

Project 6155, SAS, SAS Analytics Modernization/ Intel Partnership  
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## PROJECT # 6155, SAS Analytics Intel Overview Video

### OVERVIEW

This script is for the “Two Futures” concept to introduce the concept of analytics modernization with SAS and Intel. A narrator walks past imagery that emphasizes 2 different futures based on modern analytics versus doing things the old way.

VO	VISUALS
Think about two possible futures.	In a modern space, a narrator flips two switches: <ul style="list-style-type: none"> <li>• One turns on <b>a monitor</b> showing a stagnant future.</li> <li>• One illuminates <b>a projection</b> of a dynamic and fast moving future in 3D space.</li> </ul>
<p>Down one path, you continue with your current approach to analytics.</p> <p>It's bad enough that your data is stuck in silos.</p> <p>But on top of that, the teams who are supposed to make sense of the data are always backlogged.</p> <p>So, critical information you need comes in too late... after it matters.</p> <p>Which means you're asking the wrong questions and missing opportunities.</p>	Camera pans to show just the monitor that displays <b>the “old way” path</b> the narrator can take: footage representing fragmentation, silos, things not working together, slower, duller).
But your future doesn't have to be like this. Harnessing the power of Intel innovation, SAS is modernizing analytics.	Camera pans back to narrator in the middle of frame, then over to the projection of <b>the “modern way” path</b> , showing footage of different industries working together smoothly, orchestrated in a cohesive, integrated fashion.

<p>The new way is different.</p> <p>With modernized analytics you can put your data to work faster to drive action.</p> <p>Be predictive rather than reactive.</p> <p>Make true collaboration the norm, instead of the exception.</p> <p>Enable your teams to share models, and build on them.</p> <p>Automate your business insights.</p> <p>Give people the tools they need to think creatively...</p> <p>...To ask and answer the right questions.</p> <p>...To learn proactively, and take action.</p>	<p>Narrator walks past camera in direction of the analytic modernization path projection.</p> <p>Camera cuts between frontal dolly shot and reverse OTS or POV as the narrator walks down hall.</p> <p>We see pictures/video "projected":</p> <ul style="list-style-type: none"> <li>• Birdseye view of a cityscape with a graphic overlay representing data connectivity</li> <li>• Quick shots of different industries representing key industries (retail, healthcare, finance, manufacturing) with graphic overlays</li> </ul> <p>Camera swoops around as narrator walks around the space in which the images are being projected.</p>
<p>It's not wishful thinking. You can do all of this <u>right now</u> with SAS Analytics optimized for Intel architecture.</p> <p>It's a unified analytics platform for modern businesses....</p> <p>...Giving you and your teams the insights you need to make confident decisions.</p> <p>...Which means it's time to stop letting analytics hold you back... and start letting it propel you forward.</p> <p>Are you ready to increase your predictive power?</p>	<p>Camera pans back to narrator in the middle of frame. He walks forward, subtly motioning for camera to follow. Camera pushes forward, walking along with narrator.</p> <p>Narrator opens door as camera pushes forward into bright glow that washes over the frame and reveals SAS + Intel logo with tagline.</p> <p>On screen: SAS and Intel logos</p>
	<p>CTA on screen:</p> <p><b>Learn how at <a href="http://analyticmodernization.com">analyticmodernization.com</a></b></p>
	<p>© Copyright message TK</p>