MARKET NOTE

SAS Dives Deeper into IoT Analytics

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EXECUTIVE SNAPSHOT

FIGURE 1

Executive Snapshot: SAS’ Analytics 7.1 for IoT

SAS has launched its latest solution Analytics 7.1 for IoT, aimed at enterprises seeking to monetize the value of Internet-of-Things (IoT) data generated by multiple sensors and devices across their Internet-of-Things implementations.

It is a horizontal solution focusing on enterprises’ need to derive real-time insights and helping organizations with some of the key challenges linked to their IoT data strategies, such as difficulty in allocating scarce resources (i.e., data scientists) and monetizing of their data.

Key Takeaways

• Analytics 7.1 for IoT is a simplified offering covering the entire data life cycle, aimed at helping customers that are facing paralysis around their ability to monetize the value of their IoT data.

• Its visualization and preparation tools help customers derive value from the insights they gain.

• By increasingly pushing analytics onto the edge — incorporating a full suite of artificial intelligence (AI), machine learning, and business intelligence capabilities into the solution — SAS is helping bridge the gap between IT and OT systems.

• SAS recognizes the importance of creating a vibrant ecosystem of partnerships and alliances to offer a full IoT solution to customers, and as such, its partnerships with other IoT providers strengthens the company’s ability to deliver.

Source: IDC, 2019
SAS launched its latest solution – SAS Analytics for IoT 7.1 – aimed at enterprises seeking to monetize the value of the IoT data generated by multiple sensors and devices across their IoT implementations. It is a horizontal solution focusing on enterprises' need to derive real-time insights and helping organizations with some of the key challenges linked to their IoT data strategies, such as the difficulty in allocating scarce resources (i.e., data scientists) and monetizing their data.

SAS Analytics for IoT is also a simplified offering covering the entire data life cycle (data management, discovery, and insight automation stages) with visualization and preparation tools to help customers derive value from the insights they gain.

According to IDC's European Vertical Markets Survey 2016 - 2019, 22% of European organizations were simply collecting their IoT data in 2018 but not deriving any value from it. On the other hand, 41% of European organizations were analyzing their data but were yet to see any impact from it onto their business processes. SAS Analytics for IoT aims to help organizations advance from this stage of data paralysis. Together with other existing solutions within the SAS portfolio (such as Asset Performance Analytics), the complete offering would enable SAS customers to have a more cohesive data journey for large volumes of sensor data and real-time insights, as well as the ability to choose between a more horizontal solution or verticalized ones for specific use cases.

SAS's primary objectives are to enable customers to:

- Drive business efficiency and optimization from IoT data and their ecosystem of IoT investments
- Create new revenue streams
- Enhance the customer experience

These are aligned with what many European organizations are seeking from their IoT investments – according to IDC's latest European IoT End User Survey, 2018, reducing operational costs; improving business productivity, and creating new revenue streams are three of the top reasons European organizations are investing in IoT.

IDC’S POINT OF VIEW

SAS talks about "democratizing analytics" as the ethos behind SAS Analytics for IoT. This comes as a welcome message to a technology that seems to be stuck at precisely this stage. Tools and solutions that help simplify analytics, insights visualization, and actioning of IoT data accelerate enterprises' time to value from their IoT implementations.

By increasingly pushing the analytics onto the edge – incorporating a full suite of AI, machine learning, and business intelligence capabilities into the solution – SAS is helping bridge the gap between IT and OT systems. Its Event Stream Processing Engine enables high-speed and low-latency processing of continuous data – both at the edge and in the cloud – by incorporating machine learning capabilities in the stream itself and the capability to generate alerts in real time. By doing so, organizations can reduce the amount of data they need to store – in addition to savings in data-storage-related costs – as they only store the data that is relevant to their businesses. Some of its current customer references such as Volvo and Mack Trucks attest to a reduction in diagnostic time of 70% and repairs time by 25%.
With its Analytics for IoT solution, SAS addresses the market's need to simplify price and purchasing. As such, it has introduced a staged pricing approach based on a set of primary and secondary metrics such as customer revenue at local level and the volume of assets under management. This enables organizations to adopt the solution on a scalable basis, which should bode well with local line-of-business managers who often initiate and fund IoT projects.

Finally, the use of public application programming interfaces (APIs) enables customers to integrate the solution with other products and custom solutions they might have, facilitating and simplifying the integration process. This reflects SAS' recognition that customers want to use their tools in concert with other analytical tools.

In addition, SAS has identified the importance of creating a vibrant ecosystem of partnerships and alliances that enables it to bring its solution to market while fulfilling some of the requirements of a full IoT solution that it cannot offer alone. The company is working on building a strong IoT ecosystem of partners with organizations such as Dell EMC, Cisco, and HPE.

The company plans to incorporate some major improvements to the solution in coming releases such as analytics to business users, expanding cloud enablement with major providers such as AWS and Google, and further verticalization of the solutions. All these — combined with a goal of helping enterprises accelerate time-to-value from their IoT investments — should certainly be well-received by customers in the IoT space.

**LEARN MORE**

**Related Research**

- *The Role of Open Source in IoT Application Development* (IDC #US43303918, December 2018)
- *The 2018 Internet of Things Journey Across European Industries* (IDC #EMEA42682318, November 2018)
- *IoT Opportunities and Trends in Western Europe, 2018: Understanding the Differences* (IDC #EMEA44416718, November 2018)
- *Western Europe IoT Analytics: Market Trends and Use Cases* (IDC #EMEA44216418, August 2018)

**Synopsis**

This IDC Market Note reviews the launch of SAS' latest solution — SAS Analytics for IoT 7.1 — aimed at enterprises seeking to monetize the value of the IoT data generated by multiple sensors and devices across their Internet-of-Things implementations. The solution aims to cover some of the most frequently quoted challenges by end users, such as data management complexities and the need to derive value from their IoT data.
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