

Paper PA-13

Leveraging SAS Alliance Partnership

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ABSTRACT

The Big Data and Analytics market is highly competitive and organizations with market offerings in this sector gain significant advantages through strategic partnership agreements with the leader in analytic software solutions, SAS Institute. This paper is addressed to SAS Administrators, Programmers, and Project Managers tasked with the design, deployment, and administration of SAS Server environments for external customers and offers a catalog of the benefits afforded to SAS Alliance Partners.

INTRODUCTION

Do you know if your organization is a SAS Alliance Partner?

Organizations that partner with SAS Institute as resellers, consultants, or joint venture teams enjoy a wealth of SAS resources and support available exclusively to SAS Alliance Partners. These resources are in place to support mutual client based SAS projects as well as the partner's own SAS initiatives.

PARTNERSHIP LEVELS

SAS Institute offers four levels of Alliance Partnership: Platinum, Gold, Silver, and Affiliate. Platinum level organizations are typically global corporations that have the worldwide market reach to provide significant benefits to SAS Institute through partnership and in turn can leverage Alliance benefits to their own ends on a large scale. This is the highest level of partnership with SAS Institute and it is signified by the deepest integration, the greatest financial investment on both sides, and dedicated Alliance staff to manage the relationship. Gold level organizations are those whose market penetration is multinational and for these partners SAS Institute offers regional geographical program support from the SAS worldwide team including business planning and strategy. Silver level organizations are typically small to medium sized businesses with local or regional market penetration that deliver and support SAS projects in the field as part of their larger business offerings. These partners receive local program support as well as specialized partner communications through the web. Finally, Affiliate level partnership status is granted to individuals or SAS project teams and practices that have proven themselves as SAS evangelists and evidence strong competencies in SAS subject matter areas such as programming or SAS Administration. These partners are granted access to the specialized PartnerNet web communications.

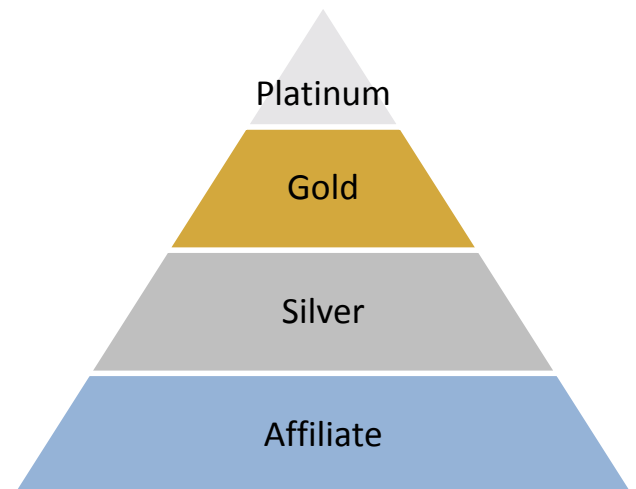


Figure 1: SAS Alliance Partnership Levels

INITIATING PARTNERSHIP

Organizations wishing to enter into Alliance Partnership with SAS Institute must first complete the Alliance Partner Application at http://www.sas.com/partners/application_process/application.html. As part of the application process your organization will be asked to provide evidence of SAS expertise and SAS project references from mutual clients.

ACCESSING PARTNERNET

In order to gain access to Partner resources on the SAS PartnerNet website once your organization's SAS Alliance Partnership has been approved and implemented, you must have a SAS profile setup and it must be associated with your organization's email address. You can setup a SAS profile at <http://support.sas.com> and you can access the Alliance Partner Network at <http://www.sas.com/partners>.

TRAINING

FEE BASED TRAINING

SAS Institute offers Alliance Partners two broad categories of fee based training courses. There are the public courses open to everyone and the Alliance Partner courses open only to SAS Alliance Partners. All SAS Alliance Partner employees enjoy access to both categories of training and in addition receive discounts on the public offerings. Training also includes SAS Publications (books and other materials). Discounts for the public offerings are as follows:

SAS Public Course – 50 Percent Discount

SAS Publication (SAS Press) – 20 Percent Discount

SAS On-Site Course – 20 Percent Discount

The full and updated listing of public courses and publications is always available at <http://support.sas.com>. The PartnerNet fee based training offerings are detailed at <http://www.sas.com/partners/partnernet/training/feebased.html>.

COMPLIMENTARY TRAINING

As SAS Alliance Partners, we are also provided direct access to an extensive library of complimentary sales and technical training. Typically this training is formatted and delivered as electronic, self-paced, playback on demand modules. Alliance Partners are provided with unlimited licenses for the sales modules and granted 1 to 10 licenses (depending on the Alliance Partnership level) for the technical training modules. Additionally, Alliance Partners are provided a limited number of seats for the SAS Certification exams each year. Complimentary training module offerings are updated frequently and the current listing is available on PartnerNet at <http://www.sas.com/partners/partnernet/training/comp.html>.

The SAS Alliance Partner Training Matrix below highlights the fee based and complimentary training available to Partners in alignment with the SAS Administrator role.

| Role | Training Type | Level 0 | Level 1 | Level 2 | Level 3 |
|----------------------------|--|--|--|--|---|
| SAS Platform Administrator | Public Classroom Training (open to anyone; 50% discount) | SAS Platform Administration: Getting Started SAS Programming Introduction: Basic Concepts | SAS Platform Administration: Fast Track SAS Programming 1: Essentials | Installing and Configuring the SAS Intelligence Platform SAS Enterprise Guide: Administration SAS Data Integration Studio: Administration SAS Scalable Performance Data Server: Administration SAS Grid Manager 9.2: Administration SAS Enterprise Scheduling with Platform Suite for SAS SAS Enterprise Miner: Administration SAS OLAP Environment: Administration SAS Visual Analytics: Fast Track | Creating and Administering Scorecard Projects SAS Drug Development for Managing Projects, Analyses, and Users SAS Human Capital Management Administration |
| | SAS Alliance Partner Training (restricted to SAS Alliance Partner) | | | SAS 9.3 Enterprise Business Analytics Deployment Certification Exam Prep SAS 9.2 Platform Migration Certification Exam Prep | SAS Certified Visual Analytics Technical Specialist for SAS®9 Exam Prep SAS Architecture and Design Specialist for SAS Grid Manager Certification Exam Prep |

| | | | | |
|--|--|---|---|---|
| | employees) | SAS Deployment and Implementation Specialist for Grid Manager Certification Exam Prep SAS Implementation Kits for SAS Solutions | | |
| | Computer Based Training | SAS® Platform Administration: Getting Started | Security for SAS Foundation: Data at Rest | SAS Forecast Server Administration |
| | | SAS Programming Introduction: Basic Concepts | SAS Programming 1: Essentials | Using the Plan Application to Plan SAS Deployments |
| | | SAS Business Analytics Framework Overview | SAS 9 Architecture Essentials: SAS Infrastructure | SAS 9.3 Multi Platform Deployment Lab SAS 9.3 Single Machine Deployment Lab SAS 9.2 Multi Platform Deployment Lab |
| | Public Certifications (open to anyone; 50% discount) | SAS Certified Platform Administrator 9 Credential | | |
| | SAS Alliance Partner Certifications (restricted to SAS Alliance Partner employees) | SAS 9.3 Enterprise Business Analytics Deployment Certification SAS 9.2 Platform Migration Certification SAS Certified Visual Analytics Technical Specialist for SAS®9 SAS Architecture and Design Specialist for SAS Grid Manager Certification SAS Deployment and Implementation Specialist for Grid Manager Certification | | |

Figure 2: SAS Alliance Partner Training Matrix

TECHNICAL SUPPORT TOOLS

SAS Institute offers a number of key support tools that are instrumental in successful SAS Server environment design and deployment. All of these support tools can be reached through the PartnerNet Support Tools page at <http://www.sas.com/partners/partnernet/supporttools/index.html>

SAS SERVER ENVIRONMENT SIZING AND CONFIGURATION

SAS Institute has dedicated staff at its Enterprise Excellence Center (EEC) who can provide sizing and configuration support for SAS Alliance Partners. If you're planning a SAS Server environment project deployment and are having trouble estimating the CPU, memory, or disk space requirements for your project, the SAS EEC can help. In addition, the SAS EEC can provide hardware specification recommendations with regard to manufacturing companies such as Dell or IBM. In order for the SAS EEC to produce accurate sizing estimates, the SAS Administrator from your organization must submit specific details on the expected data processing work to be done by the proposed SAS Server environment. Typically the SAS EEC will respond to a sizing assistance request submitted via an EEC Sizing Questionnaire within 7 to 10 business days, but under certain circumstances the process can be expedited to provide recommendations within a matter of a few days when

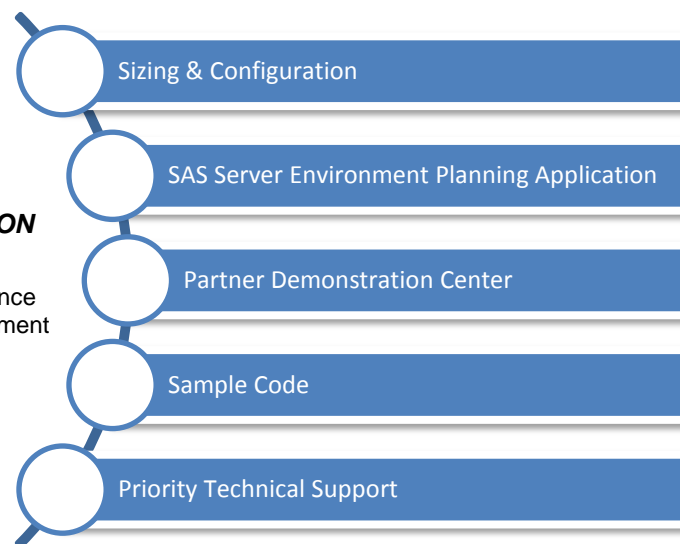


Figure 3: SAS Alliance Partner Support Tools

necessary. I have worked with the SAS EEC teams first hand and can report that the sizing recommendations provided give our organization a clear edge over the competition in accurately sizing (and hence pricing) a SAS Server environment during the sales proposal process with our customers.

SAS SERVER ENVIRONMENT PLANNING APPLICATION

SAS has a planning and design tool available online as an aid to SAS Alliance Partners in designing SAS Server environments. Using the SAS Planning Application, SAS Administrators can create a new plan or select from common SAS Server environment topologies; define the machines the SAS Server components are to be distributed across; assign specific SAS Server components to machines; confirm the necessary configuration steps post deployment; review and modify the plan; and save & distribute the plan to others in the partner organization. The history of previous plans created with the application is maintained in the application for use as templates for future SAS Server environment deployment projects. The output of the planning and design tool is a SAS Plan file (plan.xml) that is referenced by the SAS Software installation and configuration processes during deployment. The SAS Alliance Partner Planning application is available at <http://support.sas.com/planapp>.

SAS Planning Application · Create a new plan

Select Plan | **Select Offerings** | Define Machines | Distribute Components | Configuration Steps | Review Plan | Save and Send

Enter the following to automatically populate the Offering Information for your order:

Order Number: Tech Support Site Number: Site Id:

Offering Information

SAS Version: "As of" date: Release Date: 2013-09-06 (13w36)

Customer Name:

Select the offerings to include in the plan:

| Offering | Version |
|---|---------|
| <input type="checkbox"/> SAS Servers and Spawners | |
| <input type="checkbox"/> Standalone SAS Metadata Server | 9.4 |
| <input type="checkbox"/> Select Individual Products | |
| <input type="checkbox"/> SAS Visual Analytics Report Services | 6.2 |
| <input type="checkbox"/> Platform Suite for SAS | 7.1 |
| <input type="checkbox"/> SAS AppDev Studio | 4.4 |
| <input type="checkbox"/> SAS BI Server | 9.4 |
| <input type="checkbox"/> SAS Business Rules Manager | 2.1 |
| <input type="checkbox"/> SAS Data Integration Server | 9.4 |
| <input type="checkbox"/> SAS Data Management Advanced | 2.41 |
| <input type="checkbox"/> SAS Data Management Standard | 2.41 |
| <input type="checkbox"/> SAS Data Surveyor for SAP | 4.5 |

Figure 4: SAS Planning Application (Select Software)

SAS Planning Application - Create a new plan

Select Plan | Select Offerings | **Define Machines** | Distribute Components | Configuration Steps | Review Plan | Save and Send

Offering(s):

Select a standard machine topology:

| Machine 1 | Machine 2 | Machine 3 | Machine 4 |
|--|------------------------|-------------|-----------|
| <input type="radio"/> Server, Middle Tier, and Clients | ----- | ----- | ----- |
| <input type="radio"/> Server and Middle Tier | Clients | ----- | ----- |
| <input checked="" type="radio"/> Server | Middle Tier | Clients | ----- |
| <input type="radio"/> Metadata Server | SAS Application Server | Middle Tier | Clients |

Describe all the machines in the environment:
Note: Make sure you order your machines in the way they need to be deployed (i.e., Metadata Server first, etc.). See Help for more info.

☐ Server

Operating System: Specifications

Actual/Full Computer Name:

Type:

Description:

Model:

OS Version:

CPU(s):

RAM:

Disk:

Network:

I/O Paths:

Deployment:

Machine Purposes:
 (Software to Install/Configure)

☒ Metadata Server
☒ SAS Application Server
☒ Clients - Administrative
☐ Clients - End User

Add Machine

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Figure 5: SAS Planning Application (Define Machines)

SAS Planning Application - Create a new plan

Select Plan | Select Offerings | **Define Machines** | **Distribute Components** | Configuration Steps | Review Plan | Save and Send

Offering(s): SAS BI Server 9.4

Use one of the following buttons to automatically distribute software to the appropriate machines. You can also drag and drop software components manually.

Minimum ☒ Recommended ☒ Maximum ☐

Clear all

Available Software

- ☒ SAS BI Server 9.4
 - ☒ BI Clients - Administrative 9.4
 - ☒ BI Clients - End User 9.4
 - ☒ SAS BI Middle Tier 9.4
 - ☒ SAS BI Server 9.4
 - ☒ Cluster Tier components 9.4

Machines

- Server - Microsoft® Windows® for x64 (WX6)
- Middle Tier - Microsoft® Windows® for x64 (WX6)
- Clients - Microsoft® Windows® for x64 (WX6)
- Metadata Server Node - Microsoft® Windows® for x64 (WX6)
- Middle Tier Node - Microsoft® Windows® for x64 (WX6)

Swap into Power Mode

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Figure 6: SAS Planning Application (Assign SAS Server Components to Machines)

PARTNER DEMONSTRATION CENTER

SAS has extended an invitation for select SAS Alliance Partners to use the SAS Partner Demonstration Center (hosted in the SAS Institute cloud in Cary, NC) for demonstrating SAS Server environment capabilities to mutual customers as part of the sales process. SAS Institute has produced a video detailing the use and benefits of the SAS Demonstration Center and this video can be found on PartnerNet at <http://www.sas.com/partners/partnernet/pdc-demo/pdc2011partnernet.htm>.

SAMPLE CODE

SAS provides an extensive library of sample code upon request to SAS Alliance Partners for training and use.

PRIORITY TECHNICAL SUPPORT

SAS Alliance partners are offered priority technical support during customer deployments and post-deployment administration. At every level and across all SAS Institute teams including the regional account managers, the SAS Alliance Partner representatives, the SAS technical support staff, and the SAS R&D teams, Alliance Partners are offered one on one customer service and support.

SALES KITS

At <http://www.sas.com/partners/partnernet/salesaids/saleskits/index.html>, SAS Institute offers SAS Alliance Partners sales kits for SAS Software products and solutions grouped by platform, industry, and specialty solution. These sales kits include product and technology overviews, fact sheets, informational videos, white papers, news, podcasts, success stories, training links, and sample customer facing presentations.

SAS SOFTWARE ACCESS

SAS Alliance Partners are granted a complimentary Partner license to nearly the full range of SAS Software offerings for use in conducting internal training and providing internal and external SAS Server environment demonstrations. The SAS Administrator at your organization will be designated as a technical point of contact and provided with the electronic software download links for the partner licensed software. The Alliance Partner licenses are granted in one year extensions, so while the resultant SAS Software Depots do not need to be reconfigured in the absence of new releases, new SID files will need to be obtained from SAS Institute each year and are generally made available once Alliance Partner renewal payments are conveyed. All SAS Alliance Partners are bound by the terms of the Alliance Partner License agreement (e.g. no commercial use).

MANAGEMENT COLLABORATION

SAS Institute holds regular Alliance Partner Webcasts during which SAS Alliance Partners are given previews of SAS software offering updates and changes to SAS sales and licensing structures before they are released to general public.

RESEARCH AND DEVELOPMENT COLLABORATION

SAS Institute gives priority to SAS Alliance Partner requests and requirements when designing future SAS software applications. The Institute's Research and Development team hosts periodic roundtable discussions to which SAS Alliance Partners are invited to share and discuss ideas for the strategic direction of the Institute's software offerings.

INDUSTRY NETWORKING

SAS Institute hosts a number executive and hospitality events for SAS Alliance Partners throughout the year at their facilities, industry conferences, and other locations. At these events, partner organizations and their staff have the opportunity to network with SAS Institute staff. SAS Institute also facilitates the communication and collaboration between its Alliance Partners through the Partner Connect Community at <https://communities.sas.com/groups/partner-connect>.

CONCLUSION

SAS Alliance Partnership provides a strategic return on investment for organizations willing and able to champion SAS Software as a solution for their internal and external clients' data analysis requirements. From marketing and presales assessments through deployment and maintenance, SAS Institute offers its SAS Alliance Partners exemplary support and advantage in every stage of the project lifecycle with specialized training, technical support tools, sales kits, SAS Software access, management collaboration, R&D collaboration, and industry networking.

ACKNOWLEDGMENTS

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CONTACT INFORMATION

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