

## **SAS ACQUIRES ASSETS OF MARKETING RESOURCE MANAGEMENT COMPANY VERIDIEM**

*Acquisition extends SAS' Customer Intelligence leadership*

CARY, N.C. (March 16, 2006) – SAS, the leader in business intelligence, today announced that it has acquired the primary assets of Marketing Resource Management (MRM) provider Veridium, Inc., a privately held software company based in Maynard, MA, that helps customers analyze and optimize their returns across the entire spectrum of marketing investments.

Veridium provides a range of MRM capabilities – including marketing-mix modeling, marketing investment simulations and guided analyses – that help companies understand the business value of investments such as advertising, promotions, incentives, direct mail, events and the Web.

Using the software, companies can simulate the expected outcome of various marketing strategies, measure the effectiveness of those already underway, and identify mid-course changes that can maximize results.

Veridium's software is designed to promote accountability in marketing organizations, deliver continuous intelligence about the impact of marketing activities across various channels, and generate strong return on investment.

The demand for marketing accountability is echoed industry wide and acknowledged by leading industry research firms as well. Gartner Research Vice President Kimberly Collins wrote in an April 2005 marketing analytics report<sup>1</sup> "Marketing organizations are under increased pressure to become more accountable and to increase visibility of marketing programs and their impact." Veridium was positioned by Gartner in the Visionaries Quadrant in the Magic Quadrant for Marketing Resource Management, 1Q06.<sup>2</sup>

The acquisition of Veridium augments SAS' Customer Intelligence product line, the industry's broadest Enterprise Marketing Management solution that currently includes marketing automation, event-based marketing, campaign optimization, web analytics, e-marketing and unmatched customer analytics, all of which were designed to maximize the value of customer relationships.

SAS Customer Intelligence extends beyond the marketing department to bridge gaps across the enterprise. Built on the SAS Enterprise Intelligence Platform, SAS® Customer Intelligence software components deliver unmatched data integration, analytics and easy-to-use business reporting.

The acquisition brings SAS' Boston-area presence to approximately 160 employees. In 2003, SAS acquired Marketmax, the leading provider of advanced retail planning and merchandise intelligence software. Veridium's employees join existing employees at SAS' office in Middleton, MA.

"Our acquisition of Veridium reflects SAS' leadership in applying advanced analytics to solve complex business challenges," said SAS President and CEO Jim Goodnight. "Veridium enhances SAS' unique ability to optimize marketing activities across the entire organization, from inception to completion, for higher profits and business value."

"SAS' acquisition of Veridium will provide the resources and capabilities for continued industry leadership in helping marketers maximize return on marketing investment," said Ken Nicolson, President and CEO, Veridium. "I am delighted that the marketplace can look forward to even more innovative solutions in the future as we join the SAS family."

The purchase of Veridium is the seventh acquisition by SAS since 2000. It reflects SAS' acquisition strategy of enhancing its existing capabilities with technology and expertise that solves specific customer

problems, rather than simply buying market share. Founded in 1998, Veridium is privately held and backed by leading investors such as North Bridge Venture Partners, Venrock Associates, Infinity Capital and North Hill Ventures.

Financial details were not disclosed.

## ABOUT VERIDIEM

[Veridium, Inc.](#), a leading provider of marketing effectiveness software, enables Global 1000 companies to increase revenues and brand equity by optimizing their return on marketing investments. The company's flagship software Veridium 2 empowers marketers for the first time to link sales results to the marketing investments that drove them; quickly identify what's working, what's not, and what will work better. Veridium 2 transforms marketing information into intelligence so marketers can continuously measure the contribution of their investments, drive better business decisions, and achieve a higher return from marketing investments. Veridium customers are leaders in automotive and consumer package goods industries.

<sup>1</sup> Gartner Research. "Marketing Analytics Reaches Beyond Database Marketers" by Kimberly Collins. April 27, 2005.

<sup>2</sup> Gartner Research. "Magic Quadrant for Marketing Resource Management, 1Q06" by Kimberly Collins. March 1, 2006.

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## ABOUT SAS

SAS is the leader in business intelligence software and services. Customers at 40,000 sites use SAS software to manage and gain insights from vast amounts of data, resulting in faster, more accurate business decisions; more profitable relationships with customers and suppliers; compliance with governmental regulations; research breakthroughs; and better products. Only SAS offers leading data integration, intelligence storage, advanced analytics and traditional business intelligence applications within a comprehensive enterprise intelligence platform. Since 1976, SAS has been giving customers around the world THE POWER TO KNOW®.

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