



Fueling Partner Success with SAS and Destination AI™

Global Value Proposition



Why Now?

\$303.7B

Predicted AI
spend for 2025

35%

Of AI software spend will be
on generative AI by 2027

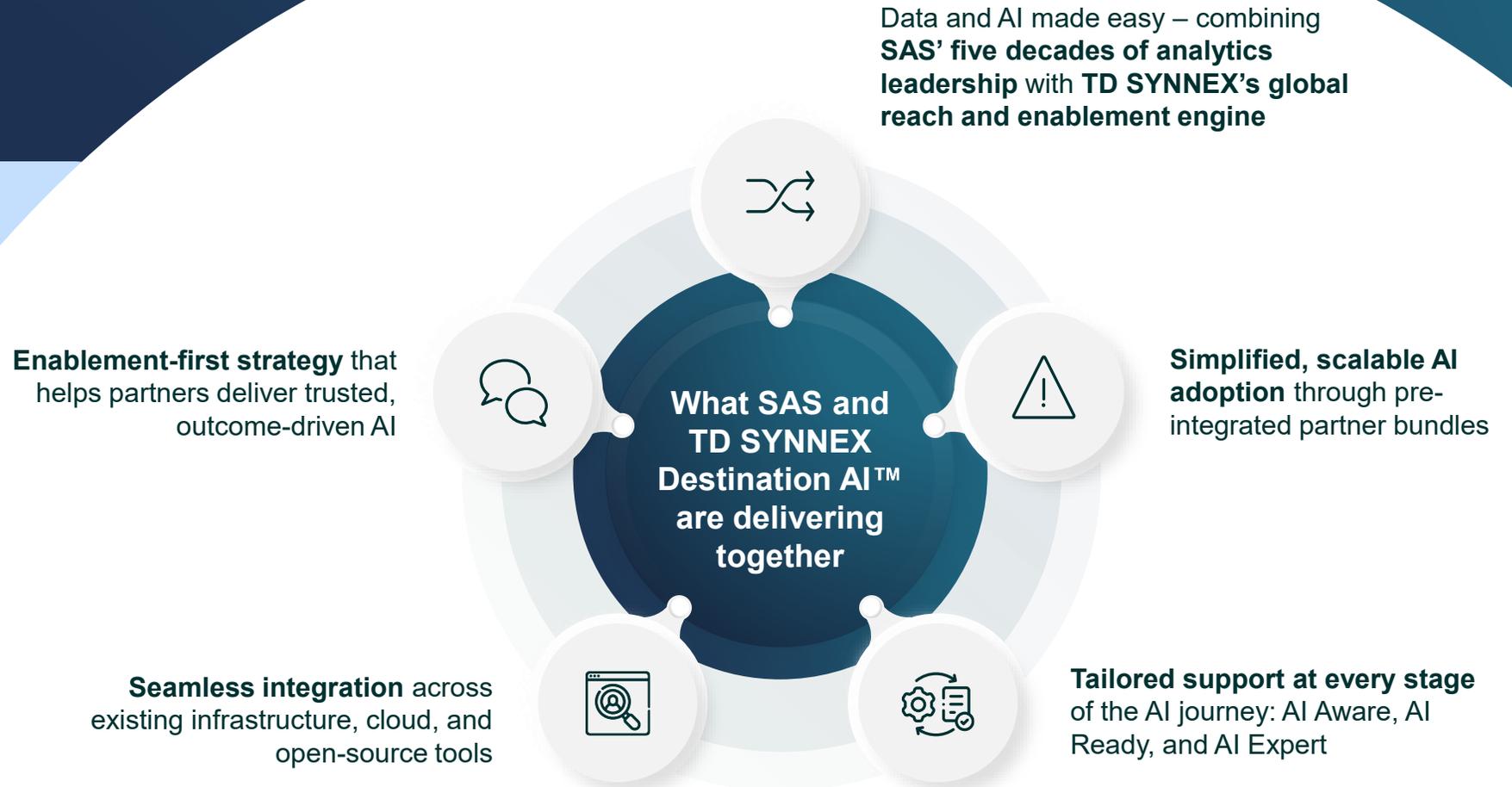
2/3

Of SMBs are already
using or exploring AI

75%

Of SMBs are actively
modernizing their data
platforms or plan to.

The Partnership



Driving AI Success



SAS is for SMBs

Bringing advanced AI within reach.



Simplify AI Implementation & Growth

With a clear path to deliver data-driven outcomes.



Amplify Partner Impact

From infrastructure and cloud solution business.



Trusted & Innovative

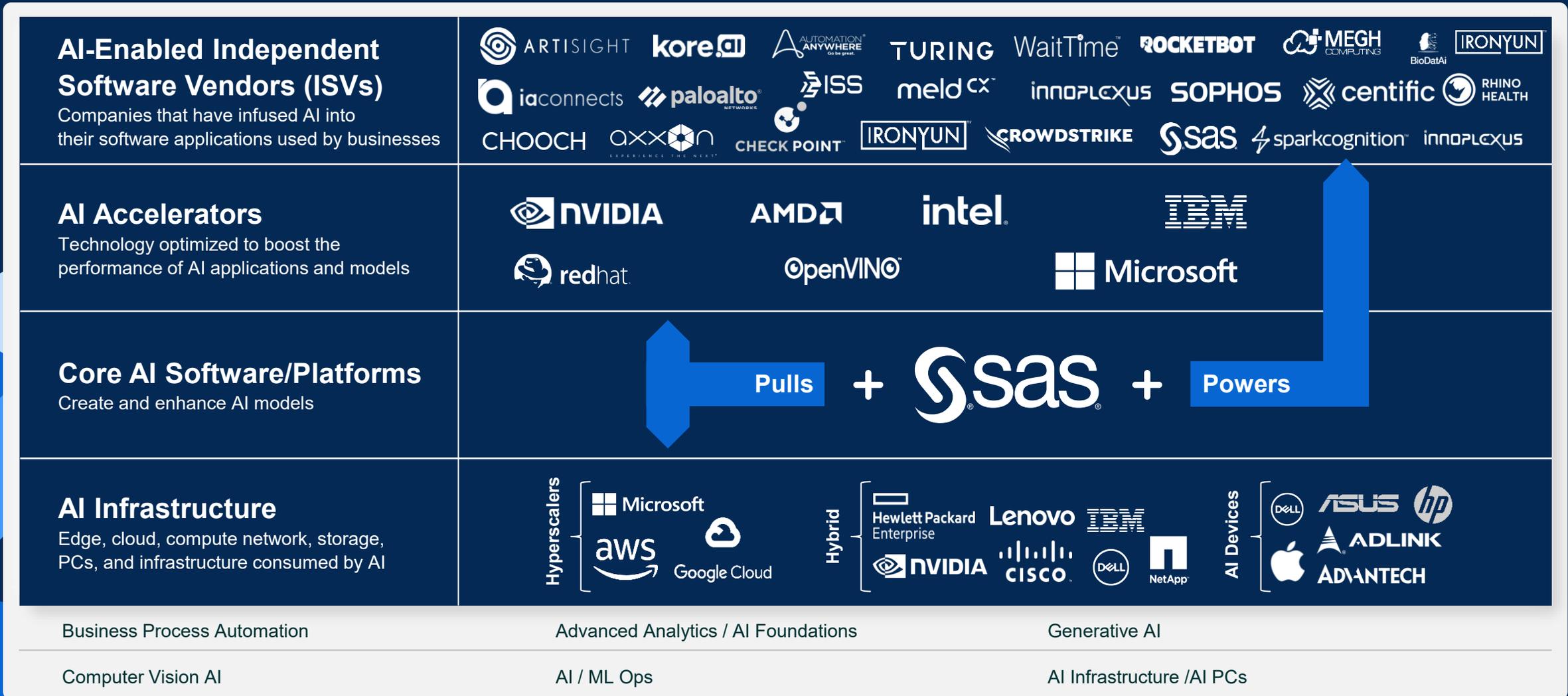
With 50 years of credibility, cutting-edge capabilities and proven reliability.



Flexible & Interoperable

Easily integrated into different systems.

Powering The AI Stack



* Some Vendors have solutions across multiple segments. ** Not all vendors are available in every region

The Solution



SAS and TD SYNEX are delivering a scalable, cloud-native AI analytics platform: SAS Viya
With a simplified starter bundle for partners.



SAS Viya platform
(Manage Data, Develop Model, Deploy Insights)



3-day consulting engagement to set up data pipelines



1-year training subscription



Optional hosting/infrastructure
(or leverage partner's existing solutions).



Marketplace tools
(e.g., Decision Builder, Viya Workbench) available via Azure and AWS.

SAS Viya:

AI & Analytics Platform: A cloud-native, AI-powered analytics platform that supports the full data-to-decision lifecycle.

End-to-End Capabilities: Covers everything from data ingestion and preparation to model development, deployment, and real-time decisioning.

Cognitive Engine: Acts as the “brain” of AI solutions—processing structured and unstructured data to generate insights and automate decisions.

Open & Interoperable: Supports open-source languages and integrates with existing data environments and tools.

Scalable & Flexible: Deployable on-premises, in private or public cloud, or in hybrid environments—scaling to fit any size workload.

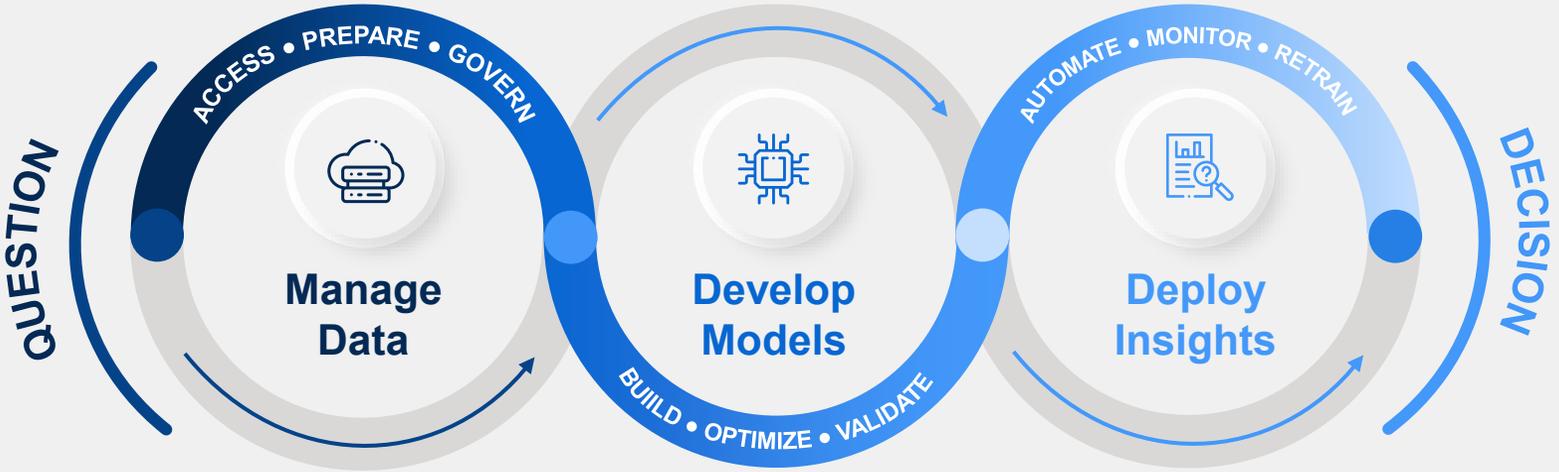
Built-In Governance: Offers robust data governance and responsible AI features across the entire analytics lifecycle.

Marketplace-Ready: Includes modular tools like Viya Workbench and Decision Builder, available via AWS and Microsoft Azure marketplaces.

Accelerates Infrastructure ROI: Drives consumption of high-performance compute and cloud infrastructure (e.g., NVIDIA, Azure, AWS).

Channel-Ready: Now available in a simplified, bundled offer tailored for partners—complete with consulting and training support.

SAS Viya covers the entire AI-based analytics lifecycle



Data Integration

Natural Language Processing

Forecasting and Optimization

Model Management

Develop and Visualize

Machine Learning

Computer Vision

Decision Management

Drive Infrastructure, Power the Edge, Deliver AI Business Outcomes



SAS Viya Pulls Consumption of High Performance Compute Solutions

Proliferation of LLMs, SLMs, RAG, and GenAI driving more analytics platform capabilities and requires high power compute



SAS Viya Data Management Solution Streamline Data Pipeline

Partners selling compute, servers, and storage can attach the SAS Viya Data Management solution to aggregate all data types into 1 platform view



Drive Cloud Consumption with SAS SaaS Marketplace Tools

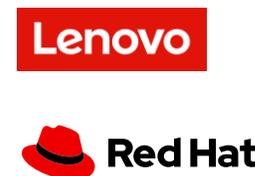
SAS Viya Workbench – An on demand developer and modeling environment in AWS

SAS Decision Builder – The exclusive Decisioning workload in MSFT Fabric



SAS Viya supports Hybrid Cloud Infrastructure

SAS Viya drives cloud solution consumption and can be deployed on prem in a data center, private cloud, in a hyperscaler tenant, or in a hybrid environment



Deliver Automated Real Time Decisioning in Production

SAS Viya delivers real time data analysis and decisioning to AI Edge applications, to critical business systems, and to business leaders / decision makers



Unlock the Power of AI

Prescriptive, Out of the Box AI Analytics that Delivers Business Impact



SAS Analytics Software

Visualization
Statistics
Models



Full-Service Offering

Hosting

Hosting
Infrastructure

Education

Training Subscription

Services

Hands On
Consulting



Powerful Data and AI Tools and Capabilities



SAS Provided and Managed Hosting Infrastructure



Professional Data Environment Assessment and Implementation



Training Subscription

** Hosting and consulting customizable*

Why SAS?



Unmatched technology, right-sized for SMBs – professional-grade analytics in a modular, cloud-native bundle.



Proven performance – trusted by 7,500+ SMBs and 92% of Fortune 50.



Built-in trust – governance, bias monitoring, explainable AI.



Flexibility – integrates with open-source and major hyperscalers.



SAS' Five Decades of Innovation and Profitability

\$3B⁺

SAS continues to have more than \$3B in sales

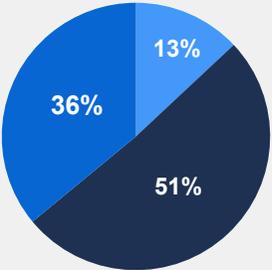
Analysts Rank SAS as a Leader in

Artificial Intelligence | Machine Learning | Data Science | Predictive Analytics | Data Quality | Decisioning | Multi-Channel Marketing | Risk Management | Customer Analytics | Fraud Management | Anti-Money Laundering

Employees 12K

Countries 140+

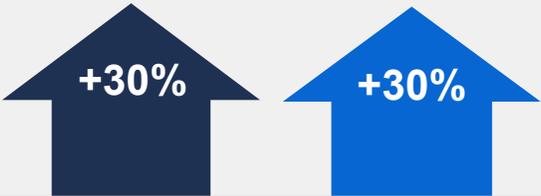
Customer Sites 70K



Sales by region

- Asia-Pacific
- Americas
- EMEA

Year on year growth



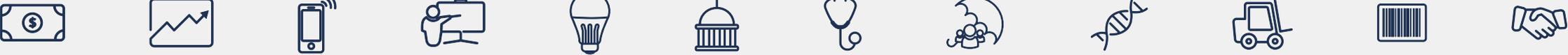
90%



Of the fortune 100
(Or their affiliates)
Are SAS customers

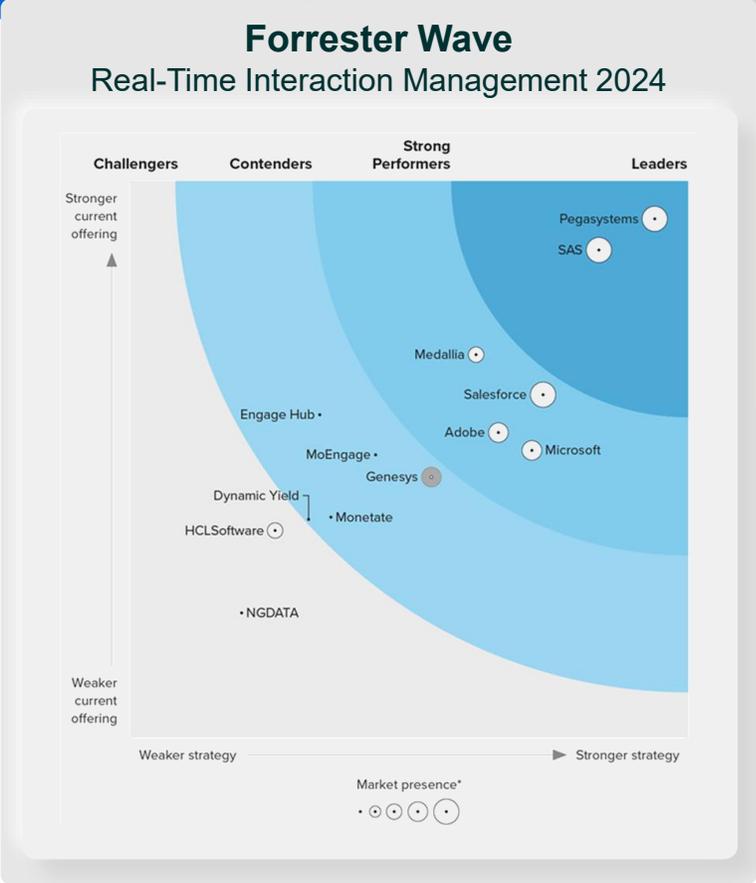
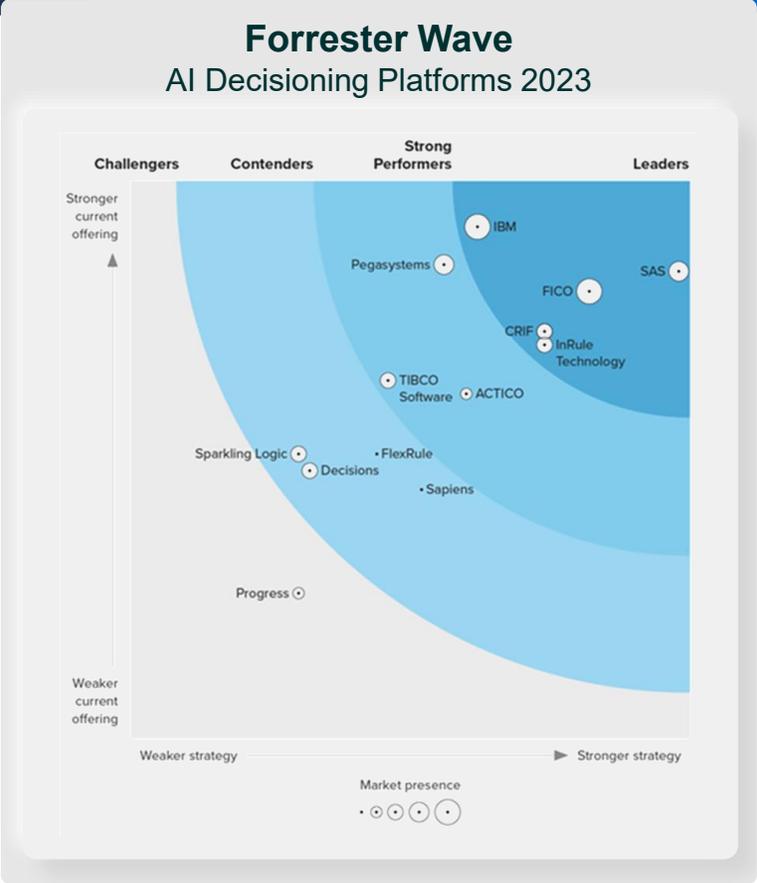
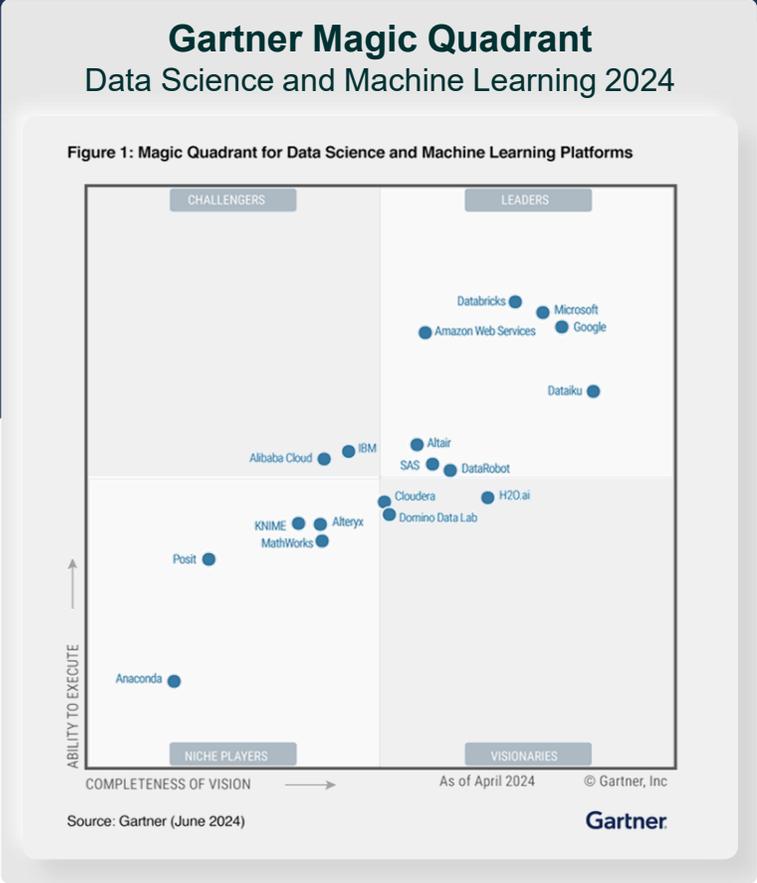
SAS Proudly Supports Customers Across Industries Including

BANKING | CAPITAL MARKETS | COMMUNICATIONS | EDUCATION | ENERGY AND UTILITIES | GOVERNMENT | HEALTH CARE | INSURANCE | LIFE SCIENCES | MANUFACTURING | RETAIL | SERVICES



This summary includes amounts and percentages determined on a management reporting basis, which may differ from GAAP reporting.

SAS is the ONLY AI Analytics Provider to be a Leader in all 3



Operationalization and Automation of **models**, and **decisions**, in **real time**

Why TD SYNnex?



Destination AI™ Framework – purpose-built resources and enablement mapped to partner maturity.



End-to-end partner support – training, playbooks, consulting, business planning.



Ecosystem advantage – access to cloud pull-through opportunities via Azure, AWS, GCP, and more.



Outcome-driven enablement – from AI awareness to expert-level practice building.



Destination AI™



Destination AI™ Framework with purpose-built assets, resources, and support to accelerate enablement and scale of AI to partners



LEARN

Awareness

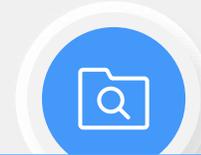
Educating you on the latest AI advancements by curating industry reports, vendor value propositions, AI stories, and more to keep you ahead of the curve.



SOLVE

Pre-Sales
Enablement

Equipping you with rapid skills transfer and business transformation to enable you to integrate AI seamlessly into your operations.



DELIVER

Support:
During the Sale

Offering guidance and assistance throughout the purchasing process by getting you hands-on with AI, providing solutions and expert advice to ensure you and your customer needs are met.



EVOLVE

Support:
After the Sale

Providing ongoing support and services to maximize the value and effectiveness of the AI investment by your customer.

Destination AI™



Destination AI™ Framework with purpose-built assets, resources, and support to accelerate enablement and scale of AI to partners

Awareness

Pre-Sales Enablement

Support: During the Sale

Support: After the Sale

AI Awareness Resources

AI case studies, market intelligence, and vendor marketing assets to empower partners

AI Training

Foundational courses and vendor specific content to understand AI concepts and solutions

Partner Events

Country-specific events to raise awareness about AI and GenAI

AI Use Cases

Relevant and impactful AI and GenAI use cases to inspire and guide partners

Services

Consulting, training, deployment and monitoring services

1

2

3

4

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9

AI Vendor Ecosystem

Access to a broad network of AI vendors and their solutions

Virtual Events

Webinars, roundtables, or on-demand sessions to engage partners on AI solutions

Lead Generation

Driving end-user activities to generate a pipeline or sharing vendor-detected opportunities

Cloud Labs, Demos, and POCs

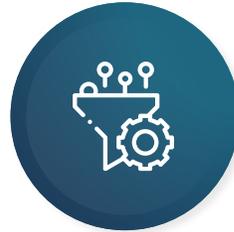
Onsite and online AI demos, POCs and cloud-based labs

Turning AI Into Growth



End-to-End AI Enablement, Simplified

From infrastructure to outcomes.



Faster Time to Revenue

Pre-integrated bundles and training accelerate partner readiness.



Infrastructure Pull-Through

SAS works seamlessly with existing solutions and infrastructure.



Practice Building

Ongoing enablement ensures long-term success.



Get Started Today

For more information on Destination AI™, visit our [website](#)

PROVEN OUTCOMES WITH SAS

Case Study # 1



**BODDIE-NOELL
ENTERPRISES, INC.**
"We Believe in People"



326

Restaurants
across 4 states

8,000

Employees

4M

Transactional data
records obtained
every day

40%

Increase in revenue

(Revenue forecast within 0.1%)

**Boddie Noell
use case**

VIEW

Testimonial

VIEW

PROVEN OUTCOMES WITH SAS

Case Study # 2



Sub-prime auto lender

8.2%

Increase in loan
volume

13.8%

Dealer network
expansion

13.0%

Annual Increase in
profitability

0.6%

Average forecast
variance

Testimonial

VIEW

PROVEN OUTCOMES WITH SAS

Case Study # 3

BROOKS[®]
Rehabilitation



World-class
rehabilitation solutions

60%

Reduction in opioid
administration

Testimonial

VIEW

Financial Services

85% **Reduction in time** to issue new loans thru digitalized workflow & embedded AI

Manufacturing

32% **Improvement** in rolled throughput yield process

Pharma

Streamlined operations to save up to **60%** of current costs moving to the cloud.

Services

85% **Faster data processing** times improve productivity and model efficacy

Healthcare

50% **Decrease** in median emergency room length of stay in 1 year

Pro Sports

7 **Figure Surge** in ticket sales and sponsorships

SMB Customer Results