



The SAS® Enterprise Intelligence Suite for Education

*Measuring results and using insight
to drive institutional effectiveness*

Now more than ever, education leaders are using data analysis to make key decisions that will guide their institutions through the 21st century. As colleges and universities gather reams of data and attempt to analyze it in hopes of gleaming useful information, many find themselves overwhelmed, confused or lacking sufficient resources to efficiently meet the challenge.

SAS understands that accurate, complete and easily accessible data improves the effectiveness of higher education because it can be used to improve student learning as well as bolster overall school or institutional performance. We understand that institutional effectiveness is a continually evolving process, and we can supply the technology and services you need to ensure that your objectives and organizational goals are met efficiently. Our ultimate goal is to help you deliver reliable and relevant information to the right people at the right time – to help you make a difference in students' lives.

SAS creates and implements technology solutions tailored to meet the needs of today's colleges and universities, including student recruitment and retention, financial intelligence, human capital management, procurement management and overall institutional effectiveness. As institutions drive thought leadership throughout the education community, they rely on SAS to turn volumes of data from any source and across every channel into usable knowledge.

A superior solution for a single, strategic view of your institution

The SAS Enterprise Intelligence Suite for Education optimally integrates individual technology components within your existing IT infrastructure into a single, unified decision support system. The result is an information flow that transcends organizational silos, diverse computing platforms and niche tools — and delivers new insights that drive value for your organization.

**THE
POWER
TO KNOW®**



Only SAS addresses the entire process ...

What does the SAS® Enterprise Intelligence Suite for Education do?

The SAS Enterprise Intelligence Suite for Education is a comprehensive solution tailored to meet the needs of today's colleges and universities, including student recruitment and retention, financial intelligence, human capital management, procurement management and overall institutional effectiveness. It brings together the knowledge necessary for making informed decisions, taking you beyond the reporting of historical data to give you the power of predictive analytics.

Why is the SAS® Enterprise Intelligence Suite for Education important?

This solution consolidates planning or historical information on demand, ensuring that current, consistent and reliable information is always available for decision makers. Whether the answers needed involve information about faculty, staff, students, finances, facilities, research or data from any school or campus function, SAS' ability to consolidate, analyze and report information from across your institution or university system supports informed, effective decision making.

Who is the SAS® Enterprise Intelligence Suite for Education designed for?

The SAS Enterprise Intelligence Suite for Education is designed specifically to help education leaders manage and improve institutional effectiveness to best support students, learning and collaborative success.

IT infrastructures are complex. Integrating data and applications is a constant challenge, and so is providing the accurate intelligence demanded in today's fast-paced competitive environment.

Using the SAS Enterprise Intelligence Platform, the SAS Enterprise Intelligence Suite for Education offers unmatched data integration, data cleansing, easy-to-use reporting and unparalleled analytics. Because all solutions rely on the same open, flexible and extensible framework, it's easy to link individual solutions and leverage existing technology to produce reliable information decision makers can act upon with confidence.

Only SAS addresses the entire process of translating raw data into useful, trusted and timely information for fact-based decisions. Our integrated and complete intelligence platform bridges the gap between what you have – a mountain of inconsistent data from a variety of sources – and what you want to achieve – consistent, reliable and trustworthy data, flexible operation and rapid results. We deliver this through our technology and expertise in data integration and storage, analytics, business intelligence, targeted business solutions and specific industry solutions.

The SAS Enterprise Intelligence Suite for Education includes two core components: SAS Enterprise Data Integration Server and SAS Enterprise BI Server.

SAS® Enterprise Data Integration Server

Data quality is critical to the success of enterprise intelligence initiatives. Bad data on one system can easily and rapidly propagate to other systems. If information shared across the organization is contradictory, inconsistent or inaccurate, then interactions with students, faculty and others will be based on inaccurate information, resulting in higher costs, reduced credibility and student attrition.

SAS Enterprise Data Integration Server provides you with a flexible, reliable and complete solution for meeting all of your data integration needs. It delivers fast results while reducing the overall cost of data integration projects. By providing a complete portfolio of data integration capabilities, SAS Enterprise Data Integration Server:

- **Provides a single, integrated and easy-to-use solution**, which reduces delivery delays and high costs associated with having IT build custom code for each integration project or having to piece together nonintegrated technologies.
- **Embeds data quality within data integration processes** and provides a single view of your students, faculty and other entities, thereby eliminating business and technical problems caused by inaccurate, contradictory or inconsistent data.

- **Handles all your data integration activities**, so there is no need to acquire new tools to meet the changing needs of each new data integration project your institution must complete.

With robust connectivity and shared metadata, SAS Enterprise Data Integration Server is capable of data cleansing and enrichment; extraction, transformation and loading (ETL); data migration and synchronization; data federation; and master data management, all delivered within an integrated environment that is easy to deploy and maintain.

Delivering consistent and trusted information throughout your institution is integral to achieving institutional effectiveness. SAS Enterprise Data Integration Server provides increased confidence in the accuracy and timeliness of operational data and organizational information ensuring clean and reliable data for operational and business intelligence use.

SAS® Enterprise BI Server

All institutions have data. Everyone wants to use that data to create insights and intelligence to make good decisions. How can everyone access the data they need, quickly derive the intelligence they seek and not create their own unique versions of the truth?

SAS Business Intelligence gives you the information you need when you need it and in the format you need. By integrating data from across your institution and delivering self-service reporting and

analysis, IT and IR teams spend less time reactively responding to requests, freeing them to find more proactive ways to respond to institutional effectiveness strategies. Users spend less time looking for information or waiting to access basic reports and more time making better, more informed decisions.

Other vendors provide business intelligence solely in the form of historical reports that give you hindsight but no foresight and very limited insight. SAS Business Intelligence allows you to understand the past, monitor the present and predict the future as you move your organization ahead.

SAS Enterprise BI Server includes both a suite of powerful business intelligence tools and a complete, integrated business intelligence architecture to provide fast, simple access to consistent data for a more accurate picture of your organization. This holistic view of students, programs, faculty, staff and more will allow you to make better decisions and become a stronger and more effective institution. Key features of SAS Enterprise BI Server include:

- **Targeted Web and desktop reporting interfaces** that open the world of SAS intelligence to all types of users with varying needs and skills, speeding better decision making while relieving the burden on IT and IR personnel.
- **Multiple self-service query interfaces** that enable information producers to access and query data on their own without having to learn new skills.

- **Combined OLAP data storage and Web-based data exploration interface** that lets users quickly and interactively view summaries of large volumes of data from multiple angles and drill down for more detailed data as needed.
- **An extensive suite of graphic data presentation options** that enables users to see relationships that are not easily detected in tabular formats.
- **Out-of-the-box integration with Microsoft Office**, which provides nontechnical users with seamless access to SAS business intelligence and analytics from within their Microsoft Office applications.
- **An open, integrated metadata foundation** that means metadata can be shared across the enterprise from a centralized repository. This ensures that your business intelligence is consistent, accurate and a strategic asset.

Within SAS Enterprise BI Server, there are different interfaces and add-ins available, including:

SAS® Enterprise Guide®, a powerful Microsoft Windows client application that provides a guided mechanism to exploit the power of SAS and publish dynamic results throughout your institution. It's the preferred interface to SAS for analysts, statisticians and programmers – SAS Enterprise Guide saves time by automatically generating computer code with an easy point-and-click interface.

SAS® Web Report Studio, which provides intuitive and efficient access to query and reporting capabilities on the Web. With SAS Web Report Studio, decision makers across the enterprise gain self-sufficient access to high-quality data and the predictive power of SAS analytics, while minimizing administrative overhead, maximizing resources and freeing IT and IR staff to focus on strategic projects.

SAS® Add-In for Microsoft Office, which enables users to transparently leverage the power of SAS analytics, reporting and data access directly from Microsoft Office via integrated menus and toolbars. It provides easy access to SAS' broad and deep set of analytic, reporting and data access functionality from within the Microsoft Office environment.

The SAS® Advantage

No matter where your institution is on the path toward evolving information capabilities, SAS can adapt to your situation and drive your intelligence evolution to the next level, while leveraging and extending the value of your existing IT investments. With software to provide the technical infrastructure and a team that understands your needs regarding people, process and organizational culture, SAS helps you deliver the right intelligence to the right people at the right time to help you make a difference in students' lives.

With more than 30 years of proven experience, SAS is the acknowledged industry leader and innovator in business intelligence, advanced analytics and data management. SAS solutions and services empower your institution to

transform raw data – from any source and across every channel – into vital intelligence you can use to make critical decisions about students, staff, resources and the overall future of your institution.

Additional components of the SAS® Enterprise Intelligence Suite for Education

Two standard access engines – The SAS/ACCESS® interfaces are the foundation for our data access solution, enabling your SAS solutions to read, write and update data regardless of its native database or platform.

SAS® AppDev Studio™ – This component is a comprehensive, cost-effective, standalone development environment for creating, deploying and maintaining a variety of intelligence applications that leverage the full power of SAS.

SAS/STAT® software – SAS/STAT software provides tools for both specialized and enterprise-wide analytical needs. Using optimal statistical techniques can provide new information that improves programs and processes, drives development and institutional effectiveness, and helps you retain valued and satisfied students, faculty and staff.

SAS/IML® software – SAS/IML software provides a powerful and flexible matrix programming language in a dynamic, interactive environment for programmers, statisticians and researchers seeking specialized analyses and exploration.

SAS/ETS® software – This software equips you to address difficult, real-life questions by providing techniques to model complex scenarios and analyze the dynamic impact that specific events might have on your institution over time.

SAS/INSIGHT® software – With SAS/INSIGHT software, all graphs and analyses are dynamic. Spin a three-dimensional plot to explore your data. Click on points to identify them. Add and remove model effects as fast as you can evaluate them.

SAS® Intelligence Storage – SAS Intelligence Storage is the only storage environment available that delivers a combination of options designed to support business intelligence and analytics applications and deliver fast extraction, transformation and loading times irrespective of the amount of data held within an organization.



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