# EXPAND RETAIL ANALYTICS WITH SAS AND RED HAT

**PARTNER SOLUTION BRIEF**

## 94%
of the Global 100 companies use SAS.[1]

Omnichannel analytics allows the retailer to apply analytics to every step of the customer journey [2]

• 1-800-FLOWERS.COM Inc. turned to SAS Analytics to better understand its customers, suggest the right gift ideas, and build the foundation for long-term relationships.

• SAS Advanced Analytics solutions allow Shop Direct's website to understand individual consumer behavior then adjust what products are displayed in real time.

### ABOUT SAS

SAS is the leader in analytics. Through innovative analytics, business intelligence and data management software and services, SAS helps customers at more than 80,000 sites make better decisions faster. Since 1976, SAS has been giving customers around the world THE POWER TO KNOW®.

redhat.com

### INTRODUCTION

To gain a competitive business advantage, retailers strive to improve the customer experience. The first step is understanding what is happening with a customer. Gaining access to customer data is not difficult—most retailers have data related to in-store and online purchase history. Data is also available from social media and other external sources. However, a retailer's success depends upon its ability to use real-time analytics to transform data from different sources into customer insights that improve the customer experience.

SAS solutions have been helping retailers speed time to value since 1976. Now, SAS and Red Hat have partnered to offer omnichannel views of customers across all devices to help retailers understand, adapt, and anticipate customer needs. Retailers can implement these new analytics faster, with data from disparate sources, and run them in less time.

### UNLOCKING POTENTIAL WITH OPEN ANALYTICS

SAS analytics transforms the in-store experience into something that is like online shopping. New technologies, such as the Internet of Things (IoT), analytics at the edge, event stream processing, and real-time decision making, provide retailers with capabilities to connect to customers in new ways. Combining data from multiple sources, including customer history, third parties, and social networks, provides a better understanding of customer interests and behavior.
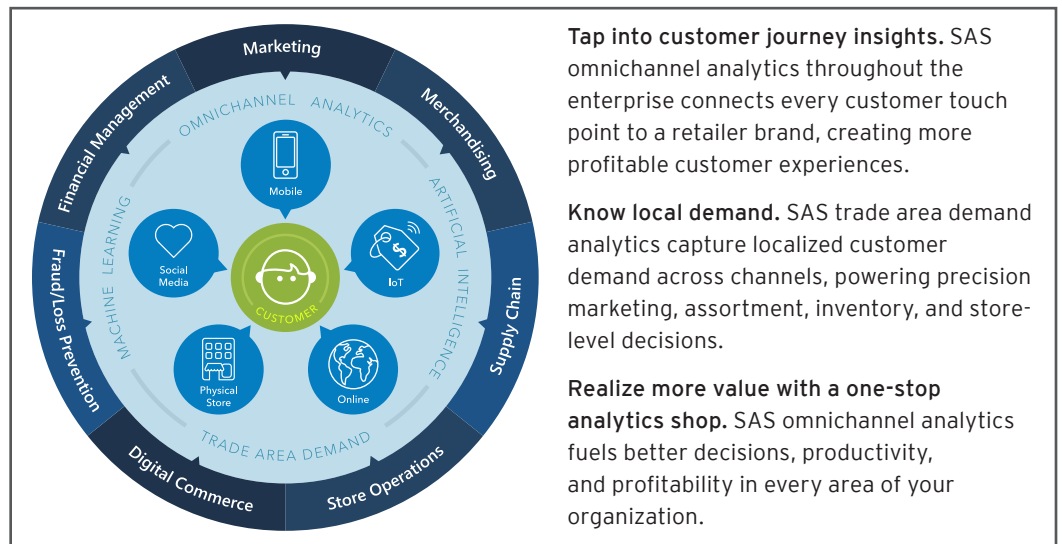


**Tap into customer journey insights.** SAS omnichannel analytics throughout the enterprise connects every customer touch point to a retailer brand, creating more profitable customer experiences.

**Know local demand.** SAS trade area demand analytics capture localized customer demand across channels, powering precision marketing, assortment, inventory, and store-level decisions.

**Realize more value with a one-stop analytics shop.** SAS omnichannel analytics fuels better decisions, productivity, and profitability in every area of your organization.

*Figure 1. SAS omnichannel for retail analytics*

Transforming the in-store experience starts with collecting data from in-store sensors and mobile location services. This data alerts the retailer to the customer's presence and present a unique opportunity to influence purchase decisions. Optimization and machine learning make it possible for

1 SAS customer stories https://www.sas.com/en_us/customers.html
2 Omnichannel analytics e-book https://www.sas.com/content/dam/SAS/en_us/doc/whitepaper1/omnichannel-analytics-109518.pdf
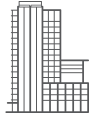
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retailers to run complex analysis across large, diverse data sets. Retailers can recommend products based on past purchases, point to new sales items, and even offer home delivery for out-of-stock items. All this information can be presented quickly through a variety of mobile devices directly to the customer, and offers can be communicated within minutes. Targeting in-store customers with the right offer at the right time can improve sales, help move stagnant merchandise, and capture more market share. Advanced analytics for retailers is the key to winning in the digital age.

Managing the underlying technologies is critical to the successful implementation to these analytic solutions. Edge devices and remote analytics are useful when they are current. Red Hat and SAS solutions enable you to securely and proactively remediate all the technologies from the edge to the datacenter. This analytics solution allows retailers to continuously and securely upgrade the customer experience without downtime.

### SAS AND RED HAT STRATEGIC ALIGNMENT

SAS has been a Red Hat® partner for over 15 years. Red Hat Enterprise Linux® is the preferred choice for many SAS customers because it provides a stable, reliable platform with a low total cost of ownership. Red Hat OpenShift® Container Platform provides retailers with a technology platform that can rapidly provision new environments on public or private clouds. SAS analytics, when paired with Red Hat JBoss® Middleware, allows teams to seamlessly integrate retail data movement from the edge to the datacenter. In addition, the support organizations of both companies have developed a joint workflow to ensure that customer problems are resolved quickly.
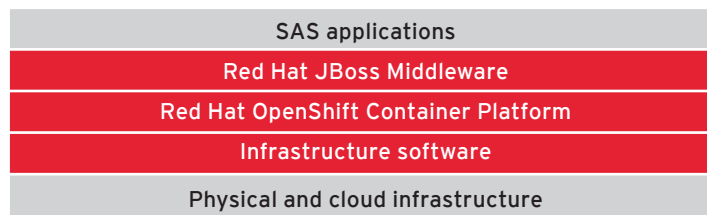
| SAS applications |
| :---: |
| Red Hat JBoss Middleware |
| Red Hat OpenShift Container Platform |
| Infrastructure software |
| Physical and cloud infrastructure |

*Figure 2. Red Hat technology layers*

### CONCLUSION

SAS and Red Hat provide a platform that supports every phase of the analytics life cycle. This partnership delivers the following benefits to retailers:

- **Better scalability.** SAS analytics with Red Hat open cloud technology allows retailers to scale their analytics up and out as their business climate evolves.

- **Faster time to analytics.** Red Hat solutions power DevOps implementations that speed time to market and support continuous remediation.

- **Increased flexibility.** Red Hat technologies allow retailers to virtualize their SAS analytics over a range of secure deployment options, including public, private, and hybrid clouds.

- **Added security.** Customers benefit from continuous built-in security, offered end-to-end on trusted platforms and augmented by automated patching and proactive remediation in compliance with regulatory standards.

### LEARN MORE

To learn more about SAS analytics on Red Hat solutions, email SAS@RedHat.com.

To learn how to optimize SAS on Red Hat Enterprise Linux, read the whitepaper: https://www.sas.com/en_us/whitepapers/sas-grid-manager-on-red-hat-enterprise-linux-108831.html.