

SAS Data Maker is a low-code/no-code tool for generating high-quality synthetic data that mirrors real-world data sets. It lets you augment existing data or create entirely new data sets, reducing the cost of data acquisition, protecting sensitive information and accelerating AI and analytics development.

SAS® Data Maker on G-Cloud

UK Government departments increasingly need high-quality, representative data to test systems, develop analytics, and validate operational workflows, all without exposing sensitive or personal information. Traditional methods for generating test data are slow, inconsistent and often fail to reflect the complexity of real-world government datasets. SAS Data Maker solves this challenge by providing a secure, governed platform for generating synthetic, statistically accurate data that mirrors operational environments while removing confidentiality and privacy risks. It enables departments to accelerate system development, strengthen assurance processes, and support innovation across analytics, AI and digital services. With Data Maker, public sector teams can safely design, test and scale new capabilities using realistic, compliant datasets, ensuring faster delivery, better quality, and reduced risk across mission-critical programmes.

SAS Data Maker is a cloud-native solution that enables AI, analytics and data engineering teams to create high-quality synthetic data for any scenario. Use a powerful low-code/no-code interface to generate statistically realistic data that protects privacy and compliance while enriching data sets to improve fairness, simulate rare events and stress test systems.

The result is trusted, representative and production-ready data that speeds model development and strengthens real-world outcomes. Whether you're training machine learning models, validating pipelines or enabling secure data sharing, SAS Data Maker helps you move faster and more safely.

Our Approach

SAS Data Maker provides trusted synthetic data that replicates real data's statistical, relational, and temporal characteristics, without risking sensitive information. Whether generating high-fidelity synthetic datasets across multi-table schemas or simulating rare edge cases for AI model testing, Data Maker ensures performance, privacy, and precision at scale. Its open, extensible architecture and enterprise-grade connectors enable rapid deployment and integration into existing data ecosystems, accelerating innovation while safeguarding sensitive information.

The SAS difference

Regulatory Readiness: Supports GDPR, HIPAA, EU AI Act—complete with lineage, audit logs, and defensible privacy measures.

Privacy-by-Design: Implements differential privacy, k-anonymity, etc.—verifiable through built-in metrics.

Multi-modal Data Support: Handles tabular, relational, time-series, and multi-table data—built for enterprise use cases.

Key Benefits

- **Innovate Faster:** Generate datasets on demand, removing pipeline delays
- **Scale Outcomes:** Unlock the potential of existing data
- **Protect Your Customers:** Share synthetic replicas without exposing private or sensitive data
- **Data You Can Trust:** Augment imbalanced data and simulate rare events

For whom is SAS Data Maker designed?

Many voices. Different needs.

- Data Scientists & AI/ML Engineers
- Data Engineers & Solution Architects
- Data Governance, Compliance, & Privacy Leaders
- Business Analysts
- Test/QA Engineers

Pricing

SAS Data Maker can be purchased through Microsoft Marketplace. A SaaS subscription is used for access to the control plane for SAS Data Maker. SAS Data Maker is an Azure Managed Application that deploys per customer in their Azure tenant.

Learn More

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