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Cabela's Tames Two Wild Animals: Integrating SAS® and Teradata

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ABSTRACT

Executing a strategy that combines the analytical capabilities of SAS® with the data warehouse performance of Teradata provides a powerful foundation to leverage the vast amounts of information available in most organizations. Recently, Cabela's transitioned from a DB2 warehouse and UNIX SAS data mart to a solution that involves the Teradata warehouse, combined with the analytical power of SAS. Utilizing SAS with Teradata has allowed statisticians to drive analytical solutions instead of performing data manipulation. The focus of this presentation is on a solution that uses both SAS and Teradata and its effective implementation within the Cabela's organization. The following topics are included:
• Migrating from a SAS data mart concept to querying near real-time data from a central warehouse that encompasses enterprise-wide information
• Efficiently accessing data with SAS through the use of implicit and explicit processing
• Transforming SAS procedures into custom SAS macros that utilize the powerful Teradata warehouse, limiting the amount of data transferred between platforms, providing timely results even for large data (that is, PROC RANK, PROC MEANS, PROC FREQ)

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CONTACT INFORMATION

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