

## Summary

Early-career Masters of Management Studies (MMS) students helped SAS Institute identify opportunities with small- to mid-market electric utilities.

**"This was an excellent collaboration to identify innovative solutions for application of advance analytics in the energy space. The energy industry needs to drive more engagements like this."**

Sal Gill MBA '18, Head of Market Innovation, SAS Energy & Utilities

## Project Snapshot

Focus: Market Analysis

Industry: Energy and Utilities

HQ: Cary, NC, USA

Program Year: 2020-2021

## Challenge

SAS Institute is an American multinational developer of analytics software based in Cary, North Carolina. With large utility clients in the U.S. and across the globe, the Energy division wanted to broaden its reach to small and mid-sized electric utilities. SAS Institute approached the Fuqua Client Consulting Practicum (FCCP) to explore providing smaller organizations with operational improvements and cost efficiencies through their advanced analytics solutions.

## Approach

The FCCP project team performed a comprehensive analysis of the small- and mid-size energy utilities industry. Students worked with the client to devise the right metrics to identify prospective clients' needs, then developed a comprehensive market landscape, including industry expert and client stakeholder interviews, a competitive analysis, and budget forecasting.

## Recommendation

The MMS student team recommended solutions for SAS Institute to capture greater market share in the mid-market utility space. The findings surprised the stakeholders by highlighting unmet market needs where SAS products could bring value to the sector.

"The energy industry needs to drive more engagements like this," said Sal Gill, Head of Market Innovation. "Glad that Fuqua is taking the lead!"

## About FCCP

The Fuqua Client Consulting Practicum is a for-credit experiential learning course at Duke University's Fuqua School of Business. In FCCP, students apply their business skills and relevant work experience to an active project engagement with an external client. Interested in engaging our students? Learn more at [www.fccp.fuqua.duke.edu](http://www.fccp.fuqua.duke.edu).