

Driving Business Success With SAS Viya: Qualex Consulting's Cross-Industry Implementations

Executive Summary

Qualex Consulting Services (Qualex) has a 25+ year track record of delivering cutting-edge analytics solutions across industries. As a long-standing SAS Silver Partner since 2002, Qualex has earned multiple SAS Partner Excellence Awards for its customer-focused implementations. This white paper highlights how Qualex has successfully implemented SAS Viya – SAS's cloud-native AI and analytics platform – in healthcare, finance, retail, government, and telecom. Each case study showcases real-world improvements in performance, productivity, and customer satisfaction, achieved through Qualex's expertise and SAS Viya's powerful capabilities. Business executives will learn how SAS Viya deployments by Qualex led to faster decision-making, reduced costs, increased analytics productivity, and significant return on investment (ROI) in diverse sectors.

Across all industries, SAS Viya has proven to accelerate analytics and AI outcomes. Independent research by The Futurum Group found that SAS Viya enables users to complete the data-to-decision cycle **4.6 times faster** than competing platforms, driving quicker insights and innovation. Organizations that adopt SAS Viya have reported substantial gains in efficiency and return on investment (ROI). For example, a Forrester Total Economic Impact study found deploying SAS Viya on Microsoft Azure yielded a **204% ROI over three years** with payback in just 14 months. These benefits stem from Viya's high-performance, scalable architecture. In benchmark tests, it averaged **30 times faster** AI/ML processing than alternative tools, while also lowering cloud operating costs by up to **86%** compared to other solutions. The following sections detail how Qualex leveraged the strengths of SAS Viya in various industries, delivering faster analytics, better decisions, and measurable business value for its clients.

Industry Case Studies

Qualex's SAS Viya implementations span multiple industries, each with unique business challenges. The case studies below illustrate how Qualex applied SAS Viya to drive improved performance, productivity, and customer outcomes across various industries, including healthcare, financial services, retail, government, and telecommunications.

Healthcare: Improving Patient Care and Efficiency

In healthcare, Qualex has empowered providers and insurers to harness data for better patient outcomes and cost control. Qualex's **QLX Healthcare iQ-PVO™** solution, for example, provides hospitals with a 360° real-time view of patients by cleaning and consolidating siloed data and offering predictive analytics. This enables hospital leaders to anticipate needs and respond quickly, resulting in *"higher profits, reduced costs, improved quality of care and maximum ROI,"* as the Qualex team explains. In practice, advanced analytics on SAS Viya help health organizations measure and improve every aspect of care. More than **500 U.S. hospitals use SAS software to boost the quality of care, increase productivity, and support better-informed decisions** in patient treatment. By partnering with Qualex to implement SAS Viya, healthcare providers can integrate massive clinical and operational datasets and surface critical insights faster, all while complying with strict data governance and privacy standards.

Real-world example: The Los Angeles County Department of Health Services (LA County DHS) – the second-largest public health system in the U.S. – leveraged SAS Visual Analytics and SAS Visual Statistics on the Viya platform to improve care delivery for over 10 million residents. Using user-friendly dashboards, LA County DHS leaders can now monitor programs and finances in real time, which *"improves operational and fiscal decision making"* for the health system. SAS Viya's powerful analytics enabled the agency to extract hidden insights from vast health and business data, helping identify ways to **improve patient care, lower costs, and make smarter policies**. According to Fasiha Sadralodabai, an LA County DHS analytics manager, *"SAS Viya gives us a lot more to play with and provides complex information more simply,"* allowing even non-technical staff to benefit from advanced data insights. Thanks to Qualex's implementation support, public health executives gained a modern analytics platform that streamlines reporting, ensures regulatory compliance, and ultimately enhances patient outcomes through data-driven decision-making.

Financial Services: Faster Insights and Higher ROI

Qualex has helped banks and financial institutions modernize their analytics with SAS Viya to great effect. By upgrading legacy SAS environments to Viya's cloud-native platform, Qualex enables finance clients to run complex models faster, improve risk management, and personalize customer services – all translating into financial gains. One striking example is **Seacoast Bank**, a U.S. regional bank that adopted SAS Viya (with SAS Visual Analytics and machine learning) to understand customer profitability better. With Qualex's guidance, Seacoast migrated from older systems to SAS Viya, immediately seeing performance and revenue benefits. According to Seacoast's Chief Data Scientist, the bank had been limited to analyzing one year of customer data due to computing constraints, but *"with SAS Viya, we can now see four-year trends,"* greatly enriching their analytics. Viya's parallel processing also **cut heavy monthly calculations from nearly a full day down to a fraction of that time**, accelerating the delivery of key business metrics.

These performance gains directly improved Seacoast's bottom line. *"Since investing in SAS, risk-adjusted revenue per customer has grown by 30%,"* while the ROI on the bank's automated

marketing campaigns is “*in the high triple-digits,*” the team reports. In other words, using SAS Viya-driven AI to target customers more effectively boosted revenue per client by nearly a third, and marketing initiatives are returning well over 100% on investment. With faster insights and smarter automation, Seacoast Bank expanded its use of analytics to enhance customer experience and product strategy. This story is not unique – many financial organizations have realized significant gains with SAS Viya. For instance, another bank saw a **90% reduction in false-positive fraud alerts** after deploying SAS analytics, greatly improving efficiency in compliance operations. A central European bank increased the data under management in its risk platform by migrating **80% of its loan portfolio to a SAS centralized analytics environment**, providing a unified risk view. These outcomes demonstrate how Qualex’s Viya implementations in finance drive both operational savings (through faster processing and fewer false alerts) and revenue growth (through better risk and marketing analytics). Business executives in finance can thus expect faster decision cycles, more accurate forecasts, and a tangible impact on profitability from SAS Viya projects.

Retail: Personalization, Precision Forecasting, and Revenue Growth

In the retail and consumer goods sector, Qualex has leveraged SAS Viya to help companies better understand their customers and optimize operations from marketing to supply chain. SAS Viya’s advanced analytics enable retailers to connect customer engagement data to product demand with trusted insights. By partnering with Qualex, retailers have deployed AI-driven solutions for personalized marketing, demand forecasting, and inventory optimization, yielding impressive results.

Customer engagement: Beauty retailer **Ulta Beauty** uses SAS analytics to target and personalize its marketing campaigns, resulting in **95% sales penetration** – meaning 95% of sales are from loyalty members – with the majority of revenue coming from returning customers. This high repeat business indicates strong customer satisfaction and loyalty, driven by Ulta’s data-driven understanding of shopper preferences. Similarly, **Norwegian Cruise Line Holdings** (a travel retail and hospitality company) achieved a **280% increase in campaign engagement** by using SAS marketing analytics to tailor offers to customers. This significant increase in engagement led to higher bookings and revenue, illustrating how SAS Viya’s customer intelligence can substantially enhance marketing effectiveness.

Demand forecasting: Qualex has also implemented SAS Viya solutions for retail demand planning and forecasting, boosting accuracy and efficiency. **Boddie-Noell Enterprises**, a large restaurant franchise operator, modernized its analytics with SAS Visual Forecasting on Viya. In the very first quarter, the company’s sales forecast was off by a mere **0.1%**. This near-perfect forecast accuracy represented a significant improvement, enabling the business to optimize staffing and inventory while minimizing waste. Another analysis shows that with SAS’s assisted demand planning (powered by AI automation on Viya), retailers can achieve a **6% improvement in forecast accuracy (value-add)** and save **47% of forecasting time** through intelligent automation. These efficiencies free up planners to focus on strategy while ensuring stores have the right products at the right time.

From boosting campaign ROI to fine-tuning operations, these examples underscore the business impact for retail executives. SAS Viya implementations via Qualex enable retailers to analyze customer behavior across channels quickly, predict demand more precisely, and react faster to trends – ultimately increasing sales, customer loyalty, and profit margins. In fact, SAS is a trusted analytics provider to **67% of global Fortune 500 retail companies**, reflecting the platform’s leadership in this sector. By embracing Viya’s high-performance retail analytics with Qualex’s support, companies can innovate faster and monetize their data in ways that directly drive growth.

Government: Smarter Policies and Fraud Detection

Government agencies and the public sector also benefit immensely from Qualex’s SAS Viya solutions. Qualex has been a trusted analytics partner to government organizations for over two decades, helping federal, state, and local agencies leverage data to inform more innovative policies, deliver improved public services, and achieve cost savings. SAS Viya provides a unified platform for government leaders to build intelligent services with AI, enabling better outcomes for citizens *“better, faster and more easily”*. Qualex’s expertise in integrating analytics across silos has helped agencies modernize legacy systems, adopt cloud architectures, and ensure security and compliance in their analytics initiatives.

One area where SAS Viya has a substantial impact is in preventing fraud and improper payments. For example, the **North Carolina Department of Insurance** utilized SAS advanced analytics to combat insurance fraud, resulting in **the recovery of millions of dollars from** fraudulent claims. By identifying suspicious patterns and automating alerts, Viya enabled investigators to prioritize high-value cases, thereby dramatically improving the return on investment (ROI) of enforcement efforts. In tax and revenue agencies, SAS Viya’s AI models have similarly helped pinpoint fraud and underpayment, increasing collections while reducing audit costs. These financial recoveries translate to more resources for public programs and greater trust in government stewardship.

Another example is how **policy and health agencies** use Viya to inform data-driven decisions. We saw earlier that Los Angeles County’s public health department relies on SAS Viya analytics to ensure financial viability and compliance while serving over 10 million people. Interactive dashboards and AI models enable officials to simulate policy outcomes and respond quickly, a capability that proved invaluable during the COVID-19 pandemic response. SAS Viya enabled the department to integrate data across hospitals, labs, and community programs, providing a real-time view that informed strategic decisions to protect public health. More broadly, SAS Viya equips government managers with the insights they need to allocate resources more effectively, measure program performance, and increase transparency. From social services to infrastructure, agencies can “democratize” analytics so that even non-technical staff can make faster, better decisions in their day-to-day operations.

Qualex’s status as a certified woman-owned small business and GSA contract holder has made it easier for government clients to engage its services. The result has been numerous successful public sector projects that deliver tangible benefits to citizens. Whether it’s detecting

fraud, improving health outcomes, or optimizing budgets, Qualex's implementations of SAS Viya are helping government executives do more with data, driving more innovative policies and higher public satisfaction at lower cost and risk.

Telecommunications: Accelerating Marketing and Customer Insight

In the fast-paced telecom industry, Qualex has enabled providers to deploy SAS Viya for real-time analytics, improving marketing, network operations, and customer experience. Telecom companies often deal with massive datasets (network logs, subscriber info, usage patterns) and need to act quickly on insights to stay competitive. SAS Viya's high-performance analytics – implemented by Qualex – give telecom business leaders the agility to personalize offers, reduce churn, and optimize services in a rapidly changing market.

A prime example is **1&1 Telecommunications** (a European telecom & internet service provider), which modernized its marketing decision-making using SAS Viya. Building on years of success with SAS customer intelligence tools, 1&1 adopted **SAS Intelligent Decisioning on SAS Viya** to centralize and automate the hundreds of business rules and analytics models that drive its personalized offers. The impact on marketing productivity was immediate. According to Oliver Seitz, 1&1's Director of Programs and Platforms, *"It takes less time and effort to create and execute marketing campaigns, while our customers get better offers."* By running its offer management on the open, scalable Viya platform, 1&1 achieved true one-to-one marketing at speed, rapidly matching customers with the most relevant product bundles. This not only accelerates time-to-market for new offers, but also boosts customer satisfaction and loyalty through more tailored service. In fact, one of 1&1's primary project goals was to **"accelerate time to market"** for integrating new offerings, and Qualex's implementation helped accomplish exactly that. The first phase of the project (focused on broadband offers) went from zero to go-live in just six months, even amidst the COVID-19 pandemic, thanks to the agile collaboration between 1&1's team, Qualex, and SAS.

Beyond marketing, telecom operators use SAS Viya for network analytics and customer insights. For instance, Swisscom, a leading telecom, leverages SAS Viya's AI to dynamically fine-tune pricing and services based on real-time user data and market conditions. And globally, telecom providers rely on Viya to build models that **predict customer churn, optimize networks, and prevent fraud** – all of which are critical to maintaining a competitive advantage. Qualex's telecommunications practice, with over a decade of experience in telco analytics, has helped carriers implement such solutions to reduce customer attrition and improve operational efficiency. By using SAS Viya's advanced machine learning and real-time scoring, telecom executives can quickly identify at-risk customers and deploy retention offers, or detect network anomalies before they impact service quality. The result is faster, data-informed decision-making across marketing and technical departments, leading to lower churn rates, higher ARPU (average revenue per user), and a better customer experience. As Oliver Seitz's testimonial indicates, Qualex's Viya implementation enabled 1&1 to achieve both **greater speed and better customer outcomes** – a dual win that telecom business leaders highly value in today's market.

Business Impact of SAS Viya Implementations

Figure: Independent studies found that SAS Viya dramatically improves AI & analytics performance compared to alternatives. In aggregate, the industry cases above point to a common theme:



Faster AI & Analytics: SAS® Viya® Outperforms the Competition

The importance of Artificial Intelligence (AI) for businesses is clear. Companies that leverage AI tools have distinct advantages over their peers, with AI Machine Learning (AI/ML) proving invaluable for finding and enabling insights buried within corporate data.

SAS asked The Futurum Group to independently analyze and review the performance results of SAS Viya and several leading commercial and open-source AI/ML alternative options. The Futurum Group Lab worked together with SAS engineering teams to compare SAS Viya against competitive offerings. We ran over 1500 tests across different Azure Cloud architecture using identical instance types to provide accurate comparisons.

"The Performance of SAS Viya was Impressive, they didn't just outperform competing AI/ML libraries, they crushed the competition." – Russ Fellows, Principal Analyst, The Futurum Group

SAS Viya Outperforms Competitors

Performance is an important consideration, impacting business agility, efficiency and ultimately enabling business decisions and results faster. The Futurum Group Labs testing found multiple benefits compared to using alternative AI/ML options.



Average 30X faster than Competitors

Faster than H2O, SparkML and "Competitor-A"



Better Scalability than Competitors

Better Performance with Large Datasets



Up to 326X Faster
Average 49X Faster

Outperformed "Competitor-A" in Microsoft Azure

Futurum Group Labs: SAS Viya Test Results including Executive Summary, Lab Insight and Test Datasets:

SAS Viya delivers substantial business impact – faster insights, higher productivity, and stronger ROI – when expertly implemented by partners like Qualex. Below, we summarize key benefits that executives can expect from SAS Viya projects, backed by industry research and customer results:

- **Accelerated Analytics and Decision-Making:** SAS Viya’s cloud-native architecture and in-memory processing accelerate the entire analytics life cycle. A recent Futurum Group study found that organizations can execute data collection, modeling, and deployment **4.6 times faster on SAS Viya** than on competing platforms. In practical terms, this speed means business leaders get answers in hours instead of days, enabling **faster decision-making and agile responses** to market changes. For example, Viya was able to analyze a 300 million-record dataset in under 12 minutes, whereas alternative tools took significantly longer or failed to scale. One telecom test found that SAS Viya was the *only* platform that continued scaling smoothly on large datasets, delivering results in minutes, whereas others ran for hours or crashed. Faster analytics not only saves time but also opens up new possibilities, such as Seacoast Bank examining four years of trends instead of one, or LA County DHS analyzing county-wide health data in real-time.
- **Increased Productivity for Analysts and Data Scientists:** By unifying data preparation, analytics, and deployment on a single platform, SAS Viya enhances the productivity of teams across all skill levels. Futurum’s analysis found that with Viya, **data engineers** were **16 times more productive** in data access and preparation tasks, **data scientists** were **3.5 times more productive** in building and refining models, and **MLOps engineers** were **4.5 times more productive** in deploying and managing models. Even business analysts and non-technical users can complete 86% of analytics tasks on Viya (versus only ~50% on other platforms) thanks to its user-friendly interfaces. These gains translate directly into labor savings and increased project completion rates. Qualex’s clients have felt these effects firsthand: marketing teams launching campaigns in hours instead of weeks, risk analysts evaluating more scenarios with the same staffing, and managers accessing self-service insights via Viya’s dashboards without always relying on IT. Overall, SAS Viya **empowers organizations to “do more with less”** – a critical advantage when talent is limited and demands are growing.
- **Cost Reduction and Operational Efficiency:** SAS Viya can significantly lower the total cost of ownership for analytics, particularly in cloud deployments. SAS reports that Viya’s optimized processing **lowers cloud operating costs by up to 86%** relative to running comparable workloads on alternative solutions. Efficient use of compute resources and the ability to scale on-demand mean companies spend less on infrastructure for the same (or greater) output. Additionally, Viya’s automation of manual tasks (data cleansing, model tuning, etc.) reduces the person-hours required for routine work, freeing teams to focus on high-value analysis. In the government sector, such efficiencies mean taxpayer dollars saved; in the private sector, they contribute to margin

improvement. For instance, through improved fraud detection with SAS, agencies such as the North Carolina Department of Insurance recovered funds that would have been lost, effectively **saving millions of dollars** for public benefit. Retailers using SAS demand planning saved nearly **50% of planners' time** and reduced forecasting errors, resulting in fewer overstocked and stockout situations, which directly lowered operational costs. By implementing SAS Viya, Qualex ensures that clients realize these cost-side gains alongside revenue growth.

- **Revenue Growth and ROI:** Perhaps most compelling for executives, SAS Viya implementations often drive measurable improvements in revenue and return on investment (ROI). As noted, Seacoast Bank saw a **30% increase in revenue per customer** after its Viya-based marketing optimization. Ulta Beauty's 95% sales penetration among loyalty customers shows how analytics can deepen customer spend. These are top-line enhancements resulting from better targeting, improved product availability, and enhanced customer experiences enabled by SAS analytics. From an ROI perspective, the returns can be dramatic: a composite organization analyzed by Forrester realized a **204% ROI over three years**. It achieved a rapid 14-month payback after migrating to SAS Viya on Azure. Many Qualex clients similarly report triple-digit ROI on specific initiatives (e.g., Seacoast's marketing campaigns yielding "high triple-digit" ROI). The combination of cost savings and revenue gains means SAS Viya projects often pay for themselves within 1–2 years, and then continue to generate net value. This strong ROI is a key reason why business leaders in all industries are championing analytics modernization with SAS Viya – it's an investment that directly contributes to business performance.

In summary, Qualex's experience has been that **SAS Viya accelerates time-to-value for analytics investments**. It delivers quicker insights, greater productivity, and tangible financial returns, making analytics truly a driver of business strategy rather than a back-office function. The next section highlights a few customer voices attesting to these benefits and to Qualex's role in delivering them.

Customer Testimonials and Feedback

Qualex's clients consistently emphasize the positive business outcomes and professional partnership they experienced during their SAS Viya implementations. Below are a few testimonials from executives across industries, in their own words:

- **Telecommunications – Improved Agility:** *"It takes less time and effort to create and execute marketing campaigns, while our customers get better offers."* – **Oliver Seitz**, Director of Programs & Platforms at 1&1 Telecommunications, on using SAS Viya for intelligent marketing. (Telecom marketing teams saw faster campaign rollouts and higher offer acceptance rates thanks to Qualex's Viya solution.)

- **Public Sector – Trusted Partnership:** *“Our Qualex consultant has become a vital part of our SAS development and system support efforts.”* – **Donald S. Ankers**, Assistant Division Chief at a U.S. Government agency. (Government IT leadership appreciated Qualex’s deep SAS expertise during a major modernization, treating Qualex as an extension of the in-house team.)
- **Hospitality & Gaming – Proven Expertise:** *“Working with Qualex, we knew we were working with a team of professionals who had implemented these systems many times before... Qualex’s guidance and support was invaluable to achieving our infrastructure and analytical goals.”* – **Ryan Bower**, Director of CRM at Hard Rock Hotel & Casino. (The client highlights that Qualex’s experience with analytics systems gave them confidence and helped realize the project’s full value.)
- **Analytics Services – Productivity & Satisfaction:** *“This collaborative environment increases productivity between us and our clients. We have experienced significant increase in client satisfaction.”* – **John Povey**, Analytics Executive. (Qualex’s collaborative approach to building analytics solutions not only improved internal productivity but also led to end customers being much happier with the results.)

These testimonials underscore Qualex’s commitment to client success. Business executives frequently mention Qualex’s *“fast, flexible and forward-thinking”* delivery style and the way Qualex seamlessly integrates with client teams to ensure goals are met. The ability to rely on an experienced partner was especially important for organizations implementing a powerful platform like SAS Viya – it meant minimal disruption, effective knowledge transfer, and solutions that were right the first time. As the above feedback shows, Qualex’s SAS Viya projects have not only achieved technical objectives (faster campaigns, smooth migrations, etc.) but have also built long-term trust with stakeholders by delivering promised results and empowering client teams.

Conclusion

SAS Viya has emerged as a transformative analytics platform for enterprises and government agencies alike, and Qualex Consulting Services has proven to be a valuable partner in realizing its full potential across various industries. In this white paper, we explored how Qualex-led implementations of Viya in healthcare, financial services, retail, government, and telecom have translated into faster decision cycles, greater productivity, cost savings, and improved customer satisfaction. From helping a public health system serve millions with data-driven efficiency to enabling a bank to boost revenue per customer by 30%, the real-world examples make a compelling business case: **Modernizing on SAS Viya delivers tangible business value.**

Several consistent themes emerge from these success stories. First, **speed and agility** in analytics are critical in today’s competitive environment, and SAS Viya provides that in abundance, especially when guided by Qualex’s implementation expertise. Executives could

see formerly time-consuming processes (like marketing campaigns or risk computations) shrink from days to hours, empowering them to act on insights proactively rather than reactively. Second, **analytics productivity and collaboration** improve markedly; Qualex's projects saw data scientists, analysts, and business users all benefit from Viya's unified environment, resulting in more innovation and fewer silos. Third, the **financial returns** have been significant, whether through increased revenues (as in retail and banking cases) or through efficiency gains and fraud cost recoveries in the public sector. The independent ROI studies (204% ROI per Forrester, etc.) reinforce that investing in SAS Viya is fiscally smart for many organizations, often paying for itself in under 1.5 years.

For business executives planning their analytics strategy, the implications are clear. By partnering with an experienced firm like Qualex and leveraging the robust capabilities of SAS Viya, organizations can accelerate their digital transformation while mitigating risk. Qualex brings deep industry knowledge, spanning healthcare, finance, telecom, and more, along with a proven methodology to tailor SAS solutions to specific client needs. As a result, Qualex's clients consistently achieve or exceed the performance improvements and ROI benchmarks highlighted in this paper. Faster analytics and better decisions are not just IT goals; they are business imperatives that Qualex and SAS Viya can deliver together.

In conclusion, Qualex Consulting's track record with SAS Viya across industries exemplifies how businesses and agencies can become more **data-driven, efficient, and customer-centric**. Whether the priority is to cut operational costs, boost marketing effectiveness, improve service delivery or all of the above, Qualex has demonstrated that a SAS Viya implementation – done right – is a catalyst for these outcomes. Executives reading this white paper should come away with both inspiration and confidence: the examples of improved performance, productivity, and satisfaction are real and attainable. With Qualex as a trusted analytics partner and SAS Viya as the technological backbone, organizations are well-positioned to accelerate growth, innovate more quickly, and thrive in today's and tomorrow's data-driven economy.