“Analytics … is truly the source of differentiation. The only way you can be smart in a very complex, data-rich environment is through the informed, innovative and cost-effective application of business analytics.”

Thornton May, author of The New Know: Innovation Powered by Analytics

SAS® software with advanced analytics turns data about customers, financials, operations and more into meaningful information.

High-Performance Analytics.
Know fast. Know more. Know now.
From the CEO

A lot has changed in the 37 years that SAS has been in business. But some things haven’t changed – like our unbroken record of profitable revenue growth. I’m pleased to say that 2012 was another successful year for SAS, with record revenue of US$2.87 billion.

We saw our predictive analytics offerings gain momentum in 2012. SAS® High-Performance Analytics can help you speed time to decisions from days to literally minutes and seconds – transforming your big data into relevant business value.

Launched in March, SAS® Visual Analytics allows users of all skill levels to visually explore data while tapping into powerful analytics capabilities. Analysts lauded it as a new way to explore large amounts of data in an instant.

As always, our commitment to corporate responsibility is at the heart of our success.

• Our education initiatives inspire more students to study science, technology and math (STEM) – knowledge required to solve global concerns about limited natural resources.
• SAS was No. 1 on the Best Multinational Workplaces list by Great Place to Work®.
• We emphasize efficiency and sustainability in our building construction and maintenance.

In 2013, we will continue to emphasize industry-specific solutions built on our strong foundation of analytics and information management technologies. SAS Visual Analytics will remain a focus. In addition, look for new releases in the areas of fraud detection, risk management and customer intelligence.

Before we know it, 2013 will be behind us, but our guiding principles will remain steadfast:

• Commitment to customers.
• Appreciation of and dedication to employees.
• Adherence to the highest standards of quality and performance of our software.
• Continual innovation that creates lasting value.

It is these principles that enable us to deliver The Power to Know®.

Sincerely,
Jim Goodnight, SAS CEO
“Dramatic reductions in processing times have bolstered new offerings such as visual analytics and high-performance applications for business. We’re also designing and distributing these innovations on iPads and Android devices. The value we offer has never been greater.”

Jim Davis, SAS Senior Vice President and Chief Marketing Officer

(Above) When customers visit SAS headquarters, we make sure they get to know the people who would become their extended team members.

(Right) At our award-winning Executive Briefing Center, SAS customers learn how analytics can help them solve their business problems.
Acquisitions

We acquire companies to enhance our offerings. In early 2012, we acquired aiMatch’s cloud-based ad server technology that helps publishers sell and manage online ad inventory. The digital advertising market is growing by leaps and bounds. Combining SAS’ advanced analytics with aiMatch’s technology gives publishers a powerful tool for managing, forecasting, optimizing and measuring their ad inventory to maximize ad revenue.

Then in November, we acquired rPath, a North Carolina-based provider of next-generation system automation technologies. rPath helps automate the setup and management of SAS solutions in any virtual environment. It also augments the cloud and on-demand domain expertise needed to support customers interested in tapping into these areas.

Partnering Yields Results

In 2012, we continued to share our analytics expertise with partners globally. Teaming with such leaders as Accenture, Capgemini, Deloitte, EMC Greenplum, IBM and Teradata, we provide superior analytics to customers including eBay, Centers for Medicare/Medicaid Services, Cardinal Health, Australia’s Medibank, UK tax authority HM Revenue & Customs, and India’s Maharashtra Tax Department.
We are dedicated to your long-term success. We provide consulting, education, 24/7 support around the world, publications, community connections and more.

Customer Statistics

We have customers in 135 countries and in more than 60,000 sites. Our customers or their affiliates represent 90 of the top 100 companies on the 2012 Fortune Global 500® list.
Employees

Our employees’ technical and domain expertise helps us lead the way in high-performance and visual analytics, empowering our customers to tackle complex problems using big data.

No. 1 Multinational Workplace

2012 was a banner year for workplace culture recognition. Great Place to Work named SAS No. 1 on its World’s Best Multinational Workplaces list, capping a year in which SAS Belgium and SAS Sweden were also No. 1 on their countries’ Great Place to Work lists. We were honored as a top workplace in 21 countries and regions.

“SAS encourages creativity and innovation around the world because our most important asset is our creative capital. When people feel trusted, the results are phenomenal. It’s reflected in our commitment to innovation.”

Jim Goodnight, SAS CEO
What We Do

SAS solves real-world problems like combating fraud in financial services, expediting drugs to market in life sciences, identifying cross-sell opportunities in retail, as well as challenges facing every industry such as increasing the value of customer relationships and managing risk – all through industry and cross-functional solutions that reflect our domain expertise. Our software solutions address these complex business issues using a foundation based on three key capabilities: information management, analytics and business intelligence.

And using your data to make decisions has never been faster. With SAS® High-Performance Analytics, you no longer have to wait days to process big data. Now you can analyze it in minutes or seconds. What would you do with all the time you save using big data analytics?

We also make business analytics easy to use. For example, data visualization with SAS® Visual Analytics transforms the way you analyze data. You can spot patterns, identify opportunities for further analysis and convey visual results via Web reports or iPad® and Android tablets. Every decision maker in your organization can access and use our fast, accurate predictive analytics.

We are successful when our customers are successful. That’s why we help them deploy and access SAS in ways that work best for them. We offer flexible options like private clouds, enterprise hosting, running on a grid, running in Amazon’s web services, and more.

Call us or visit: sas.com/software

SAS Visual Analytics – see your data for all it’s worth.
Try it yourself: sas.com/visualanalytics
Environmental Sustainability

Over the years, there has been a fundamental shift in the value placed on energy efficiency, intelligent power sourcing and end-user consumption. We remain committed to minimizing the environmental impact of our business – including creating sustainable operational efficiency, spawning innovation, and satisfying the expectations of customers, employees and society.

To learn how we operate as an employer, a software provider and a corporate citizen, visit sas.com/csr.

2012 Initiatives

- Achieving double-digit energy savings at SAS’ ISO 14001 certified office in the UK from advanced commissioning for its data center, installing smart meters, optimizing building management systems and using LED lighting.

- Incorporating energy-efficient and environmentally friendly technologies, including solar and geothermal in SAS Sweden’s newest office building, and photovoltaic and hot water solar systems in Cary, NC (which generated 4 million kWhs).

- Taking results from a waste stream audit (aka dumpster dive) to learn about the materials we buy and whether they are recycled or discarded to landfills. Since 2009, operational waste recycling at our headquarters in Cary, NC, has increased to 47 percent (from 26 percent). Electronic waste was again zero: battery recycling volume doubled for the third consecutive year and café compost increased 100 percent.

- Implementing employee-driven programs, such as a new Junk Swap event that allowed employees to exchange gently used, unwanted items. Among the items swapped were furniture, appliances, sporting goods, books, DVDs, TVs and toys. The program diverted 5,000 square feet of materials from local landfills.
We have an enduring commitment to employees, environment and communities.

SAS Netherlands uses a fully electric car as a shuttle from the railway station to the office.
Our 37th Year of Growth

Dubbed a big data analytics “powerhouse” by an independent research firm, SAS spent 2012 as it has the previous 36 profitable years: delivering powerful software that helps customers make precise, proactive, breakthrough decisions.

Our 2012 predictive analytics offerings have momentum across industries and customer segments. SAS Visual Analytics – particularly well-received by analysts – is a new way to explore large amounts of data in an instant.

Increases in our traditionally strong categories, such as analytics and business intelligence, outpaced the overall growth rate. Customer intelligence, fraud detection, risk management and supply chain posted double-digit growth. SAS Solutions OnDemand revenue jumped 15 percent, indicating customers’ trust in enterprise-hosted solutions. Revenue in the communications, education, energy and utilities, financial services, healthcare, hotels and travel, life sciences, manufacturing, public security, and retail industries all grew.

SAS achieved record revenue of $2.87 billion in 2012, up 5.4 percent over 2011.

Revenue grew worldwide despite continuing economic uncertainty in some regions and industries.
Our values can be seen in every company relationship, from long-standing customer engagements to the strong and focused employee community.

- Approachable
- Customer-Driven
- Swift and Agile
- Innovative
- Trustworthy

SAS transforms the way the world works.
We give people The Power to Know.®