

# SAS for Academic Research Insights

Empower researchers for collaboration and success



## SAS Facts



SAS is ranked as a leader in advanced analytics and artificial intelligence.



SAS software is open, cloud-based, unified and powerful.



SAS has customers in 147 countries



SAS software is installed at more than 83,000 customer sites.

## Enhance productivity across the research lifecycle

Institutions of higher education face data and analytics related challenges across the enterprise and throughout the research lifecycle. Institutions of higher education with academic research strive to empower researchers to collaborate, innovate, and publish new findings; however, a number of data related challenges across the research lifecycle--the process that a researcher takes to complete a project from inception to completion--impede success.

SAS for Academic Research Insights is a unified solution that addresses these data challenges and empowers researchers. It provides researchers across the enterprise with analytical tools and resources for better management of the research lifecycle. This can translate into more competitive grant proposals, increased awards, and greater research outputs.

## Challenges

Post-Secondary research institutions are flooded with vast amounts of data being generated, used, and stored for academic research. Individual researchers, research units, and research administration all struggle with common challenges:

- **Lack of Collaboration** – Working across disciplines, colleges, campuses, other universities, government agencies, and commercial and industry partnerships across the United States and internationally.
- **Limited Data Integration** – Struggles with validating the integrity and quality of data; linking complex data sets, third party data and public data while controlling continuity and compliance for regulatory submissions.
- **Inadequate Data Sharing** – Limits the increased demand in science for sharing raw data, functions, models, code, and other outputs developed during the research process.
- **Threatened Data Privacy** – Jeopardizes sensitive data in the face of cybersecurity breaches, unclear processes and policies around who can access specific data, for what purpose, and for how long.
- **Siloed Data** – Lack of visibility across project teams and disciplines inhibits the ability to uncover insights across research portfolios, and spur innovation.

## Our Approach

SAS for Academic Research Insights provides a unified solution that empowers researchers and enables universities to better manage the research lifecycle by leveraging institutional knowledge, technologies, and models, thus accelerating research innovation. Our approach drives successful collaboration through the dissemination of existing analytic resources, accelerates data-driven insights, helps universities successfully capture highly competitive research and grant funding, and amplifies research outputs.

Researchers can easily access and share datasets, code, analytic models, data visualizations, and reporting templates with other researchers – both within and across research labs, departments, and institutes – all while maintaining any necessary controls over sensitive data SAS approaches the problem by providing technology and industry leading analytics experts to help build a **Research Data Analytics Hub** to support the research project lifecycle through:

- **Data Access** – Streamlined data capture, security, and access from a centralized Hub location at the institution. Authorized users can see their own data along with others' data and can "publish" and share metadata for the broader research community.
- **Centralized Analytics and Data Control** – Design of a flexible yet secure research analytics environment using pre-built data governance, data management, data quality processes and services to support the research lifecycle across the enterprise.
- **Collaboration and Transparency** – Support of the research enterprise by enabling data sharing across the institution and other contributing institutions or public/private partners. Prepares relevant data in support of existing research projects and new grant generation.
- **Integration with Open Source** – Leverage current data and analytics with seamless integration across R, Python, and SAS, including the ability for researchers to access SAS compute resources from open source programming languages and web applications.
- **Optimization and Prediction** – Development of scenarios and models to have broader impact on society, such as improving community health outcomes, guiding data-driven public policy, creating early warning systems, and more.
- **Cloud Flexibility** – Deployment of SAS's cloud native platform in any cloud or take advantage of SAS's strategic partnership with Microsoft to leverage capability and storage in Azure to speed time to insights.

## Business Impact

SAS helps researchers and research institutions across the enterprise to remove data challenges and advance the frontiers of innovation. Increasing accessibility to research and analytical resources across the enterprise enables faculty and students to move through the research lifecycle more efficiently. This increased efficiency brings concrete benefits to the university:

- **Funding** – Increases availability of data—and leverages existing data resources-- to make grant proposals more competitive and increases funding awards.
- **Research Insights** – Provides cutting-edge analytics to uncover research insights.
- **Publications** – Accelerates data analysis to disseminate findings in peer-reviewed publications and other outlets.
- **Broader Impacts** – Facilitates technology transfer (including patents and other Intellectual Property) to industry and broadens the societal and market impacts of research innovations.