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SAS Response: Optimize Customer Experience and Competitive Advantage with SAS

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ABSTRACT

The communications, media and entertainment industry is dynamic and constantly changing. The infusion of new technologies, coupled with the convergence of existing markets and the creation of new distribution outlets is causing upheaval in 2007. Remaining competitive today means quickly optimizing the customer experience across multiple and converged media and entertainment distribution channels.

How can you keep ahead of the changes in this fast-paced industry and take advantage of a myriad of business opportunities? SAS enables the insight to make information, technology and processes work harder to help ensure that you achieve superior customer value and competitive advantage. Providing IT outsourcing and business-process excellence, SAS' communications, media and entertainment professionals can help you transform your company into a more agile and efficient enterprise.

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