

SAS honored with 2009 Asia Pacific Frost & Sullivan ICT Award for Business Intelligence

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Frost & Sullivan has named SAS, the leader in business analytics software and services, as the 2009 Business Intelligence Vendor of the Year in Asia Pacific. The award, which is conferred as part of the 2009 Frost & Sullivan Asia Pacific ICT Awards, marks the fifth time that SAS has received this honour in the six year history of the awards program.

“As business operations today evolve to become much more complex, the Business Intelligence (BI) Software must continue to re-invent itself in order to stay relevant and effective in enterprise management and decision making,” said Chengyu Wu, Cheri, Research Analyst, Asia Pacific ICT Practice, Frost & Sullivan.

“BI has long moved on from being a traditional, simplistic query and reporting tool to a much more advanced and sophisticated, yet high value adding business analytical tool for businesses of today. SAS has been a visionary in this segment by consistently differentiating itself by creating new niche technology solutions through incorporation of intelligent business analytics such as real-time analytics and predictive modeling in its BI package. Its comprehensive BI framework has met the high customer expectations and gained increasing recognition in the industry. We believe that SAS’ continued effort in the development of business analytics in the BI industry is truly commendable.”

“Our ability to meet the high expectations of customers across industries to deliver in-depth, real-time and tailored business analytics solutions has allowed SAS to continue to lead in the region as the 2009 Asia Pacific Business Intelligence vendor of the Year,” said Don Cooper-Williams, Executive Director, SAS Asia Pacific. Mr. Sudipta K Sen CEO & Managing Director SAS India said “The prestigious award accentuates SAS’s commitment to excel in providing diverse portfolio of solutions to its ever expanding customer base and its strength to meet the market demand.”

The Asia Pacific Frost & Sullivan ICT Awards are an acknowledgement of companies that excel in their business segments, and are noted for their efforts to improve the industry as a whole. The contenders of the 2009 Frost & Sullivan Asia Pacific ICT Award for Business Intelligence (BI) Vendor of the Year were evaluated and recognized for exemplary growth, performance, innovation and achievements in 2008.

According to Frost & Sullivan, SAS clinched this award due to several factors: its innovative focus on developing niche business analytics solutions which has been widely acknowledged and seen in the highly comprehensive Business Analytics framework for its customers; ability to attract and benefit from an extensive customer base in the region; and ability to retain a remarkable growth in its revenue, as evidenced in the sound collaboration between its development and marketing teams.

To win the 2009 Frost & Sullivan Asia Pacific ICT Award for Business Intelligence (BI) Vendor of the Year, SAS provided a focus on Business Analytics, a comprehensive BI Framework, meaningful customer relationships and a continued track record of sustained growth.

About SAS India

SAS has been in India since 1997 and has two wholly owned subsidiaries in the country: SAS Institute (India) Pvt. Ltd. and SAS Research & Development. With a team of more than 500 technology and domain experts, SAS India operations are headquartered in Mumbai with regional offices in Bangalore, New Delhi and Pune. SAS works with organizations across Industries and offers them critical enterprise intelligence to fuel innovation and meet their business objectives. Information on SAS India operations can be found at www.sas.com/india

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