

# Analytics

See Business Possibilities You Never Imagined

## Jim Davis

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Senior Vice President and  
Chief Marketing Officer

SAS



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**THE  
POWER  
TO KNOW®**

# NOKIA

## Connecting People

“Nokia clung to the idea that mobile handsets were mainly for phoning people. That was a disastrous call.”

*Bloomberg Businessweek  
September 2010*

# **Microsoft®**

“Microsoft is becoming your  
grandma’s computer company”

*Infoworld*  
*October 2010*





“It should be evident by now that a corporate tragedy is underway...”

“Perhaps the company should be called Research in Slow Motion.”

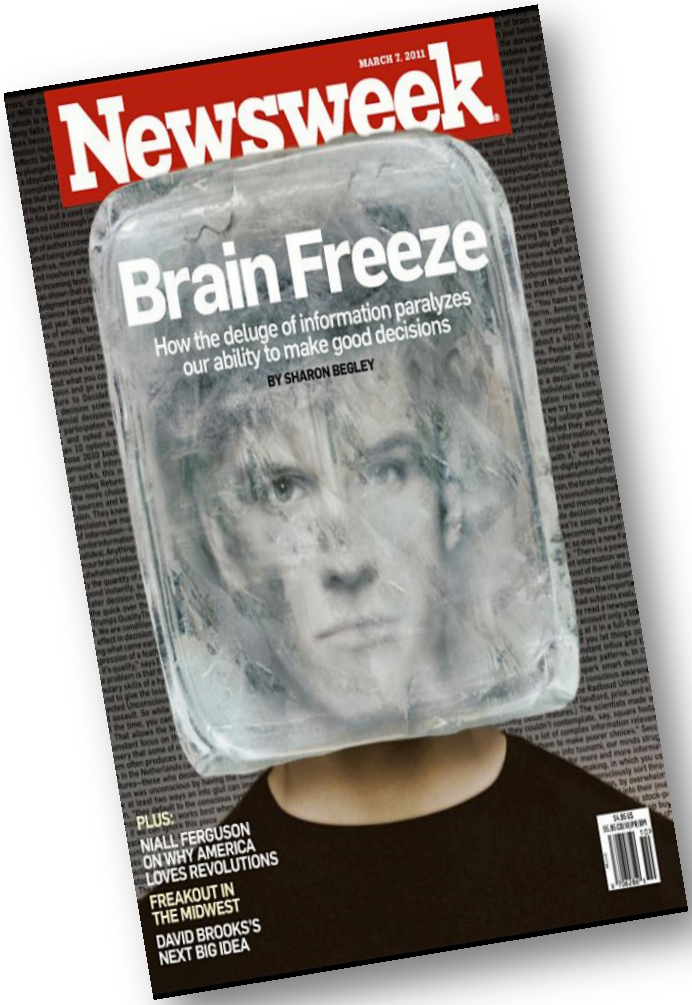
*The Wall Street Journal*  
March 2011



“That horrible mass of  
books that keeps on  
growing.”

*Gottfried Leibniz*  
*Mathematician & Philosopher*  
*(1646-1716)*







# Driving Change



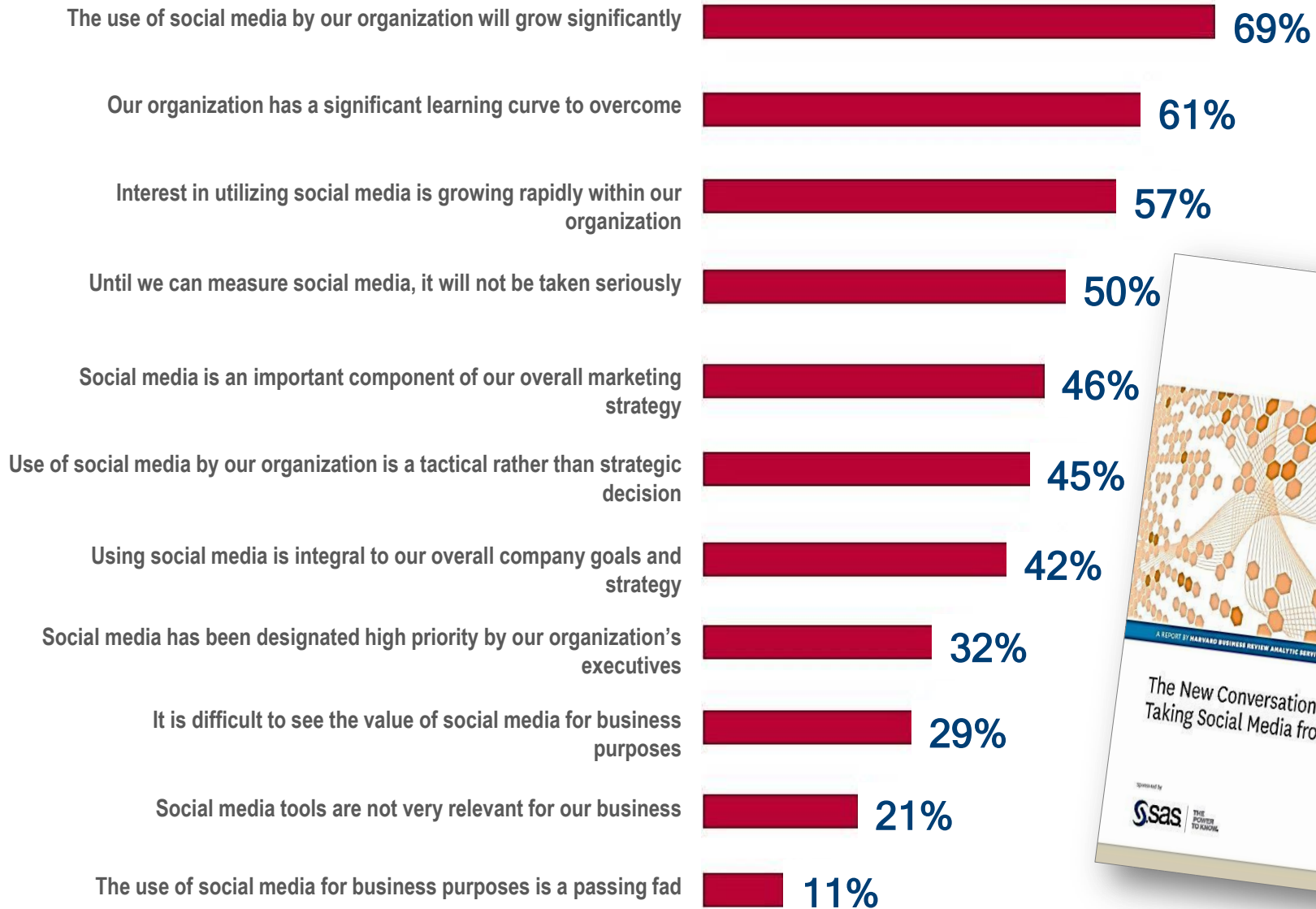
## PREDICTS 2011

GARTNER'S PREDICTIONS FOR THE YEAR AHEAD

- By 2013, 33% of BI functionality will be consumed via handheld devices.
- By 2014, 30% of analytic applications will use in-memory functions to add scale and computational speed. By 2014, 30% of analytic applications will use proactive, predicting, and forecasting capabilities.
- By 2014, 40% of spending on business analytics will go to system integrators, not software vendors.
- By 2013, 15% of BI deployments will combine BI, collaboration and social software into decision-making environments.

Gartner

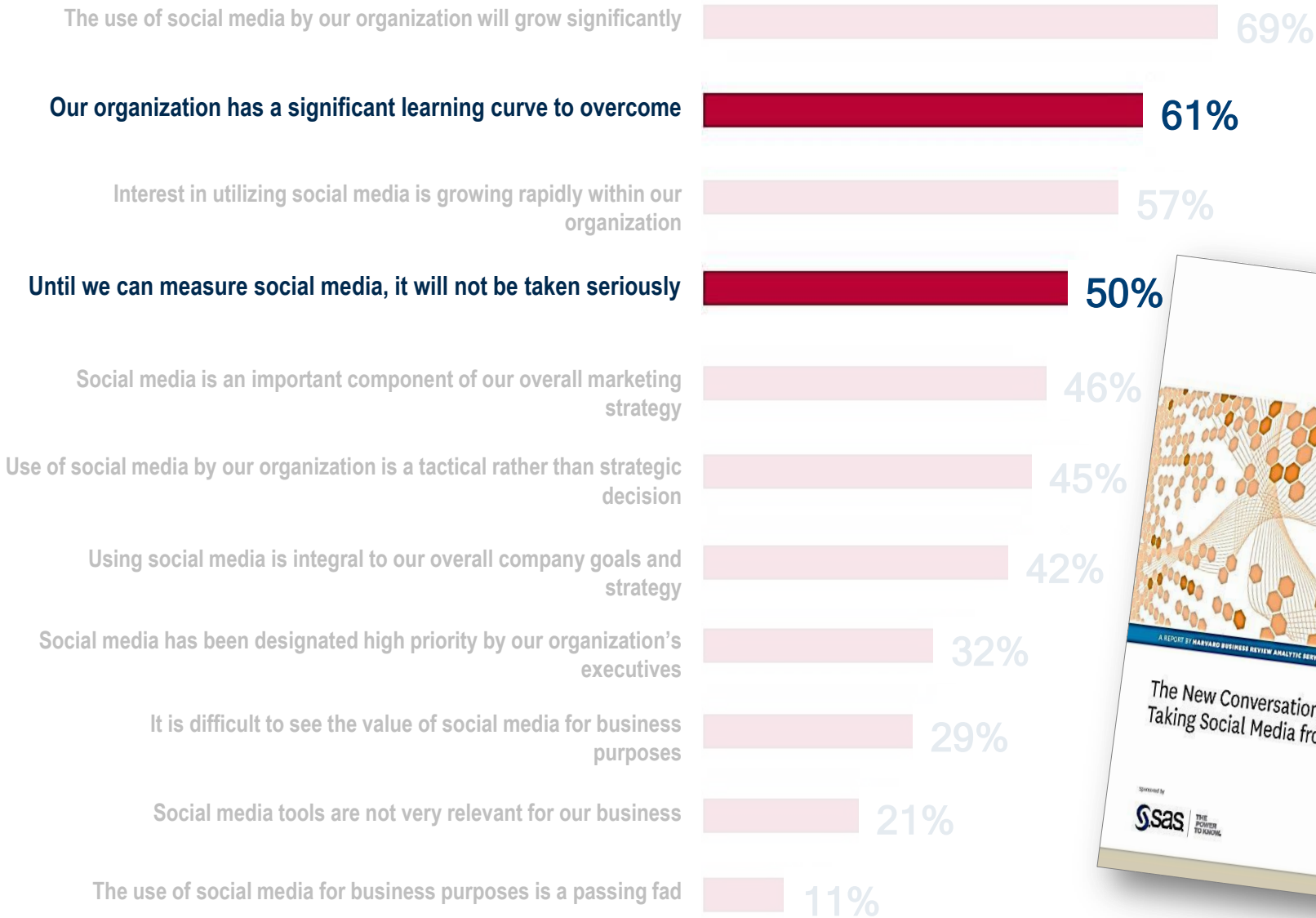
# Attitudes Toward Social Media



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# Social Media

*What can you expect?*

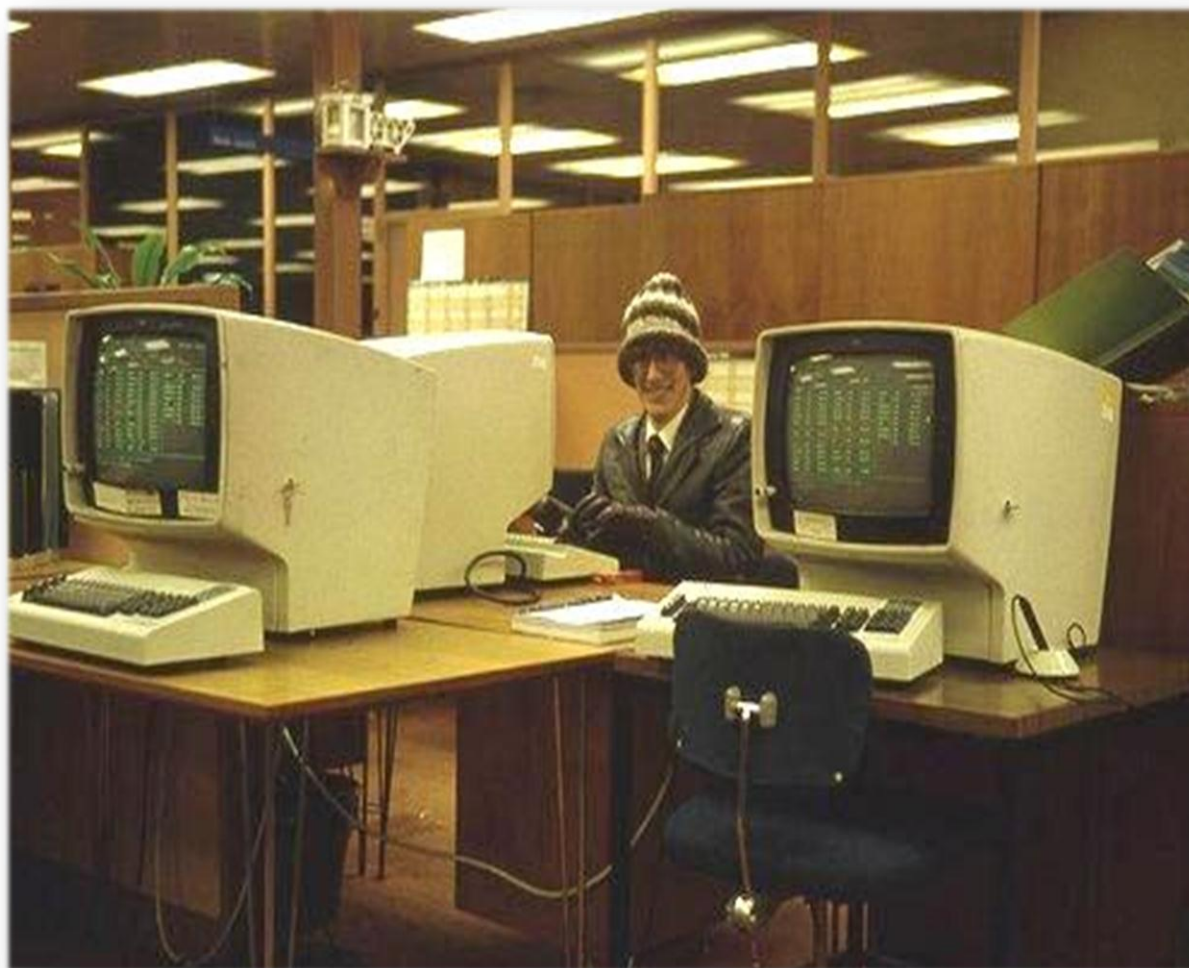
- Protect your brand
- Engage the most influential voices in the market
- Enhance market research
- Understand the impact of industry trends
- Gather competitive intelligence
- Create a better customer experience







# User Interface



# Mobile

## Generalized Reporting vs. Fit for Task



# Mobile

## Generalized Reporting



# Mobile

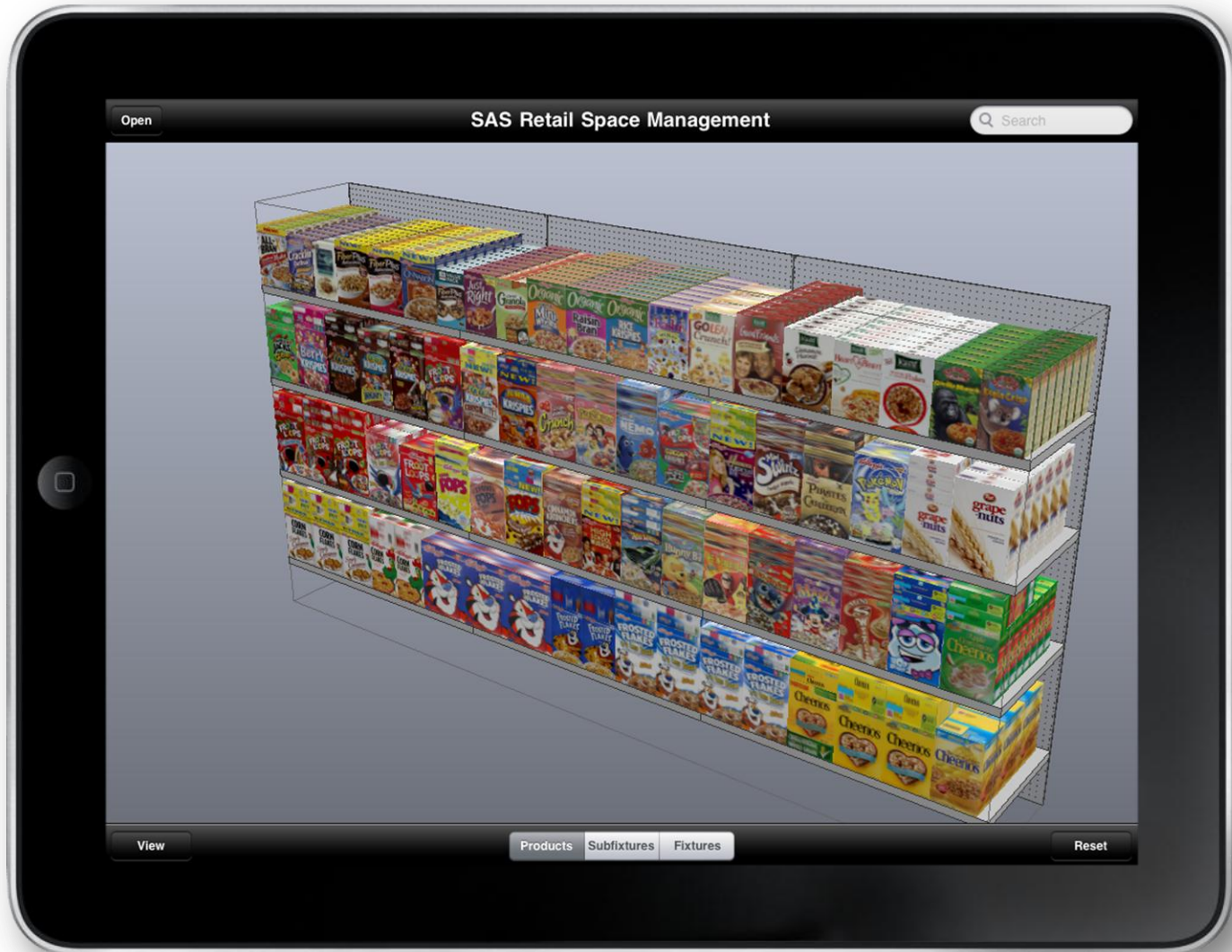
*Fit for Task*





# Mobile

*Fit for Task*



# 8 Essentials of Business Analytics

- 1 Improve the flow and flexibility of data.
- 2 Get the right technology in place.
- 3 Develop the talent you need.
- 4 Demand fact-based decisions.
- 5 Keep the process transparent.
- 6 Develop an Analytics Center of Excellence
- 7 Transform the culture.
- 8 Revise your strategies – often.

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