

Australian analyst rates SAS number 1 in analytics

SAS Recognised as Business Analytics Market Leader by Longhaus
SAS's business analytics solutions also receive award from PC Market

FOR IMMEDIATE RELEASE

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SAS, the leader in business analytics software and services, and the largest independent vendor in the business intelligence market, has been recognised by independent research firm Longhaus as the market leader in business intelligence in Australia and New Zealand. SAS was deemed the top business intelligence vendor in the two countries and presented with Longhaus' Peak Vendor Award.

"SAS' entry into the intelligence business vastly predates the majority of providers in the market today," said Peter Carr, managing director at Longhaus. "Longhaus expects that this leader among leaders will retain long-term market dominance in Australia for years to come. As well as solution and company strength, SAS scored the highest geo-geographic commitment to Australia of any of the assessed companies. It was a clear and balanced result."

The market leading position was asserted in the recent Longhaus report, Australia's Business Intelligence & Analytics Market 2011. Other vendors considered for the award include SAP, IBM, Microsoft and Oracle.

"Today's businesses face a data explosion. Business analytics and business intelligence have never played a more important role in helping leaders make fact-based decisions, and we're proud to be recognised for our leading position in this critical area," said Gordon Clubb, managing director of SAS Australia and New Zealand. "When objective research firms call out our success like this, we know we're doing something right."

About the Research: In mid-2011, using the Pulse methodology, Longhaus conducted a public vendor evaluation focused on key providers in the business intelligence and analytics technology market. For this, Pulse, Longhaus identified an initial list of 109 local and international business intelligence firms. From an identified a short-list of approximately 50 companies, Longhaus conducted a detailed evaluation of 20 key providers for Australian enterprise buyers, using more than 60 questions and 280 criteria.

Wins PC Market Award

The recognition from Longhaus coincided with an honor from PC Market's Biz IT Excellence Awards for IT solutions. The company was recognised by the Hong Kong-based publication for SAS Data Quality Solution. This marks the second consecutive year SAS has earned this honour.

"The competition was fierce, but we found SAS's leading solutions made them a clear choice for our IT Solutions Excellence award. SAS's innovative technology and strong offerings make them the leading business analytics vendor," said Lawrence Cheng, chief editor at PC Market.

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About SAS

SAS is the leader in business analytics software and services, and the largest independent vendor in the business intelligence market. Through innovative solutions delivered within an integrated framework, SAS helps customers at more than 50,000 sites improve performance and deliver value by making better decisions faster. Since 1976 SAS has been giving customers around the world THE POWER TO KNOW. SAS and all other SAS Institute Inc. product or service names are registered trademarks or trademarks of SAS Institute Inc. in the USA and other countries. indicates USA registration. Other brand and product names are trademarks of their respective companies. Copyright 2011 SAS Institute Inc. All rights reserved.

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