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# Driving Competitive Advantage with In-Database Analytics

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## ABSTRACT

In October 2007 SAS announced their in-database initiative and simultaneously announced their partnership with Teradata. This presentation will showcase what the partnership has and will provide our many mutual customers as well as future customers. It will cover key technology considerations, both what is coming and what is currently available from SAS for Teradata and review, from the business perspective, implications of applying these technologies for a competitive edge

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