Realize the business value of your data through the power of analytics

Accenture Analytics helps organizations realize measurable business value from their data by leveraging a dynamic alliance and vendor ecosystem of leading and emerging technology providers with a technology-agnostic approach to solutions development and delivery. Accenture's alliance with SAS strengthens Accenture Analytics Advanced Analytics and Business Intelligence (BI) and Performance Management offerings development to help drive high performance for clients. SAS is a leader in business analytics software and services and is one of the largest independent companies in the BI market.

The alliance combines Accenture's deep industry experience, functional business knowledge, analytics skills, and cloud and global delivery capabilities with SAS analytics solutions. SAS helps businesses, governments and academic institutions transform big data into value through critical technologies, including advanced analytics, data visualization and exploration, customer intelligence, security intelligence, fraud detection, risk management and data management.

A new generation of business analytics solutions with power and scale

The recently expanded Accenture and SAS alliance is based on a long-established history of solution delivery collaboration. Working together, Accenture and SAS enable client organizations to harness the power of analytics to help transform large volumes of business data into meaningful insights.

SAS analytics offer the power of a comprehensive and scalable platform with a combination of robust capabilities and simplicity. SAS delivers big data management and advanced analytics capabilities with cloud deployment options for addressing the dynamic and growing business needs of today's leading modern digital enterprises.

Figure 1. Teaming with SAS, Accenture can help your organization advance along the Analytics Journey to high performance

Fast facts

The Accenture and SAS alliance advantage:

• As part of the Accenture Digital global organization of more than 28,000 professionals, Accenture Analytics leverages an extensive base of knowledge, skills, experience and assets to accelerate the delivery of innovative and practical SAS technology-based analytics solutions.

• Accenture Analytics comprises a global team of deeply skilled professionals, including more than 1,000 data scientists, who have tackled nearly every business issue across all major industries.

• Accenture has an expansive global team of SAS solution architect and delivery consultants, including Accenture Global Delivery Network resources.

• The global network of Accenture Innovation Centers includes five centers dedicated to advanced analytics.

• The worldwide Accenture Customer Showcase and Accenture Innovation Centers offer clients demonstrations of SAS analytics in real-world scenarios.

Accenture and SAS analytics solutions delivered

The analytics journey to high performance begins by identifying critical business issues and then uses analytics to realize the value of data to generate the business insights needed to take action for achieving improved outcomes (see Figure 1). Accenture and SAS deliver analytics solutions to help address client issues across all major industries in a wide range of functional business areas, such as:

• **Financial services:** Compliance and risk management (credit risk and anti-money laundering), fraud reduction (insurance claims and online banking), data governance (data management and data quality) and profitability management

• **Communications, media and technology:** Customer intelligence/viewership analytics, network analytics and profitability management

• **Health and public service:** Compliance and tax collection, fraud reduction and benefits program eligibility management (food stamps and workers' compensation)

• **Products and resources:** Manufacturing enablement and demand-driven product optimization

Hundreds of companies have benefited from Accenture's business analytics solutions powered by SAS analytics software. Recent examples of client solutions delivered using SAS analytics include:

• **Fraud analytics solution: A county transitional assistance department** chose to work with Accenture to gain greater efficiency and effectiveness in identifying fraud and non-compliance among participants in the Food Stamps program. The team built analytic models that would strengthen detection, improve prevention and help maximize insights. After running and refining the models and changing algorithms based on findings, the team saw a major leap in the "hit rate" of fraudulent cases.

• **Revenue solution: The Australian Tax Office (ATO), Australia's federal revenue collection agency** embarked on an ambitious journey known as the Easier, Cheaper and More Personalized change program. Through this restructuring, the ATO sought to transform the efficiency and effectiveness of its internal operations and drive improvements in terms of taxpayers' experiences and compliance. Accenture enabled ATO's vision for change by consolidating numerous IT systems, enhancing critical business functions and integrating whole-of-government interactions. As a result, the ATO has delivered improved client services and realized operational savings

Learn more

To learn more about how Accenture and SAS can empower your organization to achieve improved business outcomes through analytics, including providing a solution proof of concept, please contact David Schwartz, global alliance director– Accenture Analytics, david.schwartz@accenture.com or Brian O'Rourke, global alliance lead,SAS, brian.orourke@sas.com.

About SAS

SAS is the leader in business analytics software and services, and the largest independent vendor in the business intelligence market. Through innovative solutions, SAS helps customers at more than 75,000 sites improve performance and deliver value by making better decisions faster. Since 1976, SAS has been giving customers around the world THE POWER TO KNOW®.

About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with more than 323,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US$30.0 billion for the fiscal year ended Aug. 31, 2014. Its home page is www.accenture.com.

Accenture Analytics, part of Accenture Digital, delivers insight-driven outcomes at scale to help organizations improve their performance. With deep industry, functional, business process and technical experience, Accenture Analytics develops innovative consulting and outsourcing services for clients to help ensure they receive returns on their analytics investments. For more information, follow us @ISpeakAnalytics and visit http://www.accenture.com/analytics.