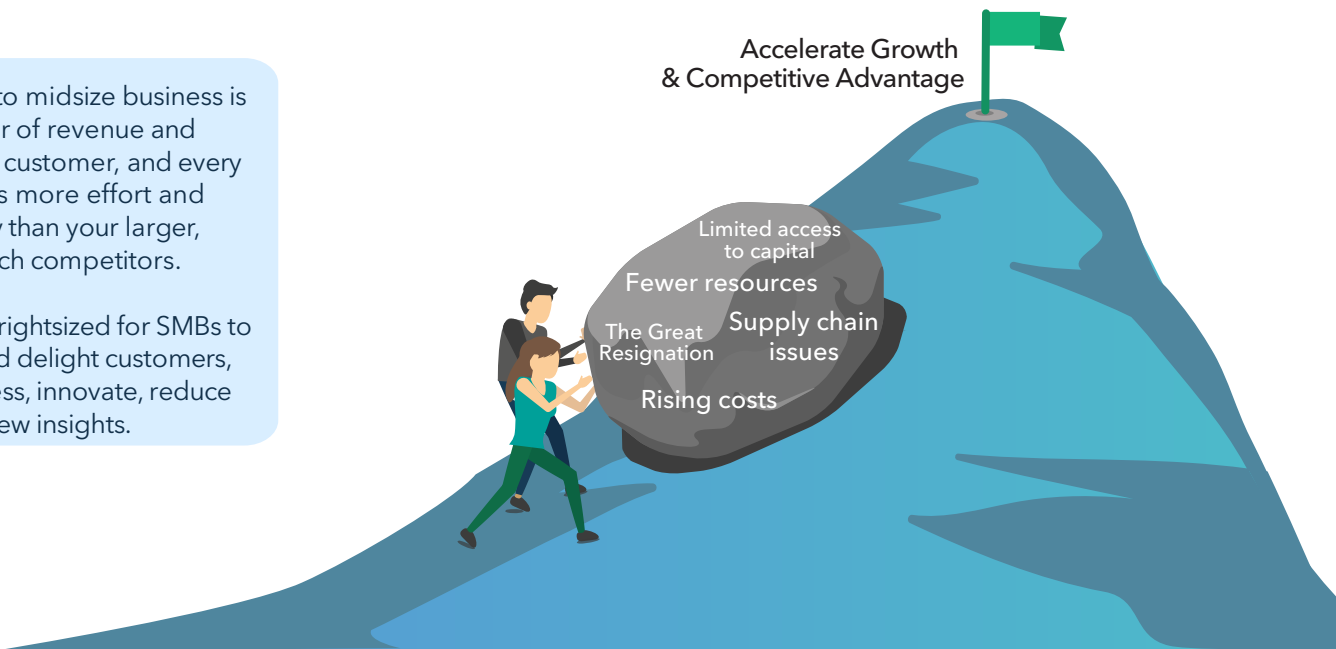


SAS HELPING SMALL & MIDSIZE BUSINESSES

Drive Growth & Gain Competitive Advantage

Leading a small to midsize business is hard. Every dollar of revenue and profit, every new customer, and every new hire requires more effort and greater creativity than your larger, more resource rich competitors.

Our approach is rightsized for SMBs to help you gain and delight customers, scale your business, innovate, reduce costs, and gain new insights.



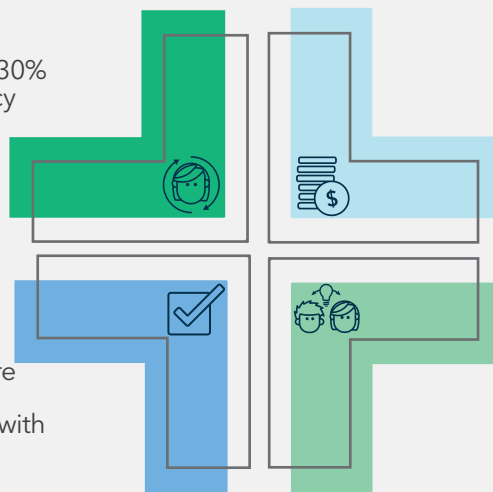
Results with SAS

Delight Customers

- Lender issues new loans 85% quicker
- Retailer improves customer retention 30%
- Hospital decreases median emergency room length of stay 50%

Grow Revenue

- Telecom provider grows mobile subscribers 5%
- Insurer gets 30% positive lift from more effective marketing campaigns
- Non-profit increases fundraising 34% with targeted campaigns



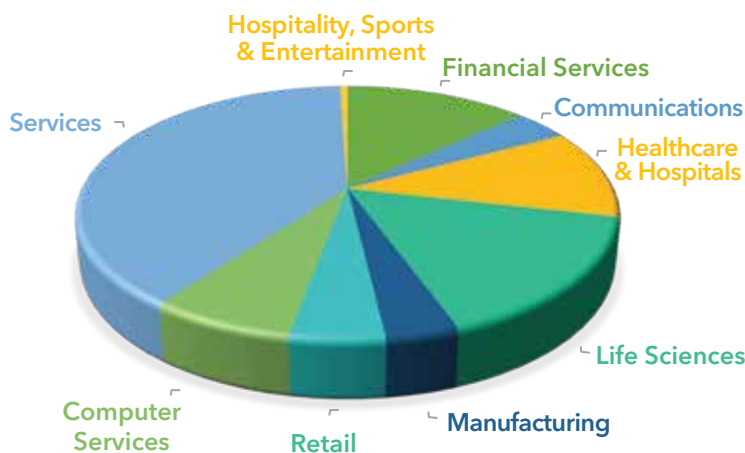
Reduce Costs-Increase Efficiency

- Marketing services firm processes their clients' data 85% faster
- Transportation company saved 22k hours with automated reporting
- Manufacturer yields 32% improvement in throughput

Gain New Insights

- Hospital identifies at-risk patients for post-operative infections
- Pharma company brought new therapy to market faster
- Sub-prime lender uncovers fraudsters in the application process

Small and Midsize Businesses: SAS Delivers Value Across Industries



For the past 20 years, SAS has been right there with us to provide the next-level analytics and expertise to help us meet the challenges of tomorrow.

Midmarket Retailer

SAS has helped us grow our business. It is probably one of the greatest investments that we've made as an organization over the last half-dozen years.

Professional Sports Team

One of the main reasons why we chose Life Science Analytics Framework was because of SAS' exceptional customer service.

Midsize Life Science Firm

Learn more about how SAS can help you drive growth at sas.com/smb or the [contact center](#).

