

Gain rich analytical insights into your patient communication journeys to derive and meet the individual needs of citizens across all public services.

SAS® Customer Intelligence 360 on G-Cloud

SAS Customer Intelligence 360 provides the power and flexibility that government organisations need to coordinate and deliver analytically driven direct communications. The SAS Customer Intelligence 360 Platform will enable government organisations to activate data from existing sources without having to move data, create relevant customer segments for journey orchestration and provide the ability to activate segments across all consumer touchpoints.

Note: Consulting and Education Services for SAS Customer Intelligence are also available (including onboarding) under Cloud Support Services on G Cloud.

The SAS Customer Intelligence 360 platform is a fully functional Customer Data Platform (CDP) that can be tailored based on the needs of an organisation. The base package offered provides the most likely solution for government organisations.

Entry Level CDP Package

Offering	Up to	Metric	Each Additional
SAS 360 Audiences Premium	1,000,000	Subject Data Records per Month	£60 per 1,000
SAS 360 Discover	1,000,000	User Sessions per Month	£48 per 1,000
SAS 360 Event API	25,000,000	Event API Calls	£0.0000984
SAS 360 Cloud Data Storage	1	Terabyte	£1,258
SAS 360 Destinations	70,000,000	Output Results	£0.0009
SAS 360 Foundation	1	Access Fee	NA

- **This CDP Package is being offered at an annual fee of £195,000**
- The customer subscribes to the number of units for each offering included in the CDP package
- All offerings are metered SaaS solutions where overages apply when exceeding the subscribed quantities
- Additional units can be added based on the fees in the above table
- In cases of a multi-year contract, the licensed quantity of each metric for each annual usage tracking period must be the same
- The price metrics cannot be negotiated to an alternate price metric
- Fees exclude VAT
- SaaS includes Cloud Infrastructure with software, limited hardware, hosting services and technical support and an SLA of 99.5% availability
- Options are available for licensing more than the maximum number of metrics, but overage fees will apply
- Fees valid only for UK Public Sector entities

Definitions

SAS 360 Audiences Premium – Allows for direct connections from CI360 to data sources. Users leverage the Audience Builder User Interface or the Audience API to load data from sources into Audience. All records pass through an identity management process before being loaded into the Audiences. Audiences are used to facilitate campaigns, journeys and other activities that lead to a communication being delivered to a consumer.

Records Loaded – The total number of rows from a customer's data source loaded into the Offering.

Subject Data Record – A unique anonymised identifier Customer stores within one or more marketing data mart(s) that maps to a unique individual or organisation and that Customer processes through the System. If Customer configures a single connection between Customer's marketing data mart(s) and the System, all Subject Data Records Customer processes through that connection will count as Subject Data Records. If Customer configures multiple connections between Customer's marketing data mart(s) and the System, only the Subject Data Records processed through Production Connections will count as Subject Data Records.

SAS 360 Discover – SAS 360 Discover delivers data, reporting and insights based on digital detail collected about customer or prospect behaviour across mobile and web properties.

User Session – A single visit to a parent domain from any web enabled device or a single use of a mobile application where the Service is used. A User Session is measured by the duration of (i) a session cookie which is set in the web browser when the first page is loaded from the website or (ii) a mobile session cookie which is set when a mobile application is sending an event (for example, open, focus, entering geo fence, etc.). A User Session ends at the earliest of (a) the web browser or mobile application is closed; (b) the User Session times out due to inactivity based on parameters established by Customer.

SAS 360 Event API – Leverages the SAS API Gateway to allow third party applications and services to inject real-time calls into CI360 to be used to trigger a communication or activity within the Offering.

Event API Call – Single transaction initiated by Customer or by Customer's computing infrastructure in which a request is made to a SAS-provided application programming interface (API).

SAS 360 Cloud Data Storage – Monitors the volume of storage used in the CI360 SaaS cloud. The customer may use SAS 360 Cloud Data Storage to upload and store materials that they wish to use in conjunction with their authorised use of the associated SAS Customer Intelligence 360 offering. Data collected by the service resulting from the customer's authorised use of the service does not count toward SAS 360 Cloud Data Storage. SAS 360 Cloud Data Storage may be used across all SAS 360 Offerings subscribed by Customer which share the same hosted tenant (or hosted tenants, in cases where the customer has chosen to deploy an optional non-production tenant of their associated SAS Customer Intelligence 360 offering(s).)

Terabytes - A Terabyte is defined as 1,024 Gigabytes of stored data.

SAS 360 Destinations – Allows for the execution of SAS Customer Intelligence 360 'Tasks' and delivery of content and/or data to a consumer or a non CI360 external service.

Output Results – Each individual result generated from a submission to the Offering in any Authorised Environment.

Output Results Consumption Rates – Output Results are consumed based on the type of Channel. "Channel" means an output to a messaging medium from the Offering Customer uses to send a communication. For the avoidance of doubt, Channels will also be used to determine the number of additional Output Results for calculating any Monthly Overage Fees.

- **Native Channel.** An Output Result generated by a Native Channel equals 1 Output Result. "Native Channel" means an output generated from the Offering to provide a direct communication (such as Email, Web, Web A/B Test, Web Multivariate Test, Mobile)
- **External Channel.** An Output Result generated by an External Channel equals 0.2 Output Results. An "External Channel" means an output generated from an API from the Offering to facilitate an indirect communication from an external vendor, service or process

The SAS Global Customer Success team will discuss the usage trends with the customer on a regular basis.

The purpose of this communication is so a customer can regularly monitor their usage level relative to the licensed quantity of units and ensure the right model is chosen against current and projected usage.

Learn More

Government departments and public sector organisations, large and small, must evolve their marketing to meet customers where they are with targeted, relevant offers and a consistent experience across all channels. To do that, you need the world class analytics and data management capabilities of SAS solutions.

Learn more at https://www.sas.com/en_gb/solutions/customer-intelligence/marketing.html

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