

## SAS® Business Intelligence Competency Center Offerings

Research from *Computerworld* market surveys sponsored by SAS found that:

- 36 percent of respondents have already established a BICC or other type of cross-functional team dedicated to optimizing their BI initiative.
- Organizations with mature information management practices actually exceeded their previous year's performance.

Capitalizing on the benefits of business intelligence requires more than the implementation of state-of-the-art BI technology. It also demands a commitment to organizational and cultural change, continuous improvement and effective information management, as well as the integration of business intelligence as a core component of your information and decision-making processes.

To cope with ever-growing business and information needs and complex regulatory compliance requirements, an efficient and responsive BI environment is essential. An enterprise Business Intelligence Competency Center (BICC) can strengthen your organization's effectiveness in dealing with these challenges. Whether your primary focus is on reporting, data quality, performance management or analytics, the BICC's primary objectives may include:

- Development and implementation of your organization's BI strategy.
- Collaboration across business units to produce accurate and timely information.
- Alignment of BI efforts with business priorities.
- Development of standards and best practices.
- Strengthening business and IT collaboration.

### Key benefits

A BICC is established in phases. Significant benefits are realized as the collaboration between the center and the organization's business and IT

strengthens. A BICC should produce the following benefits:

- More effective use of enterprise information assets.
- More efficient internal business processes and collaboration.
- More accurate decisions through better enterprise data management.
- Alignment of BI efforts with enterprise goals.
- Higher ROI from technology investments as standards and governance are adopted and as knowledge sharing becomes a corporate practice.

### SAS® BICC offerings

The SAS Business Intelligence Competency Center offerings reflect SAS' global commitment to provide not only superior enterprise BI solutions, but also services to assist your organization in leveraging its internal skills, knowledge processes, infrastructure and culture.

SAS' services framework is designed to help your organization in all phases of establishing and evolving its own unique BICC. The primary focus of these services is to help develop the optimal BICC structure for your organization's specific environment and culture. The SAS team will work with you to identify BICC focus areas that leverage your core competencies and maximize your organization's business impact and competitive advantage.

SAS BICC services are structured to factor in the unique characteristics and culture of your organization. The services framework uses the SAS Information Evolution Model as a foundation to assess your organization's BI capabilities and readiness, identify the optimal



BICC structure and develop a road map to maximize your business value from BI. This framework combines our leading BI technology with the experience and expertise of SAS and partner consultancies. Whether you are exploring the role of a BICC, assessing where you are and where to start, executing a plan to establish a BICC or already operating one, SAS provides services to support you.

- **BICC Orientation Workshop.** The BICC Orientation Workshop introduces you to the basics of BICCs, such as definitions, benefits, structuring options, functional areas, funding

techniques, development activities and operational efficiencies.

- **BICC Setup Assessment.** Your organization's business priorities will determine the scope of your assessment. The BICC Setup Assessment provides your organization with a blueprint to establish and evolve your own BICC.
- **Solution/Function Assessment.** The Solution/Function Assessment focuses on a specific business function, such as customer or financial intelligence. It provides a road map to address the business requirements

and the use of a BICC to ensure objectives are met.

- **Enterprise Strategic BI Assessment.** The Enterprise Strategic BI Assessment evaluates your organization's BI capabilities. It provides recommendations to move your organization to the next level of strategic use of BI for better decision making and competitive advantage. Regardless of the assessment scope, SAS provides services to support you in the execution phase of your effort.

Once you establish your BICC, SAS can help your organization in five key domain areas by offering workshops to share enterprise best practices. The workshops cover data integration, analytics, structuring analytical and data mining marts, performance management, and infrastructure intelligence.

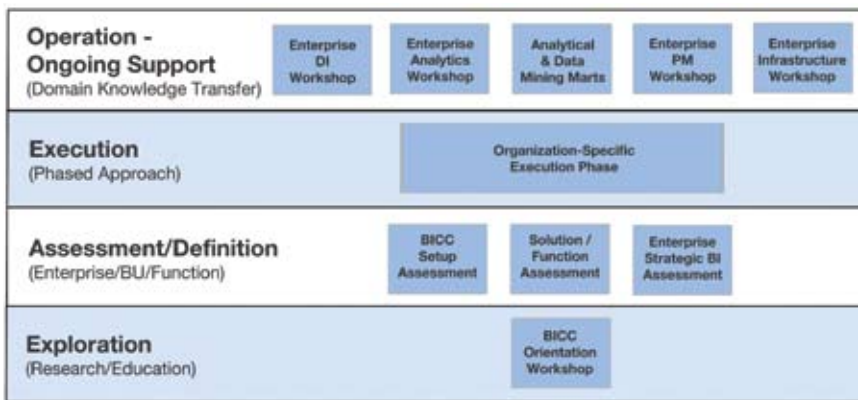


Figure 1: The SAS BICC services framework

### The SAS<sup>®</sup> Advantage

Access to the information you need to make quick and accurate business decisions is key to your organization's success. SAS software, together with the SAS BICC service offerings, provides you with the infrastructure and best practices to establish and optimize enterprisewide ownership and control of your information assets. Harness the power of world-class business intelligence solutions, services and knowledge to drive true fact-based competitive advantage throughout your organization. For more information on how SAS can quickly deliver the benefits of the BICC, contact SAS today at 1-866-887-1341.

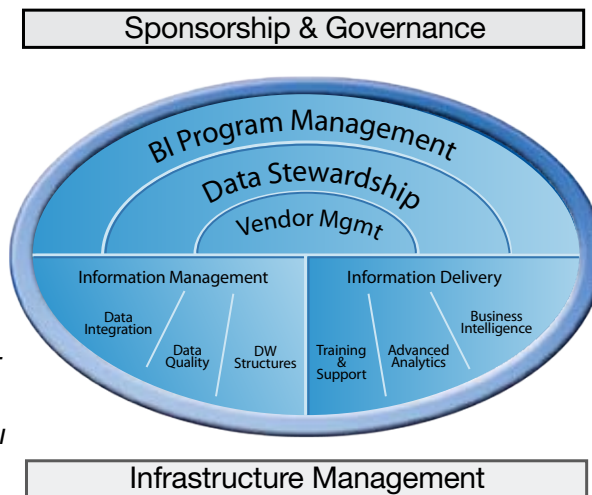


Figure 2: An enterprise BICC will generally focus on the areas depicted in Figure 2. During the assessment, SAS consultants will work with your organization to identify the key functional areas for your environment and business priorities.



THE POWER TO KNOW.

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