

Paper 375-2010

## Accelerating Analytic Insight - featuring Williams-Sonoma

Mark Dietrich, Williams-Sonoma  
Mike Rote, Teradata

### ABSTRACT

In their joint presentation, Mr. Dietrich and Mr. Rote will share real-world insights into how Williams-Sonoma has been able to leverage the unique capabilities offered from SAS and Teradata to deploy analytic models in their Teradata environment. Mr. Dietrich will provide first hand examples into the rationale, results and benefits from leveraging this strategic partnership. Mr. Rote will also present additional case studies illustrating how other leading companies have utilized SAS in-database functionality for Teradata. SAS and Teradata entered into a groundbreaking technology partnership over two years ago which has resulted in SAS processes being able to execute directly in the database (eliminating unnecessary data movement). During the presentation you will learn how and why organizations are successfully utilizing these capabilities, the benefits derived and the business implications of integrating world-class technologies from SAS and Teradata.

**No paper was submitted for publication.**

### CONTACT INFORMATION

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