



Public Sector

The SAS® Intelligence Architecture

A single framework for aligning technologies to reach your goals

Government departments and agencies face mounting pressure to take a holistic view of their organizations. Information sharing and collaboration across organizations are priorities for initiative areas such as customer relationship management, financial management, human capital management, homeland security and performance management. Many government organizations are establishing enterprise architectures to address these issues.

Similarly, institutions of higher education are building the infrastructure to ensure campus enterprise portals deliver a wide range of services, tools, courses and resources. Information technology is expected to support an enterprise-computing model. Thus, enterprise architectures are emerging in both higher education and government.

Enterprise architecture is a blueprint for a common computing system across the enterprise that bridges “where it is” to “where it wants to be.” SAS can strengthen enterprise architectures by adding the intelligence advantage and enhancing other information technology strategies, including secure data storage and enterprise application integration.

SAS offers a life cycle approach to address the evolving need of organizations to not only manage data but also to analyze, report and share information and results. As part of this life cycle approach, SAS enables organizations to implement strategies to create intelligence architectures by providing:

- **Information.** Manage information throughout the organization to ensure a single, comprehensive view of relationships and data across departments, functions and organizational systems.
- **Context.** View and understand the context of information through advanced analytics, reporting and performance management.
- **Collaboration.** Manage integrated efforts across diverse units and collaborate to generate and communicate intelligence about the organization.

Creating insight for confident decision making

The SAS Intelligence Architecture makes it easy to link individual solutions and leverage existing technology to produce reliable information. Organizations gain the ability to discover, predict, forecast and optimize various aspects of their enterprises. SAS is unmatched in its ability to turn operational data into information and insight that can drive confident decision making.

A flexible framework for aligning strategy to reach your goals

The component-based SAS Intelligence Architecture is an open, extensible framework. By integrating and augmenting current technologies and resources, this flexible framework makes the most of existing operational infrastructures, scales with growing enterprises, and adjusts to meet changing organizational needs and goals. Our intelligence



architecture includes the following components to deliver SAS' industry-leading solutions:

Information:

- *Data integration.* SAS has long been the acknowledged leader in data integration. Our capabilities include data cleansing, organization and management utilities to build a data model that ensures the highest integrity. Our award-winning solution facilitates enterprise data management to establish a single, comprehensive view of data across departments, functions and agencies. SAS data warehousing combines seamlessly with analytics and business intelligence applications to create and deliver the information needed for successful decision making. SAS maintains the integrity of information by monitoring data quality and providing enrichment capabilities.

Context:

- *Reporting and analysis.* Among the core strengths of SAS, our advanced analytics provide power unmatched by any other vendor. SAS helps organizations analyze information and identify trends, allowing them to optimize their performance. SAS' analytic intelligence capabilities enable organizations to draw real intelligence from volumes of raw data, fueling new discoveries and more accurate forecasts.
- *Activity-based management.* Organizations must determine and manage the costs of implementing their programs. SAS' Activity-Based Management provides a complete modeling environment to analyze

data from transactional systems and to compare relevant information for better decision making. It also enhances the operational planning process – bridging the gap between what you want to accomplish and what you can accomplish.

- *Performance management.* SAS' Strategic Performance Management enables organizations to develop clear missions, strategies and performance measures that ensure organizations fulfill their responsibilities. As a result, organizations can strategically manage activities, drive operations based on past, current and forecasted information and track key performance indicators that pinpoint strengths and opportunities to improve.

Collaboration:

- *Knowledge management/public portal.* Organizations must manage information across a wide array of departments and functions, while collaborating to derive knowledge and communicate their performance with greater transparency. SAS provides a portal that enables collaboration and the sharing of information with appropriate internal and external audiences.

Implementation methodology

At SAS, we believe every implementation represents a technology partnership, not simply a consulting job. We guarantee SAS' methodology will work as defined to solve a specific business problem. Our implementation approach succeeds because it is grounded in four key principles directly aligned with the

Information Technology Reform Act's Raines' Rules:

- Proof of concept/pilot.
- Iterative deployment.
- Integration and augmentation.
- Ease of use.

An end-to-end infrastructure that consistently demonstrates value

With nearly three decades of proven experience, SAS is the acknowledged industry leader and innovator in analytic intelligence, data warehousing and business intelligence. SAS' integration capabilities surpass those of other vendors in making intelligence immediately accessible any time, any place and in the appropriate form.

SAS' Public Sector clients include the 15 major federal departments and 85 percent of quasi-agencies, including the Census Bureau, the Office of Personnel Management, the U.S. Postal Service, the Federal Deposit Insurance Corporation, the Small Business Administration and the Environmental Protection Agency. State and local government clients include the New York State Department of Health, Texas Education Agency, New Jersey Office of Management and Budget, Commonwealth of Virginia, Montgomery County (Maryland) government and the Los Angeles County Department of Mental Health. Higher education customers include Baylor University, the University of North Carolina System, Brigham Young University, Massachusetts Institute of Technology's Sloan School of Management and California Community Colleges.



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