

Thursday, 3rd April 2008
PricewaterhouseCoopers Building
Level 10
201 Sussex Street Sydney NSW 2001

5:15pm Registration

5:30pm *Laying a Strong Foundation for SAS 9.2 Platform*

*Lai Phong Tran, Senior Solution Architect
 SAS Australia and New Zealand*

***Bio** – Lai Phong Tran is a Senior Solution Architect at SAS, responsible for providing thought leadership in creating and implementing technology roadmaps, best-practice architecture and deployment for customers. He is a recognised expert in field of SAS and SAP integration. Lai Phong has worked for SAS since 1992, he had held various positions including SAS' Technical Support Manager, Education Services Manager, Principal Consultant, Pre-Sales Consultant, Trainer and Technical Support Specialist. Lai Phong was the founding Head of the SAS Brisbane office in 1995 with responsibility for growth and focus on local support..*

***Abstract** – How can I reverse engineer and convert my legacy programs into grid-enabled jobs? Is there a way to restart execution of a multiple-step SAS program at the point of failure? What is the best practice in producing more meaningful and high quality graphs from SAS analytical procedures? The answers to these and more will be unveiled as a sneak preview to what you can expect in the upcoming release of SAS 9.2. This presentation focuses on the changes and enhancements of the underpinning technologies in the MVA-based SAS products that form the foundation of the SAS 9.2 Enterprise Intelligence Platform.*

5:50pm *How to Stop Good Customers Leaving (using SAS)*

*Gordon Wallace, Analytical Consultant
 Prophet Analytics*

***Bio** – Gordon has over 8 years experience in analytics and databases using SPSS, SAS, Enterprise Guide, Enterprise Miner and Teradata. He has a background in statistics and has been working for Prophet Analytics for the past 5 years on various modelling and analytics projects at major banks, charities and healthcare providers.*

***Abstract** – The credit card market is currently highly competitive in relation to reward schemes, annual fees and interest rates. With the recent rate increases, more and more customers are looking to go elsewhere. This presentation looks at using inhouse customer data to identify the events that precede a customer leaving and how to set up a framework for preventing profitable customers from doing so. Powering this framework is a retention model created with SAS, Enterprise Miner and Enterprise Guide.*

6:10pm User Group Wrap Up & Drinks

Please register your attendance for the SNUG meeting by calling **Tamara Hewitt** on **(02) 9428 0428** or email us at **snug@oz.sas.com** by Wednesday 26th March 2008.

Register online at www.sas.com/australia/usergroups/snug

Committee

Yuri Zbrutsky (Chair)
 Ernst and Young

Catherine Sky
 NSCCAHS

Stephen Hanks
 St. George Bank

Kim Yee
 Prophet Analytics

Charles Baxter
 Sysware Consulting Group

Stuart Dennon
 Sysware Consulting Group

Brad Jensen
 CBA

Vanessa Low
 SAS Australia

Bill Gibson
 SAS Australia