



Indian School of Business,  
Hyderabad

**Customer:**

Indian School of Business, Hyderabad

**Industry:**

Academics

**Business Issue:**

Data Analysis across large scale disparate sets of sources  
Ability to handle cross-sectional or time series at the advance level

**Solution:**

SAS Software

**Benefits:**

Scalability, Manageability, Interoperability



## Edifying the skills and knowledge to become tomorrow's leaders

### *Indian School of Business , Hyderabad adapts SAS' Business Intelligence to enhance the research capabilities at its Centre for Analytical Finance*

The Centre for Analytical Finance at the Indian School of Business (ISB) is dedicated to research in all areas of finance, including financial markets, instruments, institutions, and regulations. It started functioning in July 2004 and is the second centre of excellence established by the ISB

The Centre represents the ISB's founding principle that excellence in management education comes through extensive high-quality research. Even as the first post-graduate program (PGP) was being launched at the ISB in year 2000, the school formulated plans to set up five centres of excellence in the areas of Entrepreneurship, Analytical Finance, Leadership and Change Management, Technology and Strategic Marketing. The research activities of the centres have focus on, but would not be limited to, issues and problems in emerging economies. It was envisioned that the centres would attract and engage the best minds in the respective areas as well as make use of the distinctive opportunities provided by the ISB's location and world-class infrastructural facilities.

The objective is to enhance the educational environment to offer the students knowledge and a long-term goal to enhance the student's predictive capabilities, make proactive changes in the competing environment. Also help build upon student access and educational programs that will facilitate student success.

With this objective, ISB is committed to invest in technology solutions, which will be catalytic in enhancing data management and streamlining complex analysis in the Centre.

**The Challenge: Data Analysis**

The nature of work undertaken at the Centre for Analytical Finance involves handling large number of observations and many variables. The Centre wanted a solution to facilitate data management in a robust and scalable manner while offering interoperability across diverse platforms. A solution, which could save time, was user friendly, and could integrate and communicate with the existing set of software was required to address the future needs of the Centre. Further, ISB jointly collaborates with world-class research centres and the peers in US and information exchange required to be according to international standards. In these circumstances, SAS emerged as the best choice.

**Why SAS?**

Prior to finalizing SAS, ISB also considered options like Statistica, SPLUS, and GAUSS among others. Elaborating on some of the reasons, Prof.Sankar De, Executive Director,CAF said, "We realized that most of the competitors of SAS have either cross-sectional or time series at the advance level while SAS can handle both at an advance level. Further, we jointly collaborate with world class research centers and our peers in US prefer to work on SAS."



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**Prof.Sankar De,**  
**Executive Director,CAF**  
ISB, Hyderabad

#### **Key Benefits:**

Powered with SAS, the centre is able to handle huge data sets generated on a daily basis. SAS facilitates handling wide range of statistical and mathematical problems. SAS also reduces the requirement to have multiple packages for different needs to some extent.

Further, the hands on experience of the students helps position themselves as the industry values such exposure and gives them an edge over others. Apart from the Researchers at CAF, Post Doctoral Fellows and Academic Associates are also using SAS.

The faculty drawn from Kellogg, Wharton are also impressed with the students having exposure to SAS which in turn leads to collaborative research.

According to **Prof. M.R.Rao the Dean of ISB**, “The inherent features of SAS including scalability and interoperability has immensely helped the research efforts at the Centre for Analytical Finance. We are also keen to introduce Business Intelligence as a part of the curriculum and will offer it as an elective in the Finance specialization shortly.”

ISB is planning to introduce SAS in the curriculum through Data Modeling & Forecasting ,Managerial Statistics at MBA level & also using Enterprise Guide & Econometrics & Multivariate Data Analysis courses at Postdoctoral level.



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**Prof. M.R.Rao**  
**Dean**  
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