



modern analytics™

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## modern analytics™ JOINS NEW SAS® RESELLER PROGRAM

San Diego, August 28, 2006

Modern Analytics today announced its participation in the new SAS channel program, which will help bring SAS business intelligence software to small-to-medium and mid-market businesses (SMB).

Modern Analytics is a leader in providing data integration and advanced predictive marketing modeling solutions for High-Tech, Financial Services, Retail, Leisure and Manufacturing companies.

"We have been an enthusiastic user of SAS software tools for many years," said Matthias Kehder, Director of Analytics, Modern Analytics, "now as a member of the SAS channel program, we are in a better position to meet the needs of our customers by selling proven, reliable business intelligence software that comes with a broad support network, terrific business analytics capabilities and our extensive implementation experience."

As a SAS reseller, Modern Analytics will promote and sell the SAS Enterprise Intelligence Platform, which includes data integration, business intelligence and analytics. SAS and Modern Analytics' SAS-certified staff will provide ongoing technical support to ensure an ideal customer experience, from pre-sales to implementation and beyond. In addition, the two companies will engage in targeted marketing activities to drive greater awareness of SAS software in Modern Analytics' core markets.

"We are delighted to have Modern Analytics join our program. Their extensive predictive analytics and marketing modeling capabilities truly complement the SAS Enterprise Intelligence Platform. Together, we can address the business intelligence needs of our customers by adding insight and value to every department. For the first time, SAS' award-winning software and solutions are now available to enhance the competitiveness of our SMB customers in a very affordable way," said Jack Duncan, Director of SAS Channel Sales.

### **About Modern Analytics**

Modern Analytics is an industry-leading expert in data processing automation, advanced statistical analysis and predictive marketing modeling. It creates automated data marts that provide the foundation for business analytics as well as the predictive models that reveal true business intelligence and identify new marketing and sales opportunities. More information is available at [www.modernanalytics.com](http://www.modernanalytics.com)

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