SAS unveils IntelliVisor SM - first CRM solution for retail via ASP

- Business-strategy approach delivers rapid ROI to retailers -

SAS Institute, the market leader in analytical CRM and data warehousing, today announced the release of IntelliVisorSM for Retail, an application service provider (ASP) solution designed for retailers who want advanced customer intelligence but lack the technology to analyse data internally.

IntelliVisor helps retailers set relevant e-business performance metrics for their e-channel and then measure performance against the metrics. IntelliVisor delivers intelligence on e-business transactions that enables retailers to build more profitable relationships with their customers. The solution provides intelligence on how customers interact with the e-channel, which customers buy which products through it, and which type of marketing campaigns are most effective in encouraging customers to purchase online. With this intelligence, retailers can improve Web-site offerings, more effectively target marketing campaigns and successfully cross and up-sell to existing customers. The application service provider model gives SAS customers the opportunity to gain this customer intelligence without having to first invest in the requisite people skills or IT infrastructure.

Through IntelliVisor, SAS receives daily reports of e-business data over a secure, password-protected link. Overnight, SAS applies its industry-leading analytics to the data and returns a variety of reports showing how strategic objectives compare to forecasted expectations. No other customer relationship management (CRM) solution, ASP or otherwise, offers SAS' combination of e-business performance measurement and analytical CRM so vital to the success of multichannel marketing strategies.

"SAS IntelliVisor for Retail embodies 25 years of retail experience, primarily aimed at using multiple analytic techniques to optimise customer, product and marketing strategies across the entire retail business," said Bob Moran, research vice president and managing director of the Aberdeen Group. "With SAS IntelliVisor, retailers now have the wherewithal to identify and track strategic metrics that respond to the specific nature of Internet commerce - and help drive profitability through the Internet channel out to the entire retail business."

IntelliVisor requires no software installation or prerequisite hardware, so rewards begin immediately. Already in use at multiple sites, IntelliVisor has delivered a payback of up to 300 percent within three months.

"SAS IntelliVisor is generating an outstanding return on investment here," said Jeff Parnell, vice president/general manager of e-commerce at Blair Corp., one of America's largest catalogue and online retailers. "In addition to using IntelliVisor to fine-tune our strategy, our e-commerce team of market researchers, site designers, and merchandisers use IntelliVisor to better understand the needs of online customers. Through IntelliVisor, we made significant e-channel improvements without expanding our internal analytic and data warehousing resources. We noticed the payback, in terms of customer

satisfaction and increased revenue, immediately."

As the only ASP solution integrated within a complete analytical CRM solution, IntelliVisor gives retailers a holistic view of channel activity, together with data warehousing, analytics and reporting capabilities. This full-service ASP solution includes a service agreement that provides an uptime warranty, award-winning SAS Technical Support, and no limit on the number of users at the site. Retailers leverage SAS' quarter-century analytics track record to maximise channel profitability and gain new understandings of customer behaviour and buying preferences.

Retailers without analytical CRM gather mountains of data from many retail channels, but they cannot be certain of how the e-channel contributes to corporate profitability, how to improve customer profitability, or how to integrate the e-channel into a multichannel strategy. IntelliVisor, drawing on SAS' award-winning data warehousing and data mining technologies, goes far beyond Web reporting - which does not reveal why customers select one product over another or why they prefer to buy through the Web.

"Whichever CRM solution they choose, SAS customers benefit from the power and breadth of SAS analytics, SAS' ability to access data from any source, the scalability of our solutions, SAS' industry experience in the retail industry, and our market leadership in analytical CRM," said Jim Davis, senior vice president and chief marketing officer at SAS. "We see the ASP delivery model as being best suited to customers who need to quickly generate ROI from their e-business channel but either do not have the required analytical expertise and IT infrastructure in-house or who choose to direct those resources elsewhere."

Three industry leaders aligned to deliver IntelliVisorSM

* SAS Solutions for CRM provide users with intelligence on how their customers interact with the e-channel, which customers are apt to buy which products through the Web, and which type of marketing campaigns will be most effective in encouraging Web purchases as well as cross- and up-selling.

* EDS Managed Hosting Services fuel IntelliVisor's quality, data security, and application requirements promises. EDS empowers IntelliVisor to identify and overcome system vulnerabilities, shield business-critical systems from security breaches or asset loss, and continue to keep electronic transactions safe and secure.

* Compaq is SAS' computing partner for IntelliVisor. Compaq's AlphaServers running Tru64 UNIX are being used to process retail data quickly and reliably, assuring users consistent access to business trends, analytical forecasts, and day-to-day operational reports.

"Compaq's AlphaServer systems power IntelliVisor to ensure that SAS customers benefit from the fastest possible analytical computing," said Rich Marcello, vice president and general manager of Compaq's High Performance Systems Division.

About SAS

SAS is the world leader in e-intelligence software and services, enabling its customers to turn raw data -- including the vast quantity generated by e-business -- into usable knowledge. Software from SAS, the world's largest privately held software company, is used at more than 35,000 business, government and university sites in 110 countries. For more information, visit www.sas.com.

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