

SAS Marketing Automation optimised for Teradata

As part of on-going partnership efforts to help customers optimise their marketing campaigns and gain competitive edge, SAS, the leader in business analytics software and services, and Teradata, the worlds largest company solely focused on data warehousing and related services, have optimised SAS Marketing Automation for Teradata.

Together, SAS and Teradata provide a powerful business intelligence environment consisting of integrated customer analytics, data integration and campaign management. With specialised joint deployment teams dedicated to optimisation of SAS Marketing Automation on Teradata, customers can deploy and utilise the solution faster and more effectively. Additionally, the recently announced SAS and Teradata Business Insight Advantage Program is a foundational infrastructure for SAS Marketing Automation. This allows customers to take advantage of a common framework for integrating enterprise data with advanced analytics and customer intelligence applications, helping IT to meet the expanding needs of the business.

Initial benchmarking of SAS Marketing Automation on Teradata validated that the application was well-designed to take full advantage of both the parallelism and architecture of the Teradata platform, said Scott Gnau, Senior Vice President and Chief Development Officer for Teradata. With standard database tuning practices we were able to effectively optimise performance for large-scale multi-user marketing campaigns and scale easily from a customer scenario of 100 million records to one of 300 million.

Benchmarking also revealed that more than 80 per cent of all SAS Marketing Automation activities occurred within the database and that database tuning increased performance by more than 50 per cent.

In The Intelligent Approach to Customer Intelligence, Forrester analyst David Frankland says, Orchestrating cross-channel communications isnt possible without a technology foundation. For strategic intelligence teams, cross-channel marketing isnt about simply regurgitating the same message across channels. Instead strategic intelligence teams assemble marketing automation systems that coordinate communications across inbound and outbound and online and offline channels, optimise contact strategies based on customer preferences and business constraints; and support process management, content reuse, and budget tracking to improve marketing efficiency.

SAS Marketing Automation provides powerful and proactive customer-focused marketing, flexible reporting and intuitive tools for marketing campaign support from conception to execution. Now leveraging the parallelism, scalability and performance of Teradatas Platform Family, SAS extends marketing automation to businesses of all sizes, enabling customers to increase marketing effectiveness for both departmental and complex enterprise campaigns. In addition, they can analyse more data and react to results faster, driving critical business decisions for maximum competitive advantage.

Across organisations, an increasing amount of customer and transactional information is being generated, straining departmental and corporate infrastructures while complicating the integrity of analytics for operational decision making, said Keith Collins, SAS Vice President and Chief Technology Officer. Optimising SAS Marketing Automation on Teradata removes the complexity and gives businesses assurance that they can leverage the power of SAS Customer Intelligence solutions on an established enterprise-class database such as Teradata.

SAS and Teradata customers continue to realise significant value when SAS functions, procedures, and solutions leverage Teradata scalability and parallelism. Deploying SAS Marketing Automation quickly and efficiently on Teradatas predictive linear platform enables customers to meet ever-changing marketing needs, eliminating any technology limitations on their ability to deliver timely, relevant and complex campaigns.