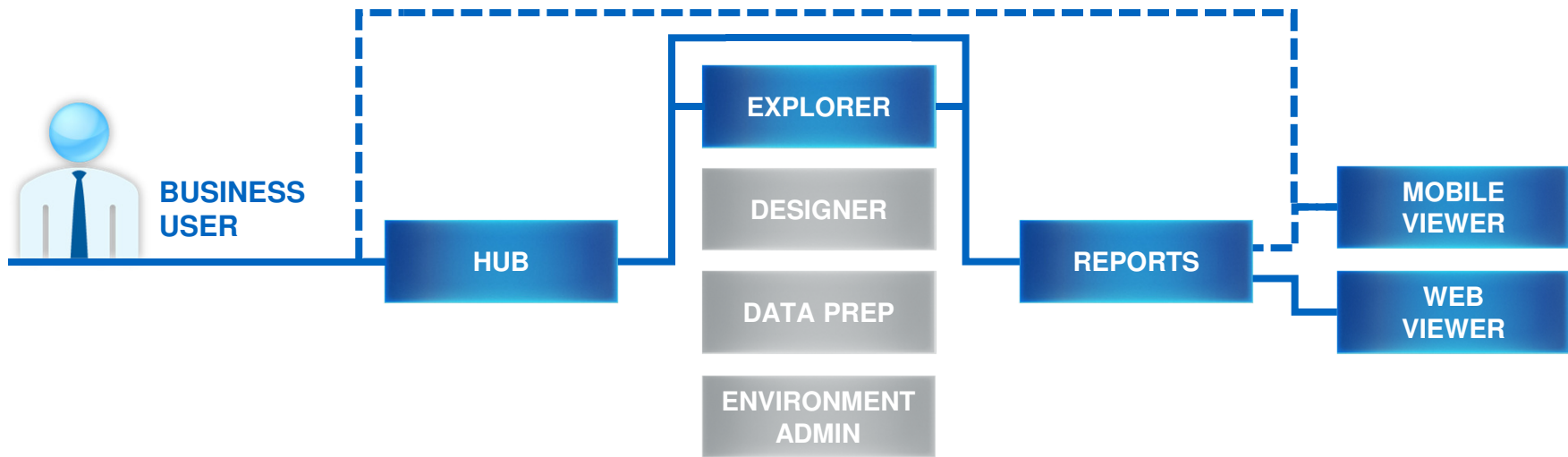
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SAS® LASR™ ANALYTIC SERVER

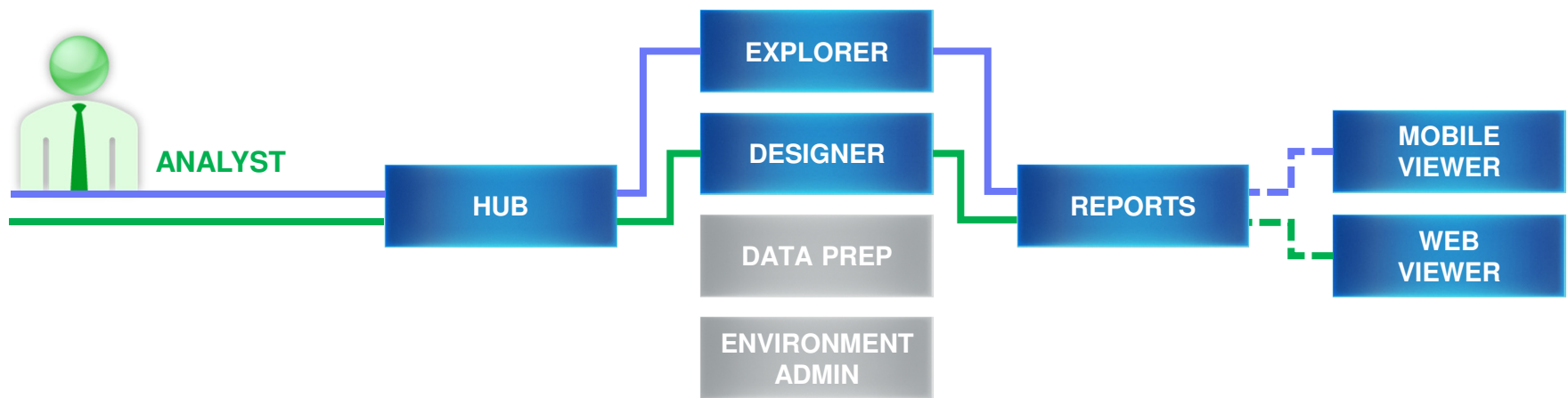
# BUSINESS USER

SAS® VISUAL ANALYTICS EMPOWERS ANALYTICS-BASED INFORMATION SHARING AND INSIGHT DISCOVERY



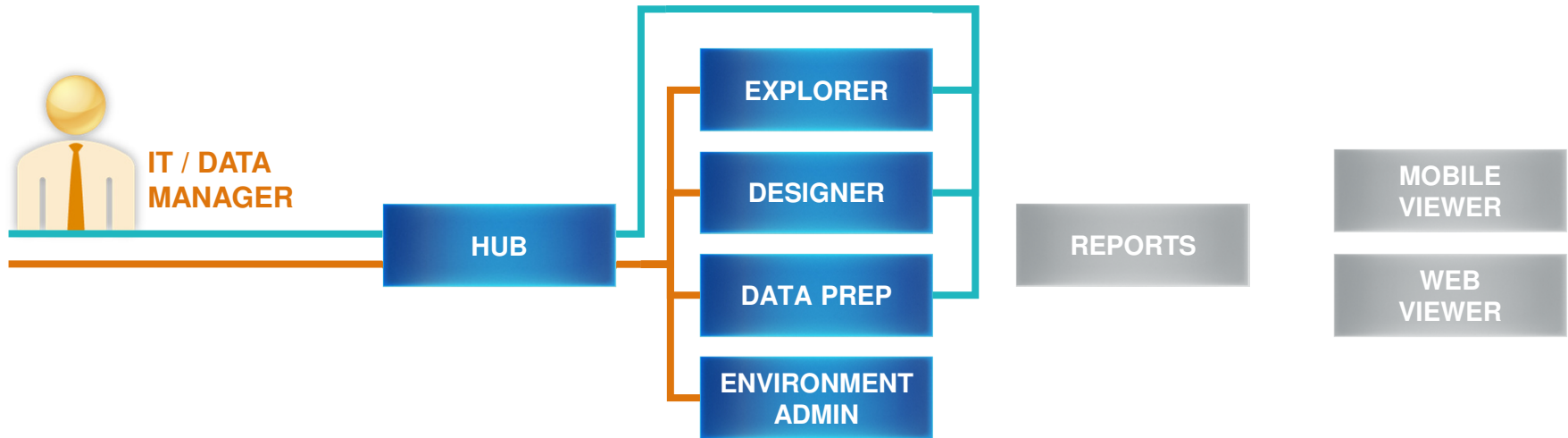
# ANALYST

SAS® VISUAL ANALYTICS ENABLES THE DELIVERY OF FASTER,  
MORE ACCURATE INSIGHTS FOR MORE CONFIDENT DECISIONS



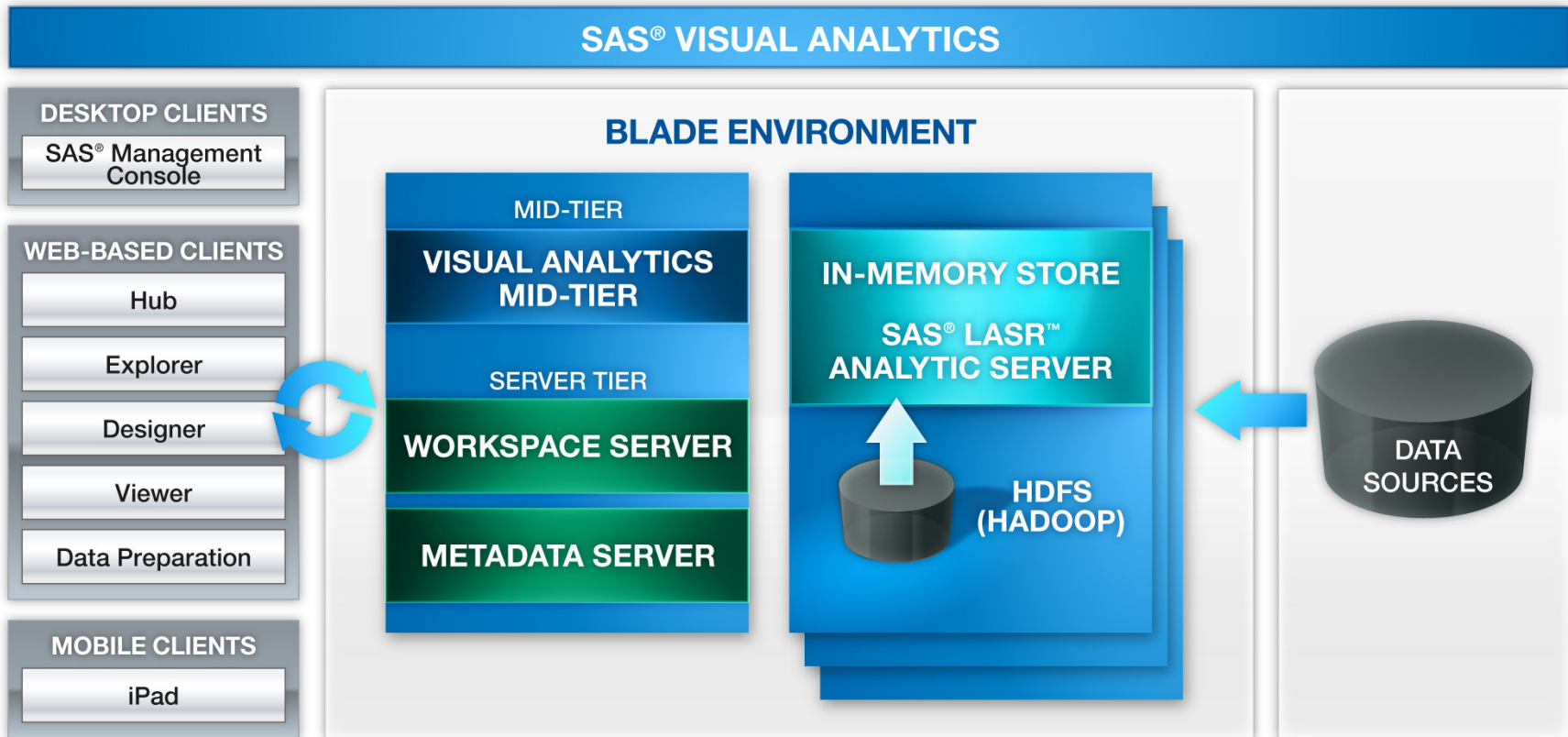
**IT /  
DATA MANAGER**

**SAS® VISUAL ANALYTICS PROVIDES THE IDEAL BALANCE  
OF DATA MANAGEMENT AND USER ACCESSIBILITY**



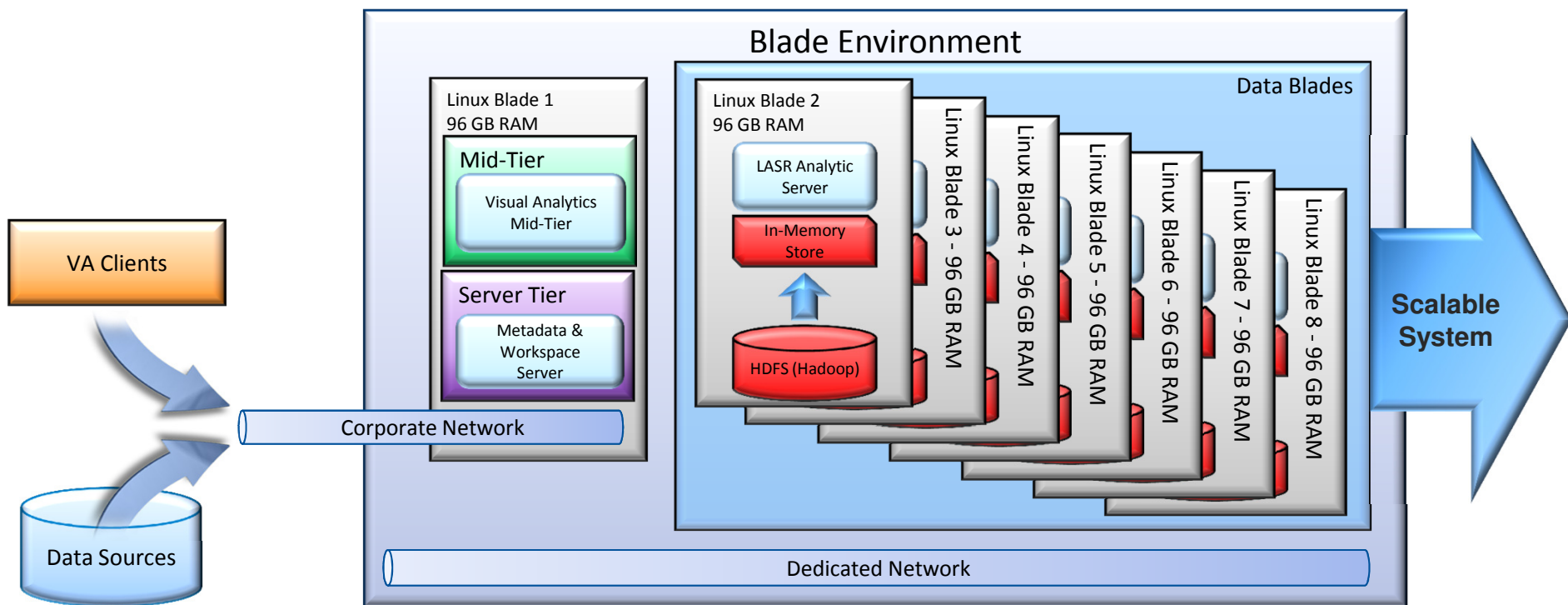
# SAS® VISUAL ANALYTICS

## ARCHITECTURE



# Sample Architecture

## 8 blade deployment scenario



- Separate dedicated environment (8 blade minimum)
  - Supported on Dell, Hewlett Packard
- Operating Systems
  - Red Hat Enterprise Linux 6
  - SUSE Linux Enterprise Server 11 SP1
- JBoss Enterprise Application Platform 5.1
- Browsers
  - Firefox 3.6 and higher
  - IE 7 & beyond (*IE 8 in compatibility mode & IE 9*)
- Apache Hadoop for persistence (SAS provided)
  - Apache Hadoop 0.21.0

## Why SAS® Visual Analytics?

- The **first end-to-end** solution that radically affects the way you work with **all** your data
- The **only** in-memory analytic engine that overcomes limitations of traditional relational databases
- The **most** cost-effective way to scale your IT infrastructure using commodity hardware



# Why SAS® Visual Analytics?

## For Business

- Explore all data and fuel insight discovery for competitive advantage
- Accelerate analytic model development life cycles exponentially
- Deliver insights to mobile colleagues via the Web and iPad®

## For IT

- Control governance and empower colleagues with easy access to all data
- Leverage commodity hardware for scalability and efficient cost-effective growth

# For more information

The screenshot shows the SAS website's product page for SAS Visual Analytics. The page features a navigation bar with links for Log In, Worldwide Sites, Contact Us, and social media. A main navigation bar includes Home, Products & Solutions (highlighted), Customer Success, Partners, Company, and Support & Training. The page title is 'PRODUCTS & SOLUTIONS / BUSINESS INTELLIGENCE'. On the left, a sidebar lists various products and solutions, with 'Visual Analytics' highlighted. The main content area is titled 'SAS Visual Analytics' and describes it as a high-performance, in-memory solution for exploring big data. It includes a 'Benefits' section with four bullet points, a 'Product Demo' section with a video player, and a 'Questions?' section with contact options. A quote from Jim Goodnight, CEO of SAS, is featured, along with a 'Discover the Possibilities of HIGH-PERFORMANCE ANALYTICS' banner and a 'Click here to launch site' button. The page also includes a 'RESOURCES' section with links to Fact Sheet, White Papers, and News, and a 'CUSTOMER SUPPORT' section with a link to Training.

**SAS** THE POWER TO KNOW.  
Providing software solutions since 1976

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- Analytics
- Business Analytics
- Business Intelligence
  - Enterprise Business Intelligence
  - Office Analytics
  - Visual Analytics**
  - Visual Business Intelligence
- Customer Intelligence
- Data Management
- Financial Intelligence
- Foundation Tools
- Fraud & Financial Crimes
- Governance, Risk & Compliance
- High-Performance Analytics
- Human Capital Intelligence
- IT & CIO Enablement
- OnDemand Solutions
- Performance Management
- Risk Management
- Supply Chain Intelligence
- Sustainability Management
- Product Index A-Z

**SAS Visual Analytics**  
Visually explore big data using high-performance, in-memory capabilities to understand your data, discover new patterns and publish reports to the Web and mobile devices

Overview | Benefits | Features | Demos & Screenshots | System Requirements

SAS Visual Analytics is a high-performance, in-memory solution for exploring massive amounts of data very quickly. It enables users to spot patterns, identify opportunities for further analysis and convey visual results via Web reports or the iPad®.

A key component is the SAS® LASR™ Analytic Server, which quickly reads data into memory for fast processing and data visualization. Users can then explore all data, execute analytic correlations on billions of rows of data in just minutes or seconds, and visually present results. This helps quickly identify patterns, trends and relationships in data that were not evident before.

**Benefits**

- Empower users with big data exploration to drive improved decision making.
- Answer complex questions faster, enhancing contributions from your analytic talent.
- Improve information sharing and collaboration.
- Liberate IT by giving users a new way to access information.
- Provide room to grow at a self-determined

“ SAS Visual Analytics helps business users to visually explore data on their own. But it goes well beyond traditional query and reporting ... Its high-performance in-memory architecture delivers answers in seconds or minutes instead of hours or days. ”

— Jim Goodnight  
CEO, SAS

▶ Read the news release

**Product Demo**

**Questions?**

Phone  
Contact Form

Discover the Possibilities of  
**HIGH-PERFORMANCE ANALYTICS**

Click here to launch site

**SAS Visual Analytics**

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**RESOURCES**

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» White Papers

» News

**CUSTOMER SUPPORT**

» Training





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