

SAS wins Product of the Year

The editors of US-based *Customer Interaction Solutions* magazine, who select Product of the Year Awards based on company vision, leadership and diligence, have selected SAS Marketing Optimisation as a recipient of a 2010 Product of the Year Award. The SAS product helps organisations maximise economic outcomes by making the most of each individual customer communication. The solution helps increase marketing campaign ROI by determining the best offers for individual customers and delivering analytic insight into the implications of business constraints, such as channel capacity and contact policies.

For more, visit: <https://www.bizcommunity.com>