

*The Power to Know.*

PKU and SAS established PKU-SAS Center of Excellence on Data Mining

July 12th, 2005, Business Intelligence Research Center (BIRC) of Peking University (PKU) and SAS, Global Leader in Business Intelligence announced the opening of PKU-SAS Center of Excellence on Data Mining. The center will focus on practical teaching, professional technology research, professional training and professional consulting advices in the fields of statistical data analysis and data mining. The center will support to enhance the level of Business Intelligence expertise in China and act as a bridge between Academic and Business.

In April 2005, the BIRC, PKU was established by Department of Business Statistics and Econometrics at Guanghua School of Management, PKU, using its own research capacity as the backbone, and cooperating with PKU experts and professors in various fields such as marketing and data mining, from School of Mathematics and other departments in Guanghua School of Management, as well as cooperating with renowned experts in China and relevant enterprises.

Cooperating with SAS to establish the Data Mining Excellence Center, BIRC will set up a comprehensive and integrating research platform for the direct exchange and cooperation between the BI professionals and experts around the globe. It will invite world renowned scholars and senior BI professionals from global leading companies to hold various seminars regularly, and will devote itself to research, education, training and consulting services in the fields of statistical data analysis and data mining.

In its past 29 years of development, SAS has kept close to its original academic roots and developed close relationship with universities and business schools around the world, contributing relevant technologies and services to enhance education environment. The 'SAS Academic Program' has been a global program which focuses on cooperative relationship with universities and research institutions world-wide. In China, SAS has been working with top universities such as Peking University, Tsinghua University, Xian Jiaotong University. The cooperation between SAS and BIRC, Peking University will reinforce the partnership between SAS and the academia of China, supporting Business Intelligence research and teaching, and growing next generation leaders.

As China entering WTO and further transforming to market driven economy, many business and organizations desperately need to turn raw data into intelligence in order to stay ahead of competition in the market place. While data collecting capability advanced

dramatically, sophisticated methods for efficiently extracting knowledge and business intelligence from the vast amount of available data are still lacking behind. SAS leading end-to-end BI solution will help enterprise leaders to understand the past, control the present and foresee the future.

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