

## The 2008 Competing on Analytics series

This event series is designed to help decision makers understand how to put analytics to work with maximum effectiveness and efficiency. It will travel to nine cities and offer four different formats. Simply choose the one below that is most appropriate for your role and objectives.

### [Executive dinner series \(Conceive It!\)](#)

Ready to predict what's ahead so you can make fact-based decisions? You can. Listen in as thought leader and author Thomas H. Davenport, co-author of *Competing on Analytics*, gives you the latest insights from his most recent groundbreaking research and shares best practices for analytics-based management. Enjoy dinner and network with executives facing challenges similar to yours.

**Who should attend?** *C-levels and vice presidents.*

**Featured cities:** Dallas; Atlanta; Washington; New York; San Francisco; Portland, OR; Philadelphia; Chicago; Toronto.

### [COA - Application showcases \(Apply It!\)](#)

Want to make tough decisions without getting stung? You can.

Join us for a conversation with Jeanne Harris, co-author of *Competing on Analytics*, as she provides an update on her latest research. This in-depth discussion focuses on concrete ways you can reach – or stay on – the cutting edge of competition.

#### **Key takeaways**

Sessions include:

- Best practices of analytics-based management.
- “Ask the Experts” panel.
- Five-step how to compete on analytics blueprint.

**Who should attend?** Managers and directors.

**Featured cities:** Washington, DC; Atlanta; New York; San Francisco; Chicago.

### [COA - Hands-on Workshops \(Try It!\)](#)

Have you adapted to the new technological landscape? You can. Learn how to change your colors at our new “Try It” Workshops. This series of highly interactive, hands-on workshops allows you to directly experience SAS® technologies.

These half-day sessions led by SAS’ best technical consultants in our training centers around the US give you the opportunity to test-drive SAS capabilities for business intelligence, data integration, data mining and forecasting.

#### **Key takeaways**

You will use SAS firsthand to:

- Analyze a marketing campaign.
- Interact with data sources to construct display dashboards.
- Explore relational and OLAP data.
- Run stored processes.

**Who should attend?** Analysts and practitioners.

**Featured cities:** Dallas; Atlanta; Rockville, MD; New York; San Francisco; Chicago.

[COA - Explore It!](#)

Need to turn your information stampede into a logical path for success? You can. Find your direction with our online assessment tool. At any point during your quest for information, SAS invites you to visit our **Platform Pathfinder** – an innovative Web site that provides an opportunity to determine how your organization manages and uses information.

Your journey includes:

- A five-minute business intelligence assessment survey.
- An objective look at the current roles of analytics, business intelligence and data integration in your organization.
- Learning resources tailored to your survey responses, including white papers, Webcasts and product demos.