Sopra Steria signs SAS Analytics deal for new entrant banks

Largest agreement of its kind in the UK will provide affordable cloud-based analytics for banking entrants

London, 2 February 2017: Sopra Steria has today announced that it has become a SAS Managed Analytic Services Provider (MASP). The deal - the largest agreement of its kind in the United Kingdom – will enable Sopra Steria to offer high end analytic capabilities to new entrant banks at a cost-effective price point.

The new cloud-based banking analytic capabilities will form a part of Sopra Steria's Modular Digital Banking solution. New entrants joining the banking market need to have a deep understanding of their customer base – to achieve this, access to high quality and flexible analytic solutions is essential. Sopra Steria's new offering will provide these banks with business specific analytic solutions on-demand that will support and develop in line with their business growth.

The new solution includes:

- Customer Intelligence capability including a real-time decision engine with integrated marketing automation and advanced analytics
- Advanced Visual Analytics capability that extends from self-service Business Intelligence to creating descriptive and predictive models
- An enterprise grade model development, deployment, execution and monitoring environment providing the capability to satisfy regulatory compliance requirements such as IFRS9 and GDPR
- Industry leading data management capability complete with an integrated Banking Analytical Data Model as well as Data Integration, Data Quality and Master Data Management capabilities

Melba Foggo, Sopra Steria's Managing Director for Financial Services, comments: *"This agreement cements our position as the forward-looking partner of choice for new entrant banks, and extends our unique offering to the market. Our Modular Digital Banking solution already delivers end-to-end value across all banking operations for both new and established banks. In addition, the announcement builds on our strong partnership with SAS and strengthens our ability to continually shape flexible service offerings that drive value for our clients."*

Rob Spee, Director of Global Channel Programs, SAS says: *"We are delighted that Sopra Steria has chosen to become a SAS Managed Analytic Services Provider (MASP). We introduced the MASP programme to help customers increase their ability to be more agile and responsive to market changes. This agreement, combined with Sopra Steria's financial services expertise, will provide powerful, cost effective analytic solutions for the banking industry."*

Sopra Steria and SAS announced its strategic alliance last year. Sopra Steria was also the first strategic partner to meet the SAS Gold-level status requirements in the United Kingdom.

About Sopra Steria

Sopra Steria, a European leader in digital transformation, provides one of the most comprehensive portfolios of end-to-end service offerings on the market: consulting, systems integration, software development, infrastructure management and business process services. Sopra Steria is trusted by leading private and public-sector organisations to deliver successful transformation programmers that address their most complex and critical business challenges. Combining high quality and performance services, added value and innovation, Sopra Steria enables its clients to make the best use of digital technology. With over 38,000 employees in more than 20 countries, Sopra Steria had revenue of €3.6 billion in 2015.

For more information, please visit our website www.soprasteria.co.uk

About SAS

SAS is a leading provider of analytics software products. Through innovative analytics, business intelligence and data management software and services, SAS helps customers at more than 75,000 sites make better decisions faster. Since 1976, SAS has been giving customers around the world THE POWER TO KNOW®.

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