

## SAS UK Ramps Up Reseller Channel Initiatives with Delta International

**23 January 2008:** In a strategic step towards further strengthening its channel position, SAS UK, the market leader in enterprise intelligence, today announced its collaboration with Delta International, the worldwide specialist in IT solution channels. Delta will provide SAS UK with market development opportunities, specialising in awareness raising and partner recruitment. Working with Delta, SAS aims to expand its existing network of UK value added reseller partners by 150% by the end of June 2008, to provide greater geographic and vertical market coverage.

This comes as a response to a year of unprecedented consolidation in the business intelligence market – a market that SAS is at the forefront of shaping. For SAS to continue to lead the market, the need to adapt to the fast changing environment is crucial; as part of this, establishing a strong value added reseller network to target small-medium sized businesses (SMB) is vital. SAS is now the largest independent software vendor to offer complete enterprise intelligence. Its commitment to rapidly recruit further key strategic partners, through Delta, demonstrates the increased importance of employing channel partners to deliver this message to the UK SMB community and generate incremental sales.

Ian Manocha, managing director of SAS UK states that: “The constantly changing market means that there are huge opportunities for SAS, it’s the hottest area in software today and we intend to make the most of our leadership position. In particular, we’re keen to recruit those resellers whom are now unhappy at the loss of their platform independence and are concerned about support levels, following the spate of rushed BI acquisitions”. He goes on to say: “Having strategic partners to reach additional markets is of immense importance to us. The first step to sealing these partnerships is being able to get to the right people at the right time. This is where Delta International comes in; they bring the expertise and manpower to help SAS achieve its goal of being the first and foremost vendor in the mind of the reseller”.

Delta will initially hold a series of web-seminars to promote the benefits of working with SAS to selected prospective partners. The first of which will be held on 31<sup>st</sup> January at 8am and repeated at 5pm. For further details and to register, please visit: [www.sas.com/uk/events/delta](http://www.sas.com/uk/events/delta)

Delta International was chosen because of its experience in working with leading organisations and its proven results in the recruitment of partners for blue chip companies. Delta’s experience will help match potential strategic partners, raise awareness of the positive business and revenue opportunities to be derived from partnering with SAS and target them to join SAS’ global value added reseller programme.

This move builds upon the successful launch of SAS' global reseller programme last year; first launched in the US, then in 13 further countries worldwide, including the UK. Last year's launch emphasised SAS' commitment to the SMB market with the company introducing nine different bundles customised specifically for the market, which include SAS data integration, business intelligence and analytics software.

More information about SAS' partner programmes can be seen at:

<http://www.sas.com/partners/programs/reseller/index.html>

### **About SAS**

SAS is the leader in business intelligence and analytical software and services. Customers at 43,000 sites use SAS software to improve performance through insight from data, resulting in faster, more accurate business decisions; more profitable relationships with customers and suppliers; compliance with governmental regulations; research breakthroughs; and better products and processes. Only SAS offers leading data integration, storage, analytics and business intelligence applications within a comprehensive enterprise intelligence platform. Since 1976, SAS has been giving customers around the world THE POWER TO KNOW®.

### **About Delta International - Sales and market development - leading the way**

A specialist consultancy which helps IT industry clients to optimise their sales routes-to-market (RTM)

- Services include: research, strategy, partner development, personnel recruitment, enablement & valuenet teaming
- Headquartered in the UK with a team of directors, consultants, researchers, recruiters & associates in Europe, US & Asia Pacific
- Delta's services, solutions, recruitment and processes have been adopted throughout the world resulting in a positive sales impact for a range of clients from start ups to market leaders

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For more information on SAS, please visit <http://www.sas.com/uk>

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