

exponentia.ai



databricks

"AI transformation, paid for by the SAS you retire."

The SAS Displacement Motion: MigrationXponent

A partner GTM playbook for Databricks AEs and Vertical Leads

\$700K–\$1M

avg SAS estate
cost per year

~38%

TCO reduction
proven in production



Databricks Innovation Partner of Year 2024

SAS is a \$700K–\$1M/year drag on every AI account in your book.

Each constraint compounds the others. The longer the estate remains on SAS, the more difficult and costly the eventual transition becomes.

Financial

\$700K–1Mn/yr in SAS licenses.

Annual price increases of 8–12%. Zero AI capability return.

This is capital that should be funding your GenAI and ML roadmap.

Competitive

Databricks-native competitors are deploying real-time ML models, automated underwriting, and NLP-powered analytics. SAS cannot match this architecture.

Talent

Top data scientists choose Python/Spark ecosystems. SAS expertise is scarce, ageing, and increasingly unavailable. Talent attrition is an operational risk.

Decision Paralysis

SAS being license driven makes it slower in response times for business decisions

Innovation

GenAI, LLMOps, real-time feature stores, Genie NL analytics none of these are accessible on SAS. Every new AI capability requires a parallel stack.

Efficient Data & AI Platform can provide a reduction in TCO by ~38% ; unlocking additional Innovative usecases within the current AI Budget

The 2025–2027 renewal wave is the highest-value entry window.

Five forces are converging. Waiting 12 months costs every account you carry \$380K–\$1.2M in foregone savings.

01

SAS contracts are renewing

The 2025–2027 renewal wave is live. Renewing locks in 3–5 more years + 8–12% annual price escalation. The renewal date is the natural inflection point.

02

Databricks is enterprise-ready

Unity Catalog, Photon, Mosaic AI, and Genie NL make Databricks a complete enterprise AI platform. Migration risk is at an all-time low.

03

Competitor AI timelines accelerating

Peers already on Databricks are deploying real-time credit scoring, NLP analytics, and automated regulatory reporting. Every month of delay widens the gap.

04

AI talent expects modern platforms

Next-gen data scientists expect Python, Spark, and MLflow. Recruiting on a SAS estate gets progressively harder and more expensive.

05

MigrationXponent eliminates the risk

70–90% automated conversion, row-perfect validation gates, 4 hard technical problems solved. The "too risky" objection is gone.

Cost of waiting 12 months: \$380K–\$1.2M in foregone savings + widening competitive gap + deeper SAS lock-in

De-Risk SAS Migration at Scale

MigrationXponent

Proprietary SAS-to-Databricks migration accelerator

- ✓ 70–90% automated SAS-to-PySpark code conversion
- ✓ Per-program confidence scoring
- ✓ Row-perfect validation gates before any go-live
- ✓ Solves 4 hard problems that break 60–70% of unsupported migrations

Prizm AI

AI use-case engine + AI strategy engine

- ✓ Identifies highest-ROI AI use cases from business context
- ✓ Prioritizes use cases by data maturity + industry benchmarks
- ✓ Delivers live AI use cases concurrent with migration

Help your accounts to Operationalize AI at Scale

Migration Doesn't Just Replace SAS It Starts a DBU Consumption Curve.

On SAS, the account contributes zero Databricks consumption. The day migration begins, that changes and keeps growing.



ON SAS · TODAY

\$0 Databricks DBU

Account contributes nothing to your DBU target. Every renewal cycle, it stays at zero.



ON DATABRICKS · POST SPRINT SIGN-OFF

Active & growing DBU

Incubation clusters provision first. Consumption builds through migration, then through every use case after.

RELATIVE DBU CONSUMPTION BY ENGAGEMENT PHASE

Directional model, not a forecast. No specific DBU figures are quoted — actual consumption depends on cluster sizing, workload volume, and use case count.



Every SAS migration is a new Databricks platform. Here's what that's worth.

Deal Economics

Deal Economics		▼ SAS Analytics (Legacy)			▼ Databricks (Modern)		
Cost Category	Year 1 (SAS)	Year 2 (SAS)	Year 3 (SAS)	Year 1 (DBX)	Year 2 (DBX)	Year 3 (DBX)	
A Platform Licensing / Subscription							
Core platform license (enterprise, Y1 base)	450000	450000	468000	—	—	—	
SAS maintenance renewal (~28% of Y1 built into annual fee)	Included	Included	Included	—	—	—	
Additional modules (Enterprise Guide, Visual Analytics, DM)	Included	Included	Included	—	—	—	
LICENSING SUBTOTAL	450000	450000	468000	—	—	—	
B Compute / Infrastructure							
On-premise server maintenance & hardware (SAS)	120000	124800	129792	—	—	—	
Cloud compute — Infrastructure	—	—	—	12000	13200	14520	
Databricks DBU charges (Jobs + All-Purpose + SQL Compute)	N/A	N/A	N/A	282000	313020	347452	
COMPUTE SUBTOTAL	120000	124800	129792	294000	326220	361972	
C Storage							
SAS proprietary data storage + SAN / NAS costs	40000	44000	48400	—	—	—	
AWS S3 + Delta Lake managed storage (Databricks)	—	—	—	3500	3885	4312	
STORAGE SUBTOTAL	40000	44000	48400	3500	3885	4312	
D Personnel (Fully-Loaded FTE Cost incl. Benefits)							
SAS programmers + DBA (4 FTE avg \$95K loaded)	95000	98800	102752	—	—	—	
Data engineers — Y1/Y2/Y3 steady state (3 FTE @ \$120K)	—	—	—	100000	100000	100000	
PERSONNEL SUBTOTAL	95000	98800	102752	0	100000	100000	
E Migration (One-Time Cost — Databricks Year 1 Only)							
Migration project: code conversion, validation, UAT testing	N/A	N/A	N/A	100000	—	—	
GenAI-assisted migration tooling (partner accelerator)	N/A	N/A	N/A	30000	—	—	
Data governance setup (Unity Catalog + access controls)	N/A	N/A	N/A	20000	—	—	
MIGRATION SUBTOTAL	—	—	—	150000	—	—	
ANNUAL TOTAL (USD)	\$705,000	\$717,600	\$748,944	\$447,500	\$430,105	\$466,285	
3-YEAR CUMULATIVE TCO	\$2,171,544			\$1,343,890			
NET 3-YEAR SAVINGS (Databricks vs SAS)	\$827,654						
% REDUCTION IN PLATFORM SPEND	38.1%						

~38.1%

Total 3-year TCO reduction

\$18K

Sprint entry — below procurement threshold

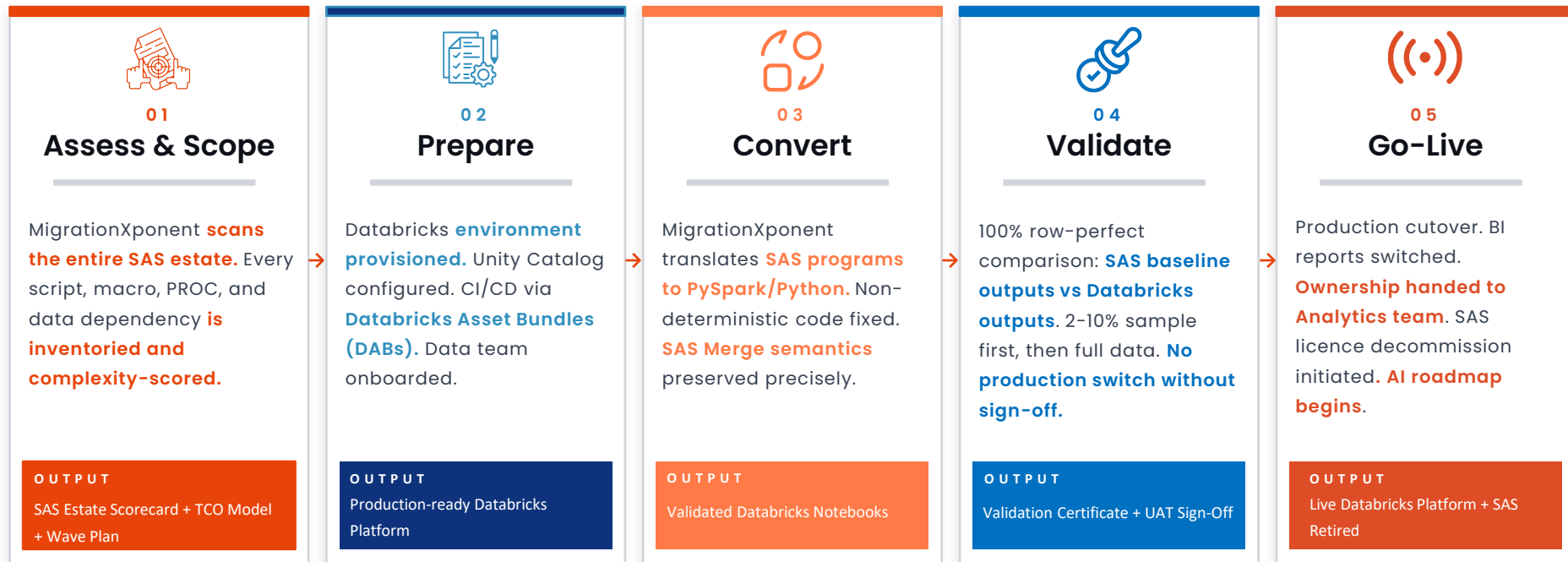
12 mo

Avg migration timeline (full production)

* Personnel costs reach break-even at steady-state (Y2/Y3) as team retrains from SAS to Python/Spark

MigrationXponent: A structured five-stage process, each with a contractual deliverable and client sign-off gate.

MigrationXponent™ is Exponentia's proprietary SAS migration accelerator. It reduces migration effort by 60–70% versus manual conversion with contractual output validation.



Every phase has defined deliverables and a client sign-off gate. No phase begins until the previous one is approved. No production switch-over without 100% row-perfect validation.

Technical problems that break 60–70% of unsupported SAS migrations.

These are not edge cases. They appear in every enterprise SAS estate. Without solving them precisely, migrated code produces silently wrong outputs.

Non-Deterministic Code

Problem



Some SAS steps are sensitive to data sort order producing outputs that vary unexpectedly. Naive migration produces different (and indefensible) results in Databricks.

Exponentia Fix



Instruments SAS code with sort-order validation macros. All ambiguous sort steps are made fully deterministic before migration proceeds. Client analytics team approves all changes.

SAS Merge $\neq$ SQL Join

Problem



SAS Merge By has different semantics to SQL JOIN. With duplicate keys, SAS produces 3 records where SQL produces 6. Copy-paste conversion silently produces wrong outputs.

Exponentia Fix



MigrationXponent classifies each merge scenario (1:1, 1:M, M:1, M:M) and applies a custom 'dataframe merge' helper that replicates SAS semantics precisely in PySpark.

Missing Values vs ANSI NULL

Problem



SAS 'Missing' values differ from ANSI NULL. String NULL equals empty string. NULL equals NULL in joins. Naïve SQL conversion produces incorrect record selection.

Exponentia Fix



MigrationXponent accounts for all SAS null semantics using Spark's `<=>` operator and custom null-handling expressions. All converted queries match SAS outputs 100%.

Complex Procedural Data Steps

Problem



Long SAS Data Steps with nested if-then-else logic cannot be cleanly translated to PySpark DataFrames. The resulting code is unmaintainable and hard to validate.

Exponentia Fix



MigrationXponent translates complex Data Steps to Python UDTFs. Logic closely mirrors original SAS structure. Can be debugged line-by-line on small samples before production scale.

AI-assisted conversion: 70–90% automation with per-program confidence scoring — only the hard 10–30% needs human review.

How MigrationXponent converts SAS code

1

GenAI-powered translation

Automatically translates SAS DATA steps, PROC SQL, and macros into PySpark/Python notebooks. Handles the full vocabulary of Base SAS, including constructs that break traditional rule-based converters.

2

Intelligent pattern recognition

Recognises complex SAS-specific semantics — MERGE, RETAIN, BY-group processing — that naive converters miss entirely. Each pattern has an explicit, tested Databricks equivalent.

3

Confidence scoring per notebook

Every converted notebook is rated on correctness, completeness, and optimisation. Scores are transparent. Only the notebooks below the confidence threshold are flagged for human review — typically 10–30% of the estate.

4

Conversion gap analysis

Produces a Conversion Gap Analysis and Manual Refactoring Guide for every program that needs human attention. Engineers see exactly what to fix and why — no guesswork.

Conversion Performance

70–90%

automated SAS-to-PySpark conversion rate

10–30%

flagged for human review with explicit gap guide

60–70%

reduction in migration effort vs manual conversion

Stage Deliverables

- ✓ Validated Databricks Notebooks (PySpark / SQL)
- ✓ Confidence Score Report per converted program
- ✓ Conversion Gap Analysis and Manual Refactoring Guide
- ✓ SAS-to-Databricks translation audit trail

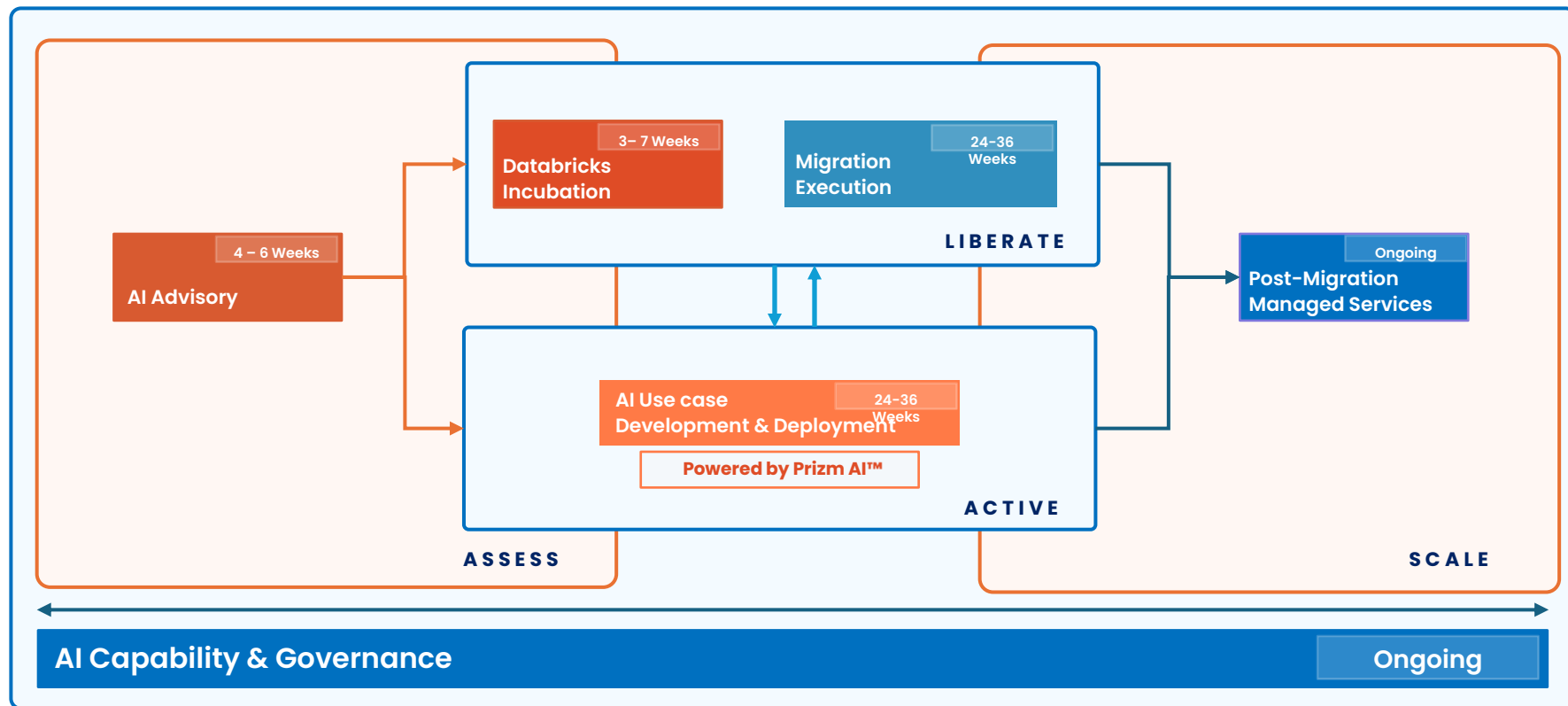
Replace the SAS tax with Exponentia's AI Transformation Framework..

SAS savings unlocked: \$380K–\$1.2M over 3 years

→ REINVESTED IN →

AI USE CASES

AI CAPABILITY & GOVERNANCE



Full Migration Service Framework

AI Use Cases

What you build on Databricks with the capital freed from SAS

AI Advisory

3 services

SAS Estate Assessment & Inventory

- Code complexity scoring
- Dependency mapping
- Workload classification (Simple / Complex / High-Risk)

AI Strategy & Rad Map

- AI existing & future usecase
- AI Prioritization Matrix
- Tech Architecture Finalization
- TCO/Business case Advisory

Implementation Plan

- Workload criticality matrix
- Production wave plan
- SAS licence exit timeline

Databricks Incubation

1 services

Incubating Databrick

- Workspace Setup & Configuration
- Multi-Ecosystem Convergence
- Feature Store
- Unity Catalog

Migration Execution

4 services

SAS Code → PySpark / SQL Conversion

- Syntax conversion
- Macro expansion
- SCD2 loaders
- ETL logic translation
- Delta Lake schema mapping

SAS ML Model Migration

- Model logic extraction
- Rewrite in scikit-learn / PySpark ML
- MLflow registry
- A/B validation vs SAS

Data Migration & Schema Translation

- .sas7bdat to Delta Lake
- Schema harmonization
- ACID compliance
- Unity Catalog lineage tagging

Parallel Run / Shadow Testing

- Dual-system architecture
- Bi-directional sync
- Automated diff reports
- Go/no-go cutover framework

AI Capability Building

Validation & Cutover

2 services

Automated Validation & UAT

- Row-level matching
- Checksum comparison
- Schema parity
- Regression testing & Performance benchmarking

Performance Optimisation Post-Conversion

- Query optimization
- SLA baselining
- Auto-scaling
- Delta OPTIMIZE / ZORDER

Post-Migration Managed Services

3 services

Databricks FinOps & Cost Governance

- DBU tagging
- Cluster right-sizing
- Reserved capacity
- planning
- Spend dashboards
- Budget alerts

Databricks Managed Operations (AMS)

- Pipeline monitoring
- SLA management
- Incident response
- Optimization

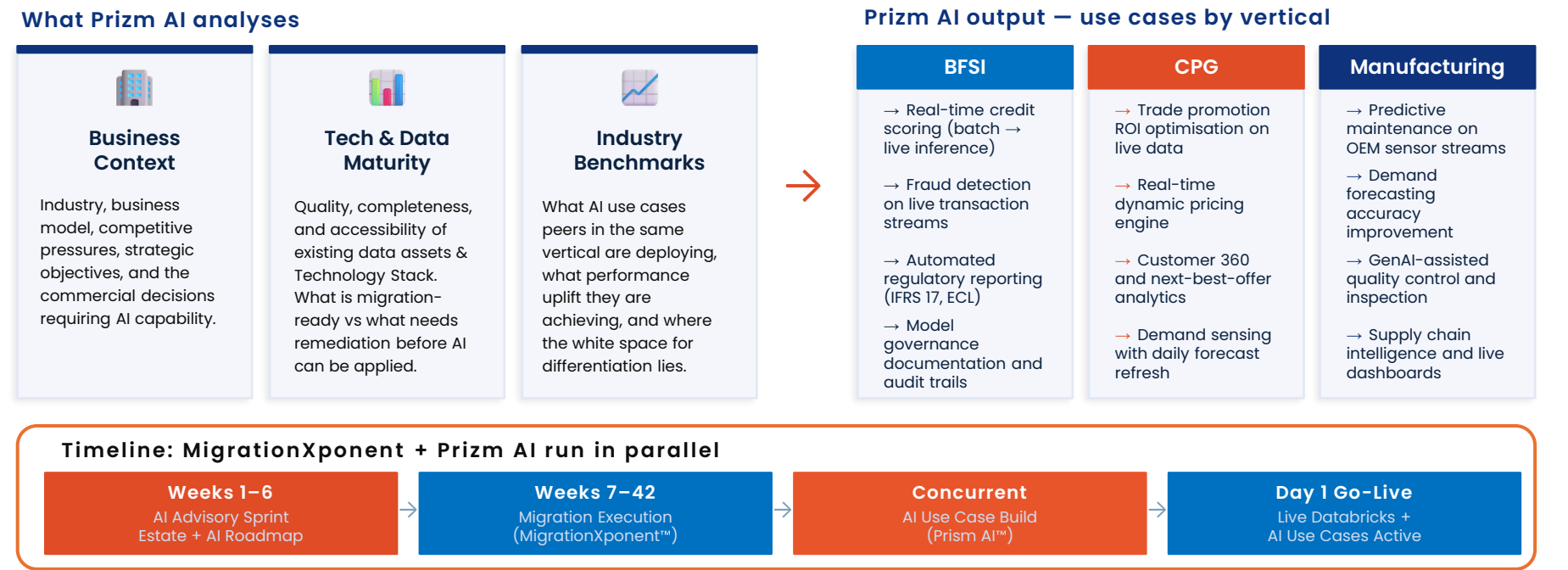
Data governance implementation on Databricks

- Access control
- Lineage
- PII classification
- Audit trails

Prism AI: The AI use case engine that runs concurrent with migration, so clients have live AI outcomes on Databricks from Day 1.

exponentia.ai

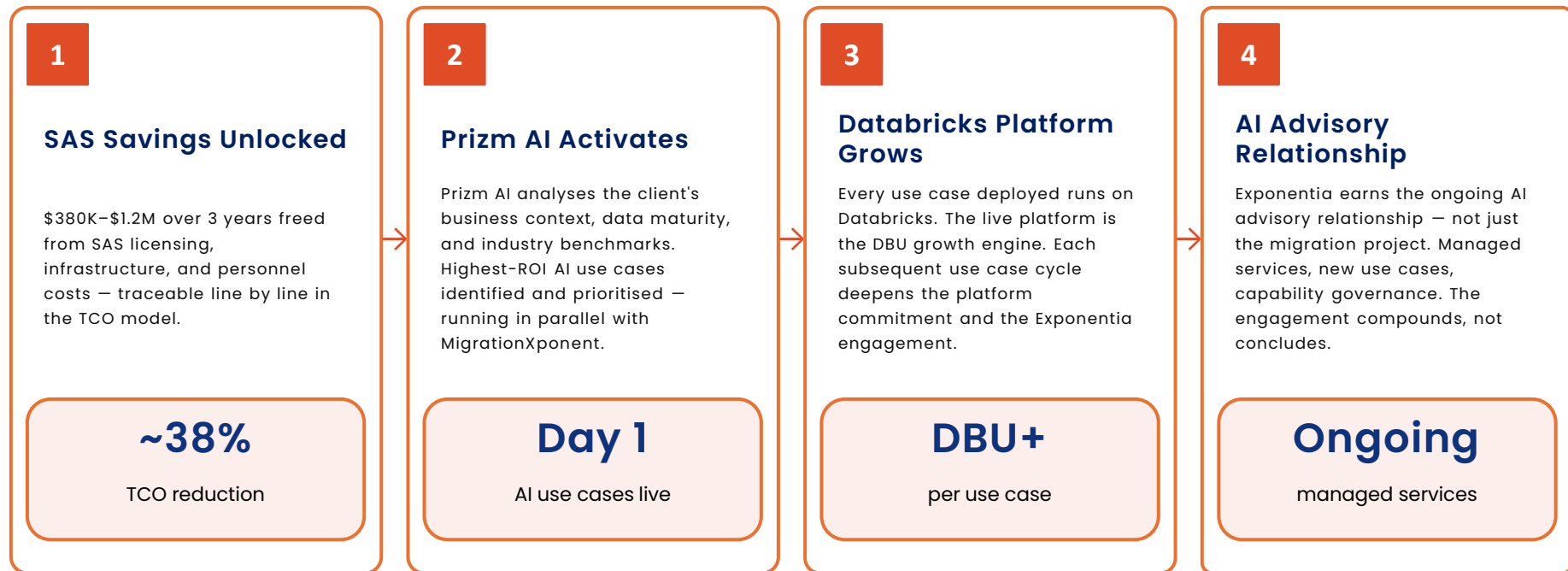
Prism AI analyses an enterprise's business context, data maturity, and industry benchmarks to identify and prioritise the highest-ROI AI use cases available on Databricks. It runs **in parallel with the SAS migration...not after it**.
The result: clients reach Day 1 of go-live with AI use cases already built and validated on the live Databricks platform.



Migration and AI use case development run simultaneously. Clients do not wait for the migration to complete before receiving AI value.

Other migration partners deliver PySpark code and hand back the keys...

Exponentia delivers a live AI platform — funded by SAS savings — with use cases already running.



The AI Advisory Sprint is the entry to the flywheel — \$18K, 6 weeks, three deliverables that initiate all four stages.

Leading Global Health Insurer (India) · Actuarial & Pricing Modernisation on Databricks

The Situation

Core actuarial pricing models running on legacy SAS. SAS proposed SAS Viya (cloud) renewal at USD 300K, forcing a strategic decision: deepen vendor lock-in or modernise.

The Decision

Instead of renewing, partnered with Exponentia to migrate actuarial pricing workloads to Databricks. Models re-implemented with full functional parity. SAS decommissioned.

"Even a modest SAS estate is a strategic inflection point — modernise decisively or deepen the constraint."

300K \$

SAS Viya renewal avoided

96K \$

new run-rate on Databricks

~38%

3-year TCO reduction

90–95%

ETL runtime reduction

Start with a Sprint. Unlock the full transformation.

The AI Advisory Sprint is the lowest-risk, fastest-value entry. Six weeks. Fixed fee. Three deliverables. Below most enterprise procurement thresholds.

This week

01

Agree Sprint Scope

1-hr working session with CDO/CIO + Exponentia delivery lead. Agree SAS programs in scope, access requirements, and success criteria.

Week 1

02

Sign the Sprint SOW

Fixed-fee engagement. One-page scope. Can be executed within existing IT procurement. Typical sign-off: 5-7 business days.

Weeks 2-7

03

Sprint Delivery

Estate scan + TCO model + AI use case prioritization (Nexus AI™) + Wave plan. All three deliverables in 4-6 weeks.

Week 7-8

04

AI Transformation Decision

Sprint deliverables presented to CFO + CDO. Business case reviewed. Migration + AI roadmap approved or structured further.

USD \$18K fixed fee • 3 deliverables: SAS Estate Scorecard + AI Roadmap + Migration Business Case

Clear division of Effort. High signal-to-effort ratio for the AE.

The Joint Motion

Databricks AE / Vertical Head

FLAG

Spot SAS account signal in your book. One message to Exponentia. Done.

INTRO

1-hour joint discovery call. AE opens. Exponentia leads the technical conversation.

REGISTER

Register the deal. DBU credit begins at Sprint sign-off.

SUPPORT

Quarterly business reviews + exec alignment. We do the delivery heavy lifting.

SCALE

Every migration is a live Databricks platform. You own the DBU growth story.



Joint
coverage

Exponentia

QUALIFY

24-hour qualification response. Sprint scope returned in 48 hours.

DISCOVER

Lead the technical discovery. Produce the Sprint proposal with TCO model.

DELIVER

Execute the Sprint: Estate Scorecard + AI Roadmap + Migration Business Case.

EXECUTE

Run the full migration + AI use-case build. Regular AE status updates.

GOVERN

Post-migration managed services. FinOps. AI capability uplift.

The Mutual Ask

A commercial partnership built on mutual accountability.

What we ask of you

Flag SAS renewal accounts as priority co-sell — we qualify within 24 hours

One joint discovery call per flagged account (1 hour, we lead technical)

Deal registration on first Sprint sign-off — DBU credit begins immediately

Access to exec sponsors (CFO/CDO) for Sprint deliverable presentation

What you get from us

A fully-costed, 3-year migration + AI business case your client can present to board

Jointly branded case studies from every closed deal — your reference asset

DBU growth from every migration: live Databricks platform is your platform story

A co-sell motion you can replicate: same sprint play works across BFSI, CPG, Mfg

To start: send your account name + SAS renewal date → engage@exponentia.ai · We return a Sprint scope within 48 hours.

Start with a Sprint. Unlock your AI transformation.

The AI Advisory Sprint is the lowest-risk, fastest-value entry. Six weeks. Fixed fee.
Three deliverables: SAS Estate Scorecard + AI Roadmap + Migration Business Case.

This week

01

Agree Sprint Scope

1-hr working session with CDO/CIO + Exponentia delivery lead. Agree SAS programs in scope, access requirements, and success criteria.

Week 1

02

Sign the Sprint SOW

Fixed-fee engagement. One-page scope. Can be executed within existing IT procurement. Typical sign-off: 5–7 business days.

Weeks 2–7

03

Sprint Delivery Begins

Estate scan + TCO model + AI use case prioritization (Nexus AI™) + Wave plan. All three deliverables in 4–6 weeks.

Week 7–8

04

AI Transformation Decision

Sprint deliverables presented to CFO + CDO. Business case reviewed. Migration + AI roadmap approved or structured further.

To begin: share your SAS licence renewal date and a brief description of your estate. We will return a proposed Sprint scope within 48 hours.

Our Credentials with Databricks



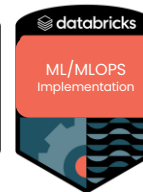
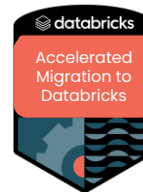
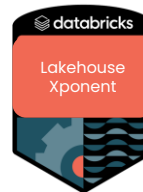
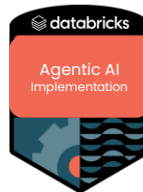
CERTIFICATIONS

80+

Databricks
Certified

25+

Certified GenAI
Engineers



Accelerators & Solution Frameworks



Agentic AI accelerator for structured & unstructured data, deployable in 4 weeks



Production-ready Lakehouse setup in 4 weeks with Data Quality & Automated Ingestion and FinOps framework.



Plug-and-play AI Solution to drive conversational intelligence & sales enablement



GenAI-driven insights for smart procurement optimization in 6 weeks



Automated & Reliable AI governance framework for secure, compliant model validation

500+

Daily
Live
Pipelines

10+

TB Data
Daily
processed

20+

ML
Models
Implemented

10+

GenAI
Apps
Implemented

\$100 Mn

Value
Delivered

AI Consulting

Accelerate GenAI readiness with governed, production grade Solutions.

Modernize AI + Data Platform

Stand up Lakehouse in 4 weeks with automated ingestion and quality checks.

AI Product Engineering

Build intelligent products with Databricks-native MLOps and GenAI.



Managed Services

Ensure continuous value with Databricks-optimized environments.

AI & Analytics Solutions

Deliver predictive insights and conversational intelligence.

AI Strategy + Shipped Systems — One Partner, End-to-End

Consult

Innovate

Build

Continuity

CoE Capability

🔧 Data and AI Strategy

- Aligning Business Priorities and Change Management
- Architecture and TCO Optimization
- Roadmap – Functional, Technical, Processes and Org Structures

🔧 Data and AI Semantic Layers

- Building Ontologies, Semantic Models, Data Models

🔧 Modernize Data and AI Stack

- AI/ML/Data and BI Platform Migration
- Framework and AI Led Approach

🔧 Enterprise AI and Data Products

- AgenticAI AI Personas, Workflows and Applications
- Enterprise Data Products –Personalization/ Recommendation Engine, Spend Analytics etc

🔧 AgentOps, MLOps and Platform Governance

- Governance, Assurance, FinOps and Continuity Services for Enterprise AI Platforms and Applications

🔧 Enabling Enterprise Capabilities

- Setting up Data and AI CoE
- Data Literacy and Enablement Programs



Boutique by design. Global by capability. AI at the core.

Exponentia – at a glance

250+

**AI and Data
Solutions Delivered**

550+

**Consultants
Globally**

75+

**Active Clients
globally**

96%

**Client Retention
Rate**

5+

Years

Milestones – Global Expansion

Estd – 2021

Started the AI and
Data Consulting
Services

2024

Estd the US JV

2026

Expansion Mode

2022 –23

UK business setup

2025

Estd in UAE



Awards and Recognition



Qlik's Channel Growth
Partner of the Year 2024:
Asia Pacific



Digital impact
Award 2024



Databricks Innovation
Partner of the year 2024



The Most Prominent
Microsoft Partners -
2023



Databricks – APJ
Partner Awards –
Rising Star



AWS summit London –
Exponentia AI,
DS Smith and AWS



Winner of Qlik
Innovation Award for
Conversational Bot



Emerging Company
Award 2022 by India
Achiever's Forum



Qlik's Most Enabled
Partner Award APAC,
2022-23



Top 10 Data Science
companies in Mumbai by
Analytics Insights



British Data Awards
Finalist 2025



Locations

AMERICAS
DELAWARE

EMEA
LONDON
UAE

APAC
SINGAPORE
INDIA





Institutionalize Intelligence

Nimble enough to listen,
Big enough to deliver!

 engage@exponentia.ai

 www.exponentia.ai



US



UK



UAE



IND



SGP



What Our Customers Say

“

Exponentia.ai lived to their word and over-delivered, which was crucial to the organization's first-quarter success. The team collaborated using the end client's preferred communication tools like phone calls, email, and chat. Overall, their versatile skills helped yield results beyond expectations.

”

Sr. VP, Jones Lang LaSalle, USA



“

Vidal health has been pioneering and pushing the boundaries in use of analytics and tech for insurance industries. Exponentia helped Vidal successfully deploy cutting edge, data driven solutions which empowered our corporate(b2b) customers with real-time information and insights on the insurance policies and claims critical for their business decisions. It's been a great journey so far and hope to push boundaries further with AI Tech.

”

CIO, Vidal Health Insurance, India



“

Exponentia.ai delivered a tool that would be used for analytics purposes. The platform remained error-free since the deployment, proving the team's reliability. They managed the project excellently despite struggles due to the pandemic. Customers could expect a team that is quick to grasp ideas.

”

CEO, Capital Legal Ltd, United Kingdom

