



True Customer 360 Means Deeper Customer Insights, Not Page Clicks

Merge online and offline data using SAS® Customer Intelligence 360 for a comprehensive customer view that yields actionable insights

This solution brief describes how to solve business challenges through investment in innovative technologies.

If you are responsible for...

- **Business strategy:**
You will better understand how an SAS® Customer Intelligence 360 solution will enable you to successfully meet your business outcomes.
- **Technology decisions:**
You will learn how an SAS® Customer Intelligence 360 solution works to deliver IT and business value.



Executive Summary

Few businesses today can truly benefit from the proliferation of customer data collected from websites, customer service interactions, order histories, mobile apps, and other channels. And with developments in technology, new sources will increase data volume, which global technology research provider IDC* predicts will grow from 4.4 trillion gigabytes to 44 trillion between 2013 and 2020.¹ But what good is all that data if the customer has moved on to new interests before a business can analyze and understand it? Achieving a true customer 360 view requires rapidly converting that large volume of data into a comprehensive understanding of what the customer needs, when they need it.

Together, SAS® and Intel have developed data analytics solutions for over 20 years, and SAS® Customer Intelligence 360, built on Intel® technology, takes advantage of Intel's performance-focused design. With dynamic data collection, the SAS® 360 Discover tool allows customers to match online and offline sources, such as call data, to enable real-time predictive marketing. Organizations can provide a consistent, personalized user experience and respond to specific customer needs, while achieving business goals. SAS Customer Intelligence 360's easy-to-use dashboard helps ensure adherence to budgetary, channel, policy, and legal requirements while putting actionable information into the hands of those responsible for the customer experience—such as marketing.

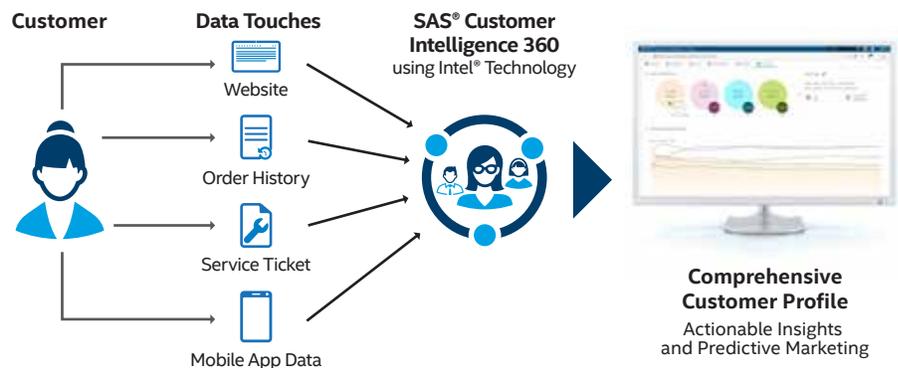


Figure 1. SAS® Customer Intelligence 360 provides a comprehensive customer profile with actionable insights through dynamic data collection and analytics.

Solution Benefits

Using dynamic data collection technology, as illustrated in Figure 1, SAS® Customer Intelligence 360 helps organizations achieve a true, comprehensive customer view for better insights and more accurate decisions. The benefits include:

- **Comprehensive customer profile.** Capture information about people, not page clicks, and then associate that information with existing offline data sources for a comprehensive customer profile.
- **Actionable insights.** Gain a unified view of the customer for valuable insight into a customer's needs.
- **Predictive marketing.** Maximize revenue and meet business goals, while adhering to individual budgetary, channel, policy, and legal guidelines.

Focus on SAS®

SAS® is the leader in analytics. Through innovative analytics, business intelligence and data management software and services, SAS helps customers at more than 83,000 sites make better decisions faster. Since 1976, SAS has been giving customers around the world THE POWER TO KNOW®.

Business Challenge: Changing Customer Needs Outpace Insights

Having enough customer data is not the problem. In fact, organizations of all sizes across industries are grappling with large volumes of data collected from a variety of sources, including online shopping, social media, customer service, rewards programs, and referrals, to name a few. Turning that data into a comprehensive understanding of the individual customer needs and then providing a consistent user experience across all channels is one of the most complex challenges businesses face today.

The variety of available customer data can overwhelm those who work with it. As new applications and technologies flood the market, businesses face even tougher challenges in turning that data into valuable information, including:

- **Disparate data.** Raw data comes in a variety of forms and is often unstructured or inconsistent. Data sources also rapidly multiply as applications are developed. Information must be standardized before it can be adequately analyzed.
- **Slow insights.** Customer needs change and evolve rapidly, and organizations miss opportunities when they cannot quickly analyze and use incoming data.

- **Poor usability.** Traditional web analytics tools are technology-focused and are often developed for IT users, although business users—such as marketing—are tasked with improving and personalizing the customer experience.

Understanding exactly what customers experience when interacting with individual business channels, and turning that information into a customer-focused strategy, can reduce customer churn and optimize opportunities. SAS® Customer Intelligence 360 provides detailed insights to overcome the challenges of delivering true customer 360, as well as tools for acting on those insights.

New York Mets* Optimize the Fan Experience

When the New York Mets* decided to improve their fans' experience at their home stadium, they turned to SAS® to better understand their customers. Their goals included optimizing sales by getting fans to come to more games, purchase more items, and follow the Mets on social media. With SAS, they captured data from telephone, email, and television marketing campaigns, as well as transaction data from millions of Mets ticket and merchandise sales. The customer experience at Citi Field* today—from the fan names engraved in the brick walkway to the executive suites designed for VIPs—is tailored to each fan's budget, needs, and lifestyles.

“Once you get all that information, we can figure out: Here's what an avid season ticket holder looks like. Here's what someone who buys a half season looks like. Here's someone who only comes to one game.”

—Lou DePaoli

Executive Vice President and Chief Revenue Officer

Sales and revenue reports are available to everyone who works for the Mets, from sales associates to owners, through a simple, mobile-friendly dashboard that provides a level of insight that allows the Mets to know their fans better than ever before. The fans are pleased, as well. “Citi Field is above and beyond. I just love the energy here. You want the stadium to love you as much as you love it,” says Jessica Ticino, season ticket holder.

Solution Value: Gain True 360 from People, Not Pages

SAS Customer Intelligence 360 helps provide the ability to perform true predictive marketing through integrated online and offline data across multiple channels. Using dynamic data-collection technology, the solution helps create a complete customer view for more accurate decisions about customers

during real-time interactions. Organizations can easily combine data from SAS Customer Intelligence 360 with offline channels, such as call centers, customer relationship management (CRM), and point-of-sale (POS) systems, using an internal data hub. The result is a richer, more meaningful understanding of the customer (see Figure 2). The benefits include:

- **Comprehensive customer profile.** SAS Customer Intelligence 360 captures information about people, not page clicks. It collects the entire online behavior and then associates it with existing offline data sources, such as CRM, for a comprehensive customer view.

- **Actionable insights.** By combining disparate data sources into a unified view of the customer, organizations gain valuable insight into a customer’s true needs. Post-data collection contextualization rapidly provides relevant information that helps businesses respond to customers with specific, targeted offers.
- **Predictive marketing.** SAS® analytics help maximize revenue and meet business goals, while adhering to individual budgetary, channel, policy, and legal guidelines. Combined with business logic and contact strategies, analytics make it easier to deliver real-time recommendations to customer channels, such as websites, mobile devices, call centers, and POS systems.

SAS Customer Intelligence 360 solutions are modular and allow organizations to start small and add capabilities as needed. Available features include guided analytics, activity maps, open data models, post-data-collection contextualization, dynamic data collection, predictive models, forecasting and goal-seeking routines, and anonymous behavior capture. The easy-to-use interface allows reuse of rich media assets based on where they are most effective. With more than 20 years of collaborative problem-solving, the thriving collaboration between Intel and SAS® delivers powerful analytics solutions that help businesses across industries derive optimal value from customer data.

Customer-Specific Marketing Channels



Figure 2. SAS® 360 Discover and SAS® Customer Intelligence 360 merge online and offline data for a comprehensive customer profile that enables predictive marketing.

Solution Architecture: Accelerate Insights through Analytics

Together, Intel and SAS deliver an in-memory processing engine for real-time and predictive analytics that can help turn immediate insights into real business advantages. The 20-year collaboration has resulted in highly optimized, closely integrated technologies that help deliver outstanding analytics capabilities (see Figure 3).

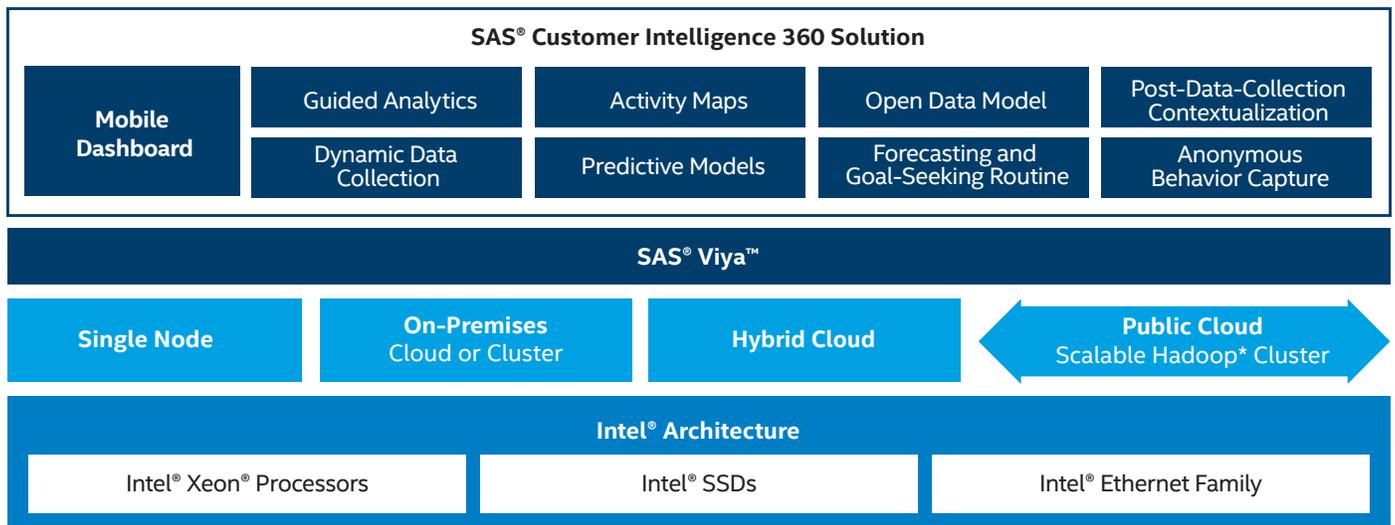


Figure 3. SAS® and Intel have collaborated for 20 years to deliver state-of-the-art solutions with outstanding performance and scalability.

Intel® architecture offers the following benefits:

- **Performance.** The Intel® Xeon® processor Scalable family and Intel® Ethernet family deliver high performance and large memory capacity, and Intel® Solid State Drives (Intel® SSDs) help provide fast data storage access and retrieval for SAS® advanced analytics software.
- **Scalability.** SAS analytics are designed to take advantage of the enormous scale of servers, storage, and networking systems built on Intel® architecture. SAS scales with a cluster of Hadoop* nodes designed to store and process big data using the Intel® Xeon® processor Scalable family

Intel® and SAS® enterprise solutions help organizations capitalize on new opportunities through real-time analytics for faster insights and smarter decision-making.

Conclusion

True customer 360 insights come from understanding people's habits and behaviors, not page clicks. Businesses need an effective way to access and analyze the vast volumes of online and offline customer data collected from disparate sources in a variety of structured and unstructured formats. As new applications flood the market, new data sources can increase the complexity of understanding the customer. Traditional methods of merging data are slow to deliver insights, letting momentary opportunities slip away.

With SAS Customer Intelligence 360, built on Intel® technology, organizations can collect, analyze, and act on a true understanding of their customers and provide a seamless user experience across channels. The modular-based solution lets businesses start small and add capabilities as needed. Real-time response offers predictive marketing based on online and offline data sources for richer insights.

Collecting data is not enough. Today's most successful businesses are converting data into real-time, actionable insights to help create a positive customer experience, influencing customers to purchase more products and services, more frequently, and to recommend them to others.

Find the solution that is right for your organization. Contact your Intel representative or visit intel.com/analytics.

Learn More

You may also find the following resources useful:

- [Bringing Faster, Stronger Analytics to Your Organization](#)
- [Scale Up and Scale Out for Real-Time Analytics](#)
- [SAS® Customer Intelligence 360](#)

Solution Provided By:



¹ "5 Ways the Internet of Things Drives New \$\$\$ Opportunities," Bill Schmarzo, April 2014, infocus.emc.com/william_schmarzo/5-ways-the-internet-of-things-drives-new-opportunities

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