



SAS® Business Analytics Center of Excellence Service

Key Benefits

As an organization establishes and gradually integrates a BA CoE, it realizes significant benefits as the collaboration between the center, business units and IT strengthens.

Achieve Internal Alignment – BA CoEs will provide a framework for effective collaboration and alignment between enterprise business priorities and business analytics and IT efforts. Regular and structured collaboration and information sharing will maximize the return on investment in technology and resources.

Maximize the Use of Internal Resources – More effective use of enterprise resources, skills, processes, technology and information assets to support all business users. Achieving the right balance between centralizing and decentralizing support functions will lead to higher ROI and facilitate self-service and business user training.

Improve Internal Processes – An effective BA CoE will facilitate and optimize the requirement and delivery processes for BI, analytics and performance management to support the business decision-making process.

Produce a Robust and Scalable BA Environment – The development and adoption of best practices will lead to improvements to the content and structure of the organization's business analytics environment.

Develop Organizational Maturity – Consistent collaboration, information sharing and fact-based decision making will develop a culture that values information and analytics as corporate assets and improve the organization's competitive advantage.

How can this consulting service help your organization?

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

An efficient, responsive business analytics environment coupled with effective information management are essential to cope with ever-growing business and information needs and increasing external reporting and regulatory compliance.

An enterprise business analytics center of excellence (BA CoE) can help your organization deal with these challenges. Research from Computerworld market surveys sponsored by SAS found that organizations with mature information management practices exceeded their previous year's performance.

Whether your primary focus is on analytics, performance management, reporting, data quality and integration or BA governance, an enterprise BA CoE can play a significant role in supporting your organization's priorities.

What Is the SAS Business Analytics Center of Excellence Service?

It is a SAS Consulting® service for organizations that want to establish an enterprise business analytics center of excellence (BA CoE). A BA CoE is staffed by your organization and is responsible for promoting the effective

use of business analytics to support business priorities and strategies across your organization.

To identify the function, role and required resources for your organization's BA CoE, you must consider your current business analytics capabilities, available resources, internal processes and culture. This consulting service will conduct a comprehensive assessment of your organization to evaluate these factors and develop the structure that makes best use of your core competencies and addresses any gaps in BA capabilities. The SAS business consultants will use the patented Information Evolution Model, which offers a structured methodology to evaluate these organizational dimensions. The result is a detailed and customized description of everything your organization needs to establish a BA CoE.

How Does It Work?

The SAS BA CoE services factor in the unique characteristics and culture of your organization. The services framework uses SAS' information maturity model to assess your organization's business analytics capabilities and readiness, identify the optimal BA CoE structure and develop a road map to maximize your business value from investment in not only SAS® technology, but all BA technology you own. The assessment includes the following steps:

Identification of key business priorities and objectives – The SAS business consultants will interview your executive team to identify priorities, vision and perspectives. The results will guide all remaining discussions to ensure alignment with business priorities.



Assessment of your current environment – Your organization’s business priorities and culture should determine the scope and mandate of the BA CoE. The SAS team will conduct a comprehensive evaluation of your environment including technical BA infrastructure and capabilities, the availability and distribution of skills, current information processes and governance, and your internal culture. The team will use the information maturity model to evaluate these organizational dimensions and develop a detailed and customized structure of the optimum BA CoE for your organization.

Gap Analysis – Evaluate the current environment, map and benchmark to the SAS maturity model, and conduct a gap analysis.

Development of the BA CoE structure and road map – Develop recommendations to close gaps in technical infrastructure, skills, processes and culture, and identify the role of your BA CoE. The SAS team will then develop all the details you need to establish your BA CoE.

Review and presentation – The SAS team will meet with your executive team and all key stakeholders to present the recommendations and proposed structure.

What Do I Receive?

Whether you are exploring the value of a BA CoE, assessing readiness, seeking to develop a plan to establish a BA CoE or already operating one, SAS experts in all types of centers of excellence will support you in every phase. The deliverables will typically include:

- **BA CoE orientation and training.** Ensuring that everyone in your organization understands the role of a center of excellence and has the same expectations of its benefits and operation is a critical first step. Whether you just started researching the value of a BA CoE or have decided to move forward and establish one, SAS can offer the essential knowledge and best practices to support your decision through various types of training and workshops. These sessions cover the basic knowledge of BA CoEs such as

definition, types, benefits, structuring options, functional areas, funding models, development activities and operational efficiencies.

- **BA CoE structure and details.** SAS consultants will produce a detailed structure, role and mandate for your BA CoE. They will outline the role of your BA CoE, and the structure will include required resources, engagement

processes with business users and IT, required skills and training, and a road map and change management plan to establish and evolve your BA CoE.

- **Evaluation and support for your existing center of excellence.** Whether you are establishing a new BA CoE or have already one in place, the SAS consultants can provide an objective evaluation of the effectiveness of your CoE. Using best practices, SAS will provide specific feedback and recommendations to ensure that your BA CoE is on the right track.

What Is the Commitment?

The approximate duration will be determined based upon specific client requirements. Services are performed on-site and off-site, as needed. Assessment cost is determined by the scope and specific client requirements.

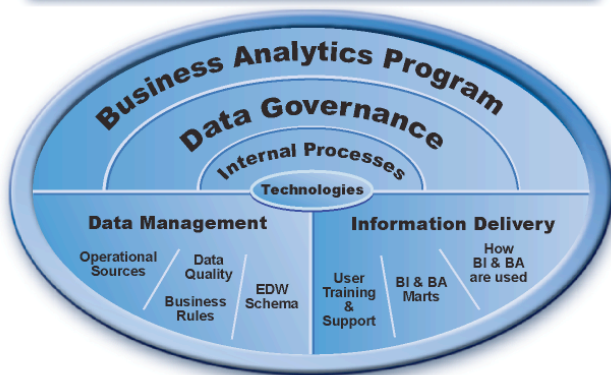
How Do I Find Out More About the SAS® Business Analytics Center of Excellence Service?

Your SAS account executive can connect you with the appropriate SAS business consultant.

About SAS

SAS is the leader in business analytics software and services, and the largest independent vendor in the business intelligence market. Through innovative solutions delivered within an integrated framework, SAS helps clients at more than 50,000 sites improve performance and deliver value by making better decisions faster. Since 1976, SAS has been giving clients around the world THE POWER TO KNOW®.

Sponsorship & Governance



Infrastructure Management



SAS Institute Inc. World Headquarters +1 919 677 8000

To contact your local SAS office, please visit: www.sas.com/offices

SAS and all other SAS Institute Inc. product or service names are registered trademarks or trademarks of SAS Institute Inc. in the USA and other countries. ® indicates USA registration. Other brand and product names are trademarks of their respective companies. Copyright © 2011, SAS Institute Inc. All rights reserved. 104966_S68318.0211