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Consultancy exceeds client expectations with SAS

SAS business analytics accelerate delivery of market intelligence from International Planning & Research

LAS VEGAS—Premier Business Leadership Series conference (Wednesday October 22, 8:00 am ET) – International Planning and Research (IPR), a provider of highly time-sensitive opportunity analysis and forecasting for some of the world's largest technology providers, recently deployed SAS enterprise-class business analytics to drive customer value.

The faster this 50-person strategic marketing consulting firm can produce its monthly analyses, the more value it provides to a client base that includes IBM, Lenovo and Hewlett-Packard. IPR is a relatively small company known for delivering large company results.

Following IPR's recent deployment of SAS' industry leading business analytics framework, the company cut two days off its typical turnaround time of five or six days. Company executives called the decrease significant.

"With SAS we're able to go far beyond our clients' expectations, not only with more timely delivery of analysis, but the time savings also mean that we're able to do even more analysis for our clients," said Joseph Gatto, IPR Managing Director.

"In some cases we have added analysis of more market segments or countries to our analysis as a result of the time saved with SAS. In other instances we have deployed our analysts to other projects. Bottom line is that with SAS we're more competitive and we've gone beyond our customers' expectation," he said.

Gatto said that prior to the SAS deployment, IPR used four disparate tools, but now have standardized on the SAS framework. IPR analysts no longer need to be skilled in transferring or manipulation data between multiple tools including Excel.

IPR, based in Maynard, MA and Hayes, UK, uses SAS® Enterprise BI for Midsize Business, SAS/STAT® and SAS/ETS®, IPR integrates data from a wide range of sources. These include information from the U.S. Bureau of Labor Statistics, EuroStat, various other countries' agencies and IPR's own proprietary data.

"SAS business analytics are well known as the gold standard for enterprises of all sizes seeking to increase their competitiveness," said Jim Davis, SAS



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NEWS RELEASE

Chief Marketing Officer and Senior Vice President. “Both IPR and its customers benefit from the key role of SAS analytics.”

About SAS

SAS is the leader in [business analytics](#) software and services, and the largest independent vendor in the business intelligence market. With innovative business applications supported by an enterprise intelligence platform, SAS helps customers at 44,000 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®.

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