

# WHY USE A RESELLER?

OUR PRIMARY MISSION IS TO HELP OUR CUSTOMERS DISTILL INTELLIGENCE FROM THEIR DATA ASSETS AS EFFICIENTLY AS POSSIBLE AND DELIVER IT TO INDIVIDUALS AND DOWNSTREAM SYSTEMS SO THAT MORE PROFITABLE DECISIONS CAN BE MADE IN A TIMELY MANNER.



Whether you are a large organization with an existing investment in business intelligence and analytics or a smaller one that is looking to get started, Strong Tower Solutions has the ability and desire to be of service.

## DIVERSIFICATION

While SAS® provides proven products and solutions, and is often our first choice when delivering analytic capability to meet our client's needs, it is not the only answer in all situations. Being a separate entity from the software vendor allows us to recommend solutions and products that are the best fit.

## PERSONALIZED SERVICE

With years of hands-on experience, we understand the strengths and weaknesses of SAS as a full suite as well as individual products. As a result, we can guide you on which products will work best for your organization and how they integrate with your existing data management and analytics software components.

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## STRATEGIC PARTNERSHIPS

Formation of partnerships with other firms to ensure that the highest level of value is implemented into your specific solution. For example, we have Partnered with Validated Cloud to provide validated and non-validated hosting services to our clients.

## PERSONALIZED SERVICE

Our process is thorough, quick, and focuses on adding value at every step. We want you to be able to start using the tools ASAP to increase your ROI and shorten the time to your break-even point. Our deep knowledge gives us the ability to develop a solution that offers the most business value and lowest total cost of ownership.

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## TEAMWORK/ PLANNING



Using a reseller means you get the whole team behind you. It means you have access to the knowledge base of the reseller, partners AND the vendor. We are in the unique position of being able to work directly with the vendor's technical staff and our part, allowing you to get your integrated data answers and resolutions quickly and completely.

## OUR EXPERTISE

Strong Tower Solutions is a SAS® Value Added Reseller with expertise in network, database, big data technologies as well as complimentary non-SAS products. We have been involved in hundreds of SAS engagements from both a software and services point of view. The average software sales representative, from any software company, may have a handful of assigned accounts or only one, limiting their experience in both the common and unique ways to solve a business challenge. In addition, companies often rotate or lose account managers forcing clients to re-educate the new ones year after year. As a consulting organization, STS Principals stay with our accounts for much longer periods of time establishing a deeper understanding of our customers' organization, processes and procedures. Read our client success stories for more information.

Another advantage of the reseller program is that SAS has established Small and Midsized Business (SMB) pricing for accounts under \$500 million in annual revenue. This pricing is based on the number of users of the software versus the size of the machine the software is running on. Several of our customers that had moved from large to smaller companies thought SAS would be too expensive for their new organizations but they are now happy Strong Tower customers.