SAS® and AWS
Trusted decisions on the world's most comprehensive cloud platform

The challenge: Democratizing analytics across the enterprise

Digital transformation is an ongoing challenge for organizations that want to be data driven. But the key to success is often difficult to do – allowing access to data and analytics beyond your data science team. This effort is often called democratizing analytics, or analytics for everyone.

To get the scale needed for true digital transformation, you must enable analytics skills at all tiers of your organization, but especially in those areas with domain knowledge.

Why SAS® on AWS?

SAS on AWS provides a scalable environment that gives analytics capabilities to users across the enterprise. SAS® Viya® can leverage any AWS data store or other cloud-native services to create a tightly integrated solution.

SAS also integrates the capabilities of open source tools like Python and R into the governance structure, adding value for all users, regardless of their programming language preference.

As a result, users have a single, scalable environment, rather than disparate silos, that will provide consistent outcomes and better business decisions. This allows organizations to innovate, manage risk and create value.

SAS® Viya®: Built to meet your biggest analytics challenges

Cloud native on AWS. The SAS Viya architecture is designed using microservices and containers that are orchestrated by Amazon Elastic Kubernetes Service (EKS). This allows your organization to scale resources to meet even the most demanding workloads.

No-code graphical interfaces or programming language of choice. SAS Viya empowers your data scientists and statisticians with a breadth of analytics capabilities that are easily available inside graphical interfaces or using the coding language of their choice. Whether it's SAS, Python, R, Java, Lua or Scala, analytical professionals can access the power of SAS for data manipulation, interactive data interrogations and advanced analytics. SAS Viya also includes public REST APIs so software developers can embed proven SAS Analytics into their DevOps processes and applications.

Reality-tested AI
Use proven AI to operationalize insights and find hidden opportunities before the competition.

Resilience amid uncertainty
Balance costs and agility with a cloud-native platform and built-in automation that enable you to strengthen your operations.
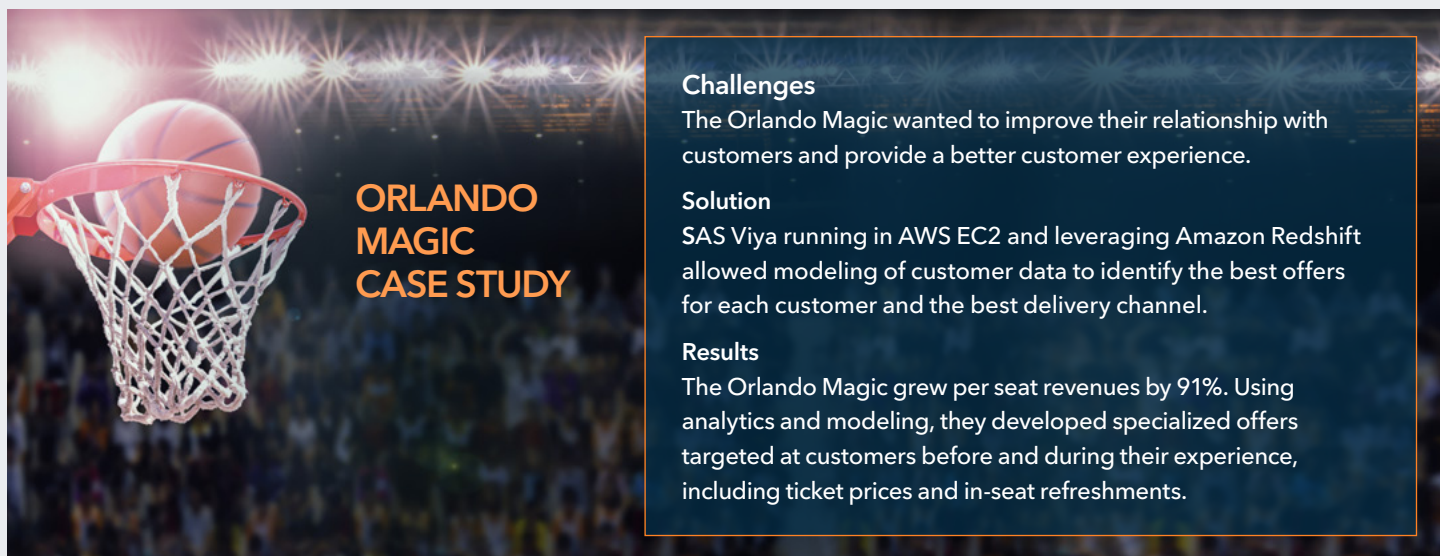
Faster outcomes, trusted results

Massively parallel processing delivers results in seconds, not hours. Plus, built-in governance makes your decisions repeatable, explainable, transparent and trustworthy – no matter the scale of your data, users and workloads.

Empowerment for everyone

Democratize data and analytics so that everyone can make faster, better decisions. Unify disparate technologies, skill sets and processes with end-to-end capabilities powered by automated AI.

Take advantage of our
[free trial of SAS Viya](#).

ORLANDO MAGIC CASE STUDY

Challenges
The Orlando Magic wanted to improve their relationship with customers and provide a better customer experience.

Solution
SAS Viya running in AWS EC2 and leveraging Amazon Redshift allowed modeling of customer data to identify the best offers for each customer and the best delivery channel.

Results
The Orlando Magic grew per seat revenues by 91%. Using analytics and modeling, they developed specialized offers targeted at customers before and during their experience, including ticket prices and in-seat refreshments.

Power of the PARTNER

Amazon Web Services (AWS) is the world's most comprehensive and broadly adopted cloud platform, offering over 200 fully featured services from data centers globally. Millions of customers — including the fastest-growing startups, largest enterprises and leading government agencies — are using AWS to lower costs, become more agile and innovate faster.

SAS is an AWS Advanced Technology Partner and an official member of the AWS Partner Network (APN). As such, the latest version of SAS Viya runs natively on AWS, bringing the leader in analytics to the world's most comprehensive cloud platform.

Together, SAS and AWS can help organizations of every kind make faster, trusted decisions and maximize investments in data management, machine learning and AI.

Cloud-native analytics. SAS Viya is designed, tested and approved to leverage the same cloud services used every day by millions of AWS users. It deploys seamlessly in your AWS tenant and can be leveraged by your other enterprise applications running in AWS.

Smart and protected. Ensure data protection and sovereignty by moving your computation to where the data lives. Save money by eliminating unnecessary egress fees.

Easy to deploy, easy to use. Stand up applications faster with cloud-native deployments on Amazon EKS and manage your applications using tools you already know and trust.

Flexible and fast. Provision only what you need, whether it's a single data science workbench or a shared massively parallel compute engine.

Automated and trustworthy. Prepare data and get models into production faster with machine learning-driven automation, world-class model management and end-to-end governance.

To learn more about the SAS and AWS partnership, visit sas.com/aws.