

## **CRM** magazine honours SAS yet again

For the sixth year running, *CRM* magazine has recognised SAS for its industry-leading analytics and marketing automation capabilities. SAS was recently announced the winner in the business intelligence category of the *CRM* Market Awards and a *CRM* Market Leader for marketing automation. "No one's surprised at SAS' strong finish this year across multiple categories, including its outright win in Business Intelligence," said Joshua Weinberger, managing editor of *CRM*. "Its depth and breadth is legendary, but it's SAS' commitment to innovation that really seems to have the most lasting impact on the marketplace. We inducted Dr Jim Goodnight, the company's founder, into the *CRM* Hall of Fame several years ago, and we'd probably induct him again if it were possible."

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