



# The “Cloud” and SAS

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THE  
POWER  
TO KNOW.

# SAS Solutions OnDemand

- SSO – 2000
- Private Cloud SaaS model
- AAL – 2007
- Multiple ASP lines of business representing over 150 customer sites
  - Retail, Financial Services, Healthcare, Pharmaceutical, Government, Entertainment Analytics
  - Data management, analytics, reporting tools and solutions
- 35% + Year over Year Growth
  - 2009 – 51% growth
  - 2010 – 47% growth

# SAS Solutions OnDemand

- SAS investment of \$70 million Cloud Computing Center to support the demand
  - 38,000 ft<sup>2</sup> of server, storage, network and application services
  - Leadership in Energy and Environmental Design (LEED) standards for water and energy conservation
- Experience supporting clients with unique situations
  - Regulatory constraints - AML, HIPPA, Safe Harbor, PII, PHI, etc.
  - Very Large Data Volumes

# SAS Solutions OnDemand

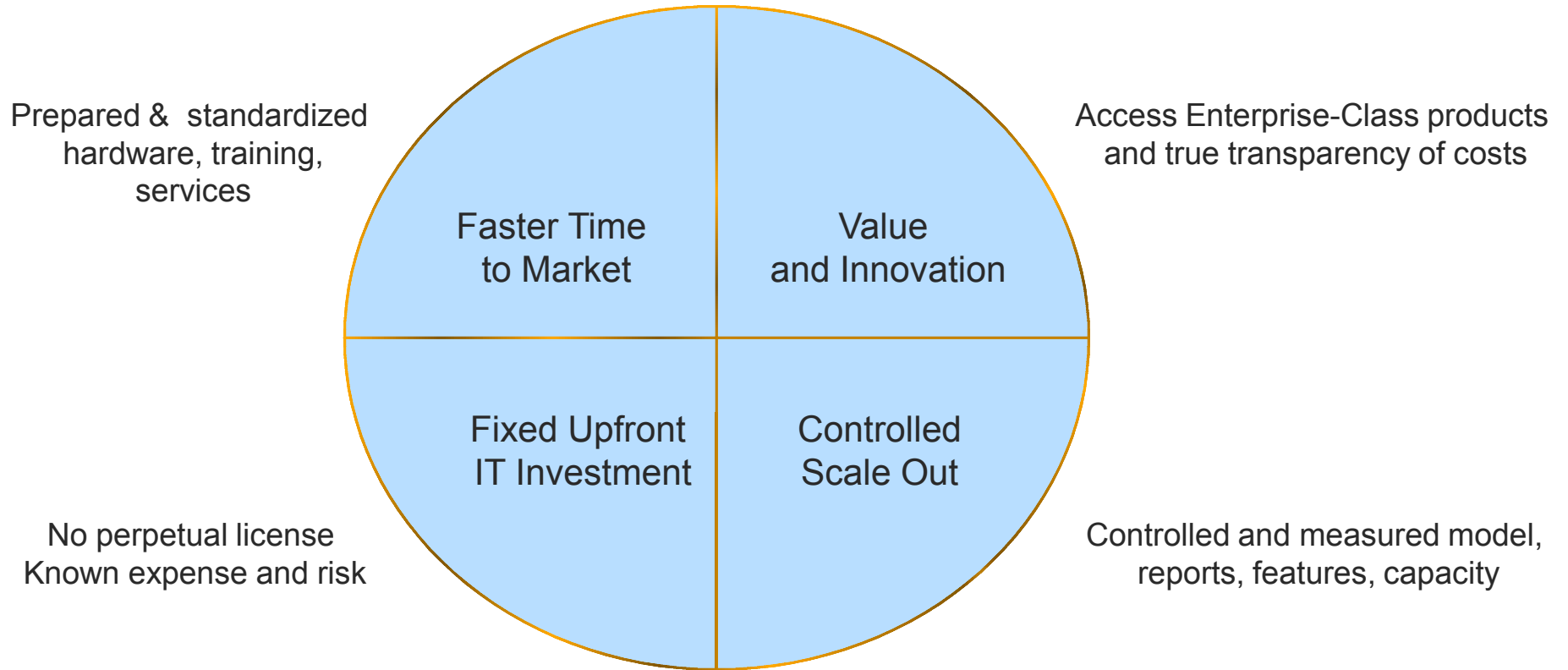
## - Advanced Analytic Lab

- Formed by President and CEO Jim Goodnight
- Consolidation of high-end analytic talent throughout the company
- Team members hold multiple patents for innovative techniques in solving real-world problems
- “Learn with the experts” to the degree desired.

# SAS Solutions OnDemand – Cloud Characteristics

- ✓ On-demand self-service
- ✓ Broad network access
- ✓ Resource pooling
- ✓ Rapid elasticity
- ✓ Measured service

# SAS SaaS Value Proposition



# SaaS



- **From the customers point of view, SaaS**
  - Alleviates the burden of software maintenance, ongoing operation, and support.
  - Customers relinquish control over software versions or changing requirements
  - Costs to use the service become a continuous expense, rather than a single expense at time of purchase.
  - Reduces the up-front expense of software purchases, through less costly, on-demand pricing.



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