

# SAS and Microsoft: Decision Intelligence for Microsoft Fabric

Translate insights to action.

SAS and Microsoft unite to empower organizations to make better decisions with the best analytics on the most trusted cloud.



Analytics drives business decisions through greater accuracy and precision, but most analytical models never make it to production, meaning most organizations never get the return they want on their analytics investments. In today's fast-paced world, gathering insights is not enough to compete; rendering decisions and taking action to meet changing customer needs and adapt to evolving market conditions is essential.

## Better Together

SAS and Microsoft have partnered to help organizations across all industries unlock the value of their data and translate insights into action. SAS Decision Builder on Microsoft Fabric combines data-driven insights, human expertise, and standardized steps to construct business rules and decisioning flows that align with organizational rules across various domains and scenarios.



# Leaders in Cloud Analytics

With five decades of analytics innovation, SAS and Microsoft understand the challenges that enterprise face and have developed software to help teams get more done with a faster, more productive analytics platform. Customers can use all of their data directly from their Microsoft Fabric OneLake to develop, test, validate, monitor, and govern decisions, and adjust as markets evolve.



## THE BENEFITS

### SAS

### MICROSOFT

**Leader**

in AI  
Decisioning  
platforms<sup>1</sup>

**48**

years of  
delivering  
analytics  
solutions<sup>2</sup>

**#1**

public cloud  
ranked by rev  
across SaaS,  
PaaS, IaaS

**95%**

Fortune 500  
use Microsoft  
Azure

**27+**

years of  
delivering  
cloud services<sup>3</sup>

**90%**

of the Fortune  
500 use SAS  
solutions<sup>4</sup>

**90+**

compliance  
certs, more  
than any cloud  
provider

**4**

years as a  
SAS premier  
partner

Source: **1** SAS is a Strong Leader in the Inaugural Report ([link](#)) • **2** SAS Institute, 2024 • **3** SAS Institute, 2024 • **4** Ulta Beauty glams up its marketing with personalized offers using SAS ([link](#))

- + Automate decision flows and streamline the business.
- + Act upon data with greater confidence with a combination of data-driven insights, human expertise, and standardized steps.
- + Bring in additional data by calling externally hosted LLMs with your Fabric models; make REST API calls to add additional processing steps using Python code.
- + Complete the analytics lifecycle and realize ROI.
- + Combined expertise of Microsoft and SAS when it comes to enterprise analytics.

## Why SAS and Microsoft?

### Deep Integrations

Get started quickly and get results fast while operating at a high level of governance and flexibility, thanks to synergies between SAS and Microsoft Fabric.

### Analytics for Everyone

Enable anyone throughout your organization to build decisions with intuitive analytic solutions from Microsoft and SAS.

### Robust, Secure and Transparent

Inspire greater trust and confidence in every decision with built-in controls, automation, security and transparency.

### Premier Expertise and True Partnership

SAS and Microsoft are uniquely qualified to partner with your organization – on any scale in any industry – to drive innovation.

Learn more at:  
[www.sas.com/en\\_us/offers/23q4/microsoft-fabric.html](http://www.sas.com/en_us/offers/23q4/microsoft-fabric.html)

