SAS® CUSTOMER INTELLIGENCE
Solve more marketing challenges with a comprehensive enterprise solution
Enable Smarter Decisions Throughout Your Marketing Process

“SAS analytics leads to deeper understanding and insight into our customers’ behavior, yielding strong increases in customer retention.”

Chris McCann
President, 1-800-FLOWERS.COM

“We simply would not be able to base our marketing on customer insight if we did not have SAS. We built our first customer insight models in 2001, and it is making our marketing more effective every year.”

Marcel Stettler
Head of CRM Operations
Winterthur (Switzerland)

Marketing organizations today face the challenge of an increasingly competitive marketplace. Customers have high expectations that must be met in order to maintain their loyalty and satisfaction. Therefore, it’s essential for your organization to maximize its use of customer intelligence.

Likewise, you’ve got to have the customer information you need to know which customers are profitable so you can make smart decisions about who to focus on and what you need to do to keep and grow their business.

However, before you can successfully meet the needs of your customers, your marketing organization must ensure that customer-focused processes are in place – allowing them to craft and execute optimized communication plans that provide quantifiable results and support your organization’s goals.

Our Solution

SAS® Customer Intelligence provides the most comprehensive suite of enterprise marketing solutions available to help you:

• Enhance the customer experience by gaining customer knowledge and insight and maintaining a continuous customer dialogue.

• Achieve profitable revenue growth through customer value management by growing organically, retaining profitable customers and acquiring new customers.

• Improve marketing performance and accountability by linking marketing activities and aligning them with overall company goals, while optimizing marketing expenditures.
Regardless of a company’s industry or size, marketing must help enhance customer experience, achieve profitable revenue growth and improve marketing performance. SAS Customer Intelligence solutions enable you to deepen your customer insights, choreograph your customer interactions and continuously improve your organization’s marketing performance.

**Deepen Customer Insight**
To gain insight into what your customers will do in the future, you have to first understand what they have done in the past. SAS enables you to manage customer data and understand the behavior patterns of your best and worst customers. By having insight into your customers’ attitudes, behavior, profitability and risk, you can make smarter decisions for your marketing organization.

**Choreograph Customer Interaction**
Customers want to feel as though companies understand them – and they expect to be treated consistently. A well-orchestrated marketing campaign requires coordination and synchronization across multiple channels. SAS provides the ability to choreograph a comprehensive, multi-channel marketing communication strategy that optimizes every resource to effectively achieve your goals and maximize your ROI.

**Continuously Improve Marketing Performance**
To make your marketing organization work like a well-oiled machine, it is critical to implement a closed-loop marketing process that makes adjustments over time. SAS provides the scorecards, reporting and underlying analytical capabilities needed to instill accountability and have complete visibility of your marketing process and the resulting performance, so you can make midcourse corrections when you hit a bump in the road.
SAS® Customer Intelligence

A data driven, customer-focused marketing process

SAS provides a data driven, customer-focused marketing process delivered through an integrated marketing platform. This best-practice process addresses the needs of all stages of your marketing organization’s development. You can be confident that SAS and your customer-focused marketing process will help you deepen customer insight, choreograph customer interactions and continuously improve marketing performance.

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<tr>
<th>Deepen Customer Insight</th>
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<tr>
<td>Manage quality customer data by accessing virtually any database to create a customer-centric data repository, moving data between operational and marketing systems, and cleansing the data to ensure decisions are made using the right data.</td>
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<td>Predict customer behavior using a range of analyses including customer value analysis, market basket analysis, customer profitability, response modeling, churn analysis, credit scoring and more.</td>
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<td>Profile and segment customers based on historical behavior, profitability and lifetime value.</td>
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<th>Choreograph Customer Interaction</th>
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<td>Develop and optimize segment strategies, using customer insights to determine how much time, effort and resources are needed for selling or marketing to each customer segment and evolve customers through their life cycle. Optimize ROI for every customer communication.</td>
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<td>Engage effectively with customers by implementing effective, consistent and timely communications across channels.</td>
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<td>Measure and report on all aspects of the operation by aligning activities to strategies and goals to improve the performance and accountability of marketing, sales and service.</td>
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<td>Optimize investment across direct and indirect marketing by continuously monitoring, predicting and optimizing your mass marketing, pricing, promotion and other activities.</td>
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<tr>
<td>Continuously learn and improve through an integrated marketing platform and closed-loop marketing process.</td>
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Deepen Customer Insight

Data integration that pulls data from nearly any source and applies proper data quality techniques to ensure customer information is in the best possible state.

Web behavior tracking helps you get the most out of your e-business channels and improve the effectiveness of your marketing campaigns.

Forecasting that allows you to identify previously unseen trends in customer data – helping you to make marketing decisions accordingly.

Customer profitability can be calculated by drilling down to the customer or individual transaction level.

Analytics that provide descriptive and predictive insight through response models, churn analysis, customer value analysis and more.

Risk analysis and assessment capabilities to help more accurately develop and track credit risk scores.

Choreograph Customer Interaction

Campaign management that results in more relevant, intelligent and predictive lists so you send the right offers to the right customers across your channels.

E-mail/mobile marketing that provides large-scale multimedia messaging capabilities – including e-mail, SMS, MMS and WAP – within single-channel or multichannel marketing campaigns.

Event triggers that send alerts to let you know when it’s most appropriate to reach out to your customers.

Real-time decision making that improves revenue, growth and retention by optimizing every customer interaction through real-time delivery of decisions and recommendations.

Optimization that enables you to maximize overall value by determining which offer to send to each customer while considering factors such as contact strategy, budget and channel constraints and others.

Continuously Improve Marketing Performance

Marketing performance reporting that surfaces specific metrics based on individual user needs and allows you to drill down for a deeper understanding of performance and any other potential issues.

Marketing mix optimization that helps you track and improve the effectiveness of your marketing investments – and quantify the ROI of marketing activities.

Marketing metrics and scorecards that use pre-built marketing KPIs incorporating marketing best practices in areas such as business/finance, marketing program, customer and marketing processes.
The SAS® Difference

SAS Customer Intelligence solutions provide the most comprehensive enterprise marketing solution for your data driven marketing process. While other vendors provide components to satisfy some of your needs, SAS delivers the only complete set of capabilities available on the market. For your organization, the SAS difference means you can:

Continually Make Smarter Decisions
Using SAS Analytics, you’ll gain the knowledge and insight needed to make smarter decisions and have a complete understanding of your customers. Whether it’s building predictive models for campaign response rates, using optimization to maximize channel ROI, forecasting to predict sales, or managing and maintaining your existing models, SAS is the proven leader in providing analytics to help you make smarter decisions.

Solve More Marketing Challenges
As illustrated by the customer-focused marketing process described earlier, only SAS provides a complete set of capabilities to solve more of your marketing challenges. As you develop strategies and activities to fulfill the needs of your customers and marketing organization, you can count on SAS to deliver the solutions and technology you need for success.

Evolve Your Marketing Organization’s Capabilities
SAS Customer Intelligence is structured to provide a growth path that addresses all stages of your marketing organization’s development. Whether you need to develop an accurate view of your customer, or focus on executing and optimizing your customer communications, SAS has a solution that fits your organization’s needs.

Ensure Success with SAS’ Proven History and Leadership

- SAS has been in business since 1976 and has over 43,000 customer sites worldwide.
- SAS is listed in the Leaders quadrant of Gartner’s Magic Quadrants for Customer Data Mining 2Q07, Multichannel Campaign Management 1Q07, and Business Intelligence Platforms 1Q07. Dataflux (a SAS company) is listed in the Leaders quadrant of Gartner’s Magic Quadrant for Data Quality Tools 2007.
- For four consecutive years, CRM magazine has recognized SAS as the leading provider of CRM analytics.
- SAS Marketing Automation has been named Product of the Year for two consecutive years by Customer Interaction Solutions magazine.
- SAS has a long list of loyal, satisfied customers from 96 of the top 100 companies on the 2006 FORTUNE Global 500. Learn more at www.sas.com/success.


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