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Customers > Sas

Technology

Video Cloud

# How SAS used video to show their products' impact

📅 Oct 1, 2025



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needed. Recognizing the unique ability of video to ma  
agers embraced it early. Today, video permeates the  
eo is an essential tool to inform, educate, and persuade  
bring the value of SAS software into sharp focus.

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## BACKGROUND

“Software is an intangible product,” explains Bill Marriott, Sr. Director of Video Communications and New Media for SAS, “but the benefits are very real. Video dramatizes how advanced data management and analysis impact people’s lives.”

Based in Cary, North Carolina, SAS is the global leader in analytics. Its in  
business intelligence and data management software and services are h  
more than 80,000 sites around the world make better decisions, and ma

The company uses video to communicate with a range of audiences, from  
customers to employees and analysts. In the beginning, video was prima  
training. But SAS quickly realized the potential of video to elevate market  
campaigns. Last year alone, the 40-person in-house video production gr  
than 1,200 videos ranging in length from 10 seconds to an hour. Video is  
component of SAS’ business operations.

## SAS TYPICALLY CREATES THREE CATE VIDEOS FOR A SOFTWARE SOLUTION

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“

*The value of our software comes from the great thin*



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Bill Mariot

SR. Director of Video Communications and New Media

Overview video — a short video describing what the software enables customers to do and why it is different than other software.

Reference videos — stories illustrating how customers are successfully using SAS software and the results they are achieving.

Demos — videos that show the software in action.

“The exciting thing about video is that it is not just evolving technologically, it is also moving forward as well,” states Marriott.

For example, video is bridging geographic distances by enabling sales teams to connect into key sales encounters. In pivotal situations, a customized message from the CEO can help a prospect their business matters at the highest level. Such videos have helped Marriott spread around the world.

Recently, SAS Middle East had a significant sale on the line and wanted to deliver a personal message from the CEO in their sales presentation. Although the request came on a weekend, the team jumped into action: they wrote the script on Monday, Tuesday, and delivered it to the Middle East sales office on the same day. The video registered with the customer,” explains Marriott. “They were impressed that his voice heard.”

## USING VIDEO TO COMMUNICATE THE

SAS is expanding its use of video to support the company’s brand, building trust in the company, its culture and its values. “When viewers develop an emotional connection to the company and our brand, they want to do business with us,” says Marriott.

How do you create an emotional attachment to data and analytics? One video documents how data analysis supported relief efforts after the devastating earthquake in Nepal.

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lies living in 200 tent camps.

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Facing against time to build shelters ahead of the monsoon season, IOM needed to locate unprecedented quantities of sheet metal. Using SAS analytics, IOM not only determined how much sheet metal they needed, but also which countries produced it, had quantities on hand, and could deliver it quickly.

“The Nepal example shows where video is going for SAS. The value of our software comes from the great things customers do with it,” states Marriott. “Video’s value is in helping us tell their stories.”

## ANTICIPATING PROSPECTS’ BEHAVIOR

Marriott notes that today, all content is going to the web. “On any given day, all stages of the buy cycle are visiting our website — people of all ages, in different locations. We don’t know what path they’ll take, so we need video at every point in the cycle to get them to engage.”

Marriott adds that video is rapidly becoming more immersive. People watch video everywhere, on their own terms. “As producers, we need to craft a wide variety of content and anticipate where they will be consumed and by whom,” states Marriott.

That is a key reason SAS moved to the Brightcove Video Cloud platform. Brightcove can deploy video through the cloud, when and where it is most convenient, via mobile devices for its audience. And it is also enabling SAS to keep abreast of emerging technologies. At Brightcove, we can focus on developing high-value, meaningful content. Brightcove quality encode. Brightcove figures out all the devices it has to play on and optimizes the algorithms for each. Brightcove is looking to the future with us, giving us the tools we’ll be well positioned as new technology evolves.”

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Live Streaming

OTT

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