



GSA Contract #: GS-35F-05575

***Award Winning Quality and Experience:  
Business Analytics Customer Successes for 15 Years***

woman owned, minority owned, and small business designation  
NASICS codes 511210, 541411, 541512, 541519, 541611  
GSA IT Schedule 70; American Recovery and Reinvestment Act participant

Government Practice Group





## BUSINESS ANALYTICS INTEGRATION

*An award winning SAS business analytics integrator*

### I. Qualex Services

Government agencies and public service organizations seek Qualex's assistance to obtain:

- a. **Integration.** Business analytics integration services (time & materials or fixed rate) ranging from: a) project planning, b) system requirements development, c) system implementation and development (custom data models and BI environment), and d) testing.
- b. **Installation and Support.** Business analytics system support ranging from: a) installing and configuring SAS (including *iQ-Install*); b) upgrading and migrating to SAS 9.2 (including *iQ-Migrate*); and c) SAS system maintenance (including *iQ-Maintain*).
- c. **Analysis and Troubleshooting.** Business analytics system analysis and trouble shooting ranging from: a) performing a BI needs audit; b) establishing data management logic; c) comparing system needs to available options; and d) recommending solutions.
- d. **Staff Resources.** General SAS software programming resources either on a monthly retainer or time and material basis.
- e. **Tools.** Business analytics tool reseller: SAS, Futrix, DataFlux, Teradata, Coretalk, Bitam.

#### The Qualex Value Proposition

Customer Value = SAS technical skills + Business domain knowledge + Database management knowledge

## II. Qualex Benefits

Government agencies and public service organizations select Qualex over other SAS consulting competitors because of:

- a. **Technology skill set.** Qualex's implementation of complex SAS solutions such as SAS Banking Intelligence System (BIS), SAS Telecommunications Intelligence System (TIS), SAS Service Parts Optimization (SPO), and SAS Patron Value Optimization (PVO) demonstrates the staff's deep experience in SAS core products.
- b. **Customer domain knowledge.** Qualex's deep understanding of government sector-specific analytic goals and needs allows Qualex to move more efficiently during integration projects. And many business analytics models developed for the commercial sector overlap with government initiatives.
- c. **SAS Relationship.** Qualex's close strategic relationship with SAS Institute began in 1995 and is demonstrated through a long-term SAS Gold Alliance Partnership, a multi-year SAS Field Choice awards, and a SAS Value-Added Reseller of the Year award.
- d. **Blue Chip Customers.** Qualex routinely engages in high profile projects with blue chip government and commercial customers which results in high profile, complex project experience. A sampling of customers includes:
  1. **Government:** Centers for Disease Control & Prevention, US Department of Veterans Affairs, US Department of Agriculture, Federal Reserve Bank, US Census Bureau, Office of the Comptroller of the Currency.
  2. **Commercial:** Blue Cross Blue Shield of California, Highmark (Blue Cross Blue Shield Pa), Blue Cross Blue Shield of Massachusetts<sup>1</sup>, Aetna Insurance Group, Cigna Health, Health Data Management Solutions, JP Morgan Chase, CitiBank, Hewlett Packard, Boeing, Nationwide Insurance, Wells Fargo, Orange Dominica (Dominican Republic), Virgin Media (UK), France Telecom (France).
- e. **Unique Tool Kit.** Qualex's business analytics integration and consulting services incorporate reliable Qualex tools to move projects faster, better and more cost effectively.
- f. **Synergic perspective.** Qualex's knowledge of other SAS-friendly business analytics products, such as SAS, Futrix, DataFlux, Teradata, Coretalk, and Bitam, allows Qualex to address BI challenges from a holistic perspective.

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<sup>1</sup> Qualex has served six different BCBS licensees.

### III. Qualex Capabilities & Expertise: SAS Software

Qualex's core SAS software technical competency is broad and deep including:

a. SAS business solution expertise:

1. SAS Patron Value Optimization (PVO) <sup>2</sup>
2. SAS Banking Intelligence System (BIS)
3. SAS Telecommunications Intelligence System (TIS) <sup>3</sup>
4. SAS Services Process Optimization (SPO)
5. Marketing Automation
6. Data Quality
7. Analytic Intelligence

b. Technology expertise:

1. Data Integration
2. Business Intelligence
3. Data Mining & Advanced Analytics
4. SAS v9 Start-Up and Migration Services
5. Performance Tuning and Optimization of SAS
6. Web-Based deliverables – JSP, JAVA, XML
7. Data Quality / DataFlux
8. Enterprise Guide

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<sup>2</sup> Qualex led the effort with SAS Institute to create the PVO solution.

<sup>3</sup> Qualex worked with a France Telecom subsidiary to launch one of the first TIS solutions.

## IV. SAS Institute Successes Working with Qualex

- a. SAS Institute, Inc. has hired Qualex for over 150 subcontract work orders over the last 15 years for which SAS invoiced its customers in excess of \$20 million.
- b. SAS has appointed Qualex as its Go-To-Partner for specific software installs at the US Department of Health and Human Services.
- c. Qualex and SAS jointly developed a Go-To-Market strategy and solution for the gaming and hospitality industry (“Patron Value Optimization”).
- d. Qualex and SAS jointly developed a Go-To-Market strategy for the Caribbean market.
- e. Qualex has closely supported the SAS verticals for health and life sciences, retail, financial, government and CCE <sup>4</sup>.
- f. Qualex worked with SAS to implement anti-money laundering solutions for Wachovia, Bank of America and BB&T.

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**About SAS.** SAS Institute Inc. ([www.sas.com](http://www.sas.com)) is the world's leader in business analytics software, delivering the breakthrough technology organizations need to transform the way it does business. SAS software provides one integrated process for analyzing data from every source and gaining the predictive power to drive change at every level.



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<sup>4</sup> Communications, Content and Entertainment.

## V. About Qualex

- a. Experienced in SAS core products as demonstrated through Qualex's implementation of complex SAS solutions such as SAS Banking Intelligence System (BIS); SAS Telecommunications Intelligence System (TIS); SAS Services Parts Optimization (SPO); and SAS Patron Value Optimization (PVO).
- b. Consultants: team size +75 [31 full time employee consultants; 21 full time contractor consultants; 20 A-List contractors; +80 candidates for government sector (meeting specific skill sets and geography needed for government and healthcare – interviewed, qualified, and approved); +120 candidates for commercial sector (interviewed, qualified, and approved)].
- c. Majority of senior and key staff are former key SAS employees.
- d. Close strategic relationship with SAS since 1995.
- e. Offices in US, Canada, UK, Argentina, and the Dominican Republic.
- f. SAS Gold Alliance Partner.
- g. Award winner - a multi-year SAS Field Choice Award winner; SAS Value Added Reseller of the Year; and other industry awards.
- h. Serves as an authorized SAS software reseller in certain commercial and state and local government sectors.
- i. Woman owned, minority owned, and small business designation.
- j. NAICS codes 511210, 541511, 541512, 541519, 541611.
- k. GSA IT Schedule 70; American Recovery and Reinvestment Act participant.

