SAS is the world's leader in AI and analytics.

But what does that mean?

It means we can rapidly turn huge amounts of complex data into insights you can use.

With SAS, you can apply the most advanced analytics, business intelligence, data management and AI solutions to your toughest business problems. And for five decades, our customers have trusted us to do just that.

We're recognized for our industry-leading technology, social innovation and sustainability initiatives, and pioneering workplace culture.

More about SAS

Five decades of innovation and profitability

Over 750 patents related to AI and analytics

Ranked No. 1 for Advanced and Predictive Analytics Market Share by IDC for the last 28 years*

A recognized leader in more than 25 vendor ranking reports in 2022

88 of the top 100 of the 2021 Fortune 500 list are SAS customers or their affiliates

2022 Microsoft Global Independent Software Vendor Partner of the Year

Recognized around the world for inclusive, meaningful culture and innovative technologies by organizations including Fast Company, Forbes, Human Rights Campaign, Disability:IN and more

The SAS® Viya® advantage

We empower customers to get more done with a faster, more productive AI and analytics platform. SAS Viya gives you the analytics you need, delivered on your terms, so you can innovate faster, collaborate regardless of skill set or API, and get results you can trust.

Use your own cloud, the SAS Cloud for hosted services, or one of the world's most broadly adopted cloud platforms.

More about SAS® Viya®

The cloud-native architecture of Viya is deployable in AWS, GCP, Microsoft Azure and Red Hat OpenShift.

It supports:

- Your open source data scientist community.
- The most popular data frameworks.
- APIs that ensure open application access.
- Scalability to any analytical workload.

Analytics for retail and consumer goods

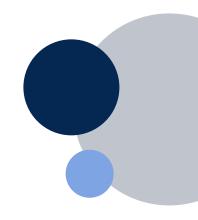## Drive your product demand planning, inventory and supply chain using real-time customer data

Retail and consumer goods companies require proven, reliable analytics to enable the best customer experiences. SAS delivers supply chain optimization, product demand insight and pricing intelligence to ensure we meet your consumers with the highest on-shelf availability wherever they shop.

How does SAS® help?

SAS® analytics senses demand, optimizes supply chains and turns consumer insights into better customer connections

BENEFITS

- Insight into cross-channel localized demand optimizes inventory investment.
- Improve forecasting with real-time data across internal and external supply chain networks.
- Intelligently automate processes with SAS machine learning.
- SAS cloud-based analytics speeds time-to-value with predictable costs.

Use cases

Ulta Beauty, the largest US beauty retailer, uses SAS Customer Intelligence to create world-class customer experiences online and in stores and achieve **95%** sales penetration of existing customers.
sas.com/ulta

A global pasta manufacturer optimized deliveries and orders and reduced waste with SAS advanced analytics on Microsoft Azure, leading to a lower impact on the environment and improved sustainability.

SAS analytics helped the **world's largest supplier of athletic shoes and apparel** improve gross margin through a product life-cycle pricing strategy that automates pricing decisions and reduces markdowns.
sas.com/merchandise

UK grocer **Waitrose** reduced store order changes by **40%** and overall inventory-on-hand by **8%** by implementing SAS to provide accurate daily demand forecasting that accounted for events and promotions.
sas.com/waitrose

Georgia-Pacific supplies the world's biggest retailers with consumer-packaged goods but pays stiff penalties for late or incomplete deliveries, so SAS detects orders likely to be late, avoiding costly fees.
sas.com/gp

Visit for more information: sas.com/retail.

Learn more about the world's analytics leader at sas.com/about.