

SAS Gives You “The Power to Know”



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Getting ahead of the competition and staying there poses a constant challenge. It requires a business to answer such fundamental questions as:

- What is the minimal level of inventory needed to service my customers at a 95% level?
- How can I prevent defects before they reach my customer?
- How will my Profit & Loss statement be affected if I run additional marketing campaigns?
- Are my revenue projections based on an accurate forecast of demand?

Companies often find that a single approach cannot deliver meaningful answers to these deceptively simple questions, and that each cross-functional task requires another specific tool. SAS, however, can deliver the standard for business analytics without compromising on functionality or requiring investment in additional tools. Furthermore, you can enhance SAP Business Intelligence (SAP BI) by using SAS business analytics through SAP-certified interfaces and technology.

SAP-Certified Integration Offered by SAS

SAS offers SAP-certified integration with SAP NetWeaver, including SAP Business Information Warehouse (SAP BW) — the key component of SAP Business Intelligence.¹ SAS also

¹ see www.sas.com/news/preleases/102703/news2.html.

integrates with SAP R/3 and all the relational and nonrelational databases, spreadsheets, and other electronic data vital to your organization.

These easy-to-use data integration capabilities upload data into new applications offered by SAP NetWeaver or SAP BI. Multinational SAP customers, and companies adjusting after mergers and acquisitions, will benefit by consolidating data from multiple SAP instances and non-SAP systems. SAS data integration includes built-in data quality capabilities, assuring that data is verified, augmented, and standardized at the point of entry, and that it works seamlessly in SAP applications.

SAP-Certified Business Intelligence

SAS offers a wide range of interfaces for business intelligence. Its standards-centric architecture provides capabilities that run the gamut from simple reporting and OLAP analysis to advanced forecasting and data mining. SAS offers specific interfaces for many levels of users, including information consumers, business analysts, power users, IT professionals, and advanced statisticians. It uncovers the intelligence hidden within volumes of data, allowing each user to find the information pertinent to their field while working in their familiar SAP BI environment. The IT department retains control over the quality and consistency of data and over

the security and performance of BI applications.

SAP BI users can switch easily to SAS for viewing, analyzing, and ad hoc reporting on their SAP BI data using SAS Enterprise Guide, which is a part of the broader suite of SAS Business Intelligence offerings and delivers a number of specially designed interfaces to support diverse users and their varied reporting and analytic needs.

With the ability to access, analyze, and share results within a common infrastructure and shared metadata (including SAP's metadata), SAS technology makes information and insights accessible to employees at all levels of your organization.

Beyond BI: Adding Analytical Intelligence

Knowing *what* an organization has done in the past and *how* it has done it simply does not provide sufficient information to drive the organization forward. Only by going “beyond BI” (see **Figure 1** on the next page) — by employing historical reporting and descriptive statistics, for example — can companies achieve a competitive edge and be able to answer questions that drive the bottom line, such as:

SAPinsider Special Feature: SAP Business Intelligence

What is the minimal level of inventory needed to service my customers at a 95% level?

Through the use of SAS optimization capabilities, organizations can evaluate the tradeoffs of certain scenarios to find the one that gives the best fit.

How can I prevent defects before they reach my customer?

Use SAS to data mine the sources of warranty-specific data to develop objective clusters and facilitate the diagnosis of likely defects.

How will my P&L statement be affected if I run additional marketing campaigns?

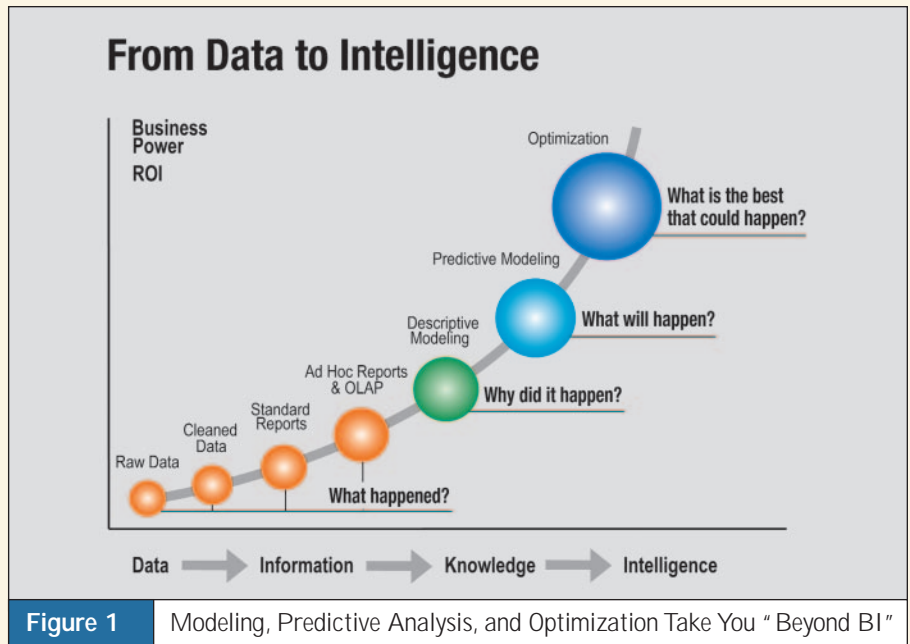
Capture the added value of running additional marketing campaigns by using mathematical, constraint-based optimization, derived from the resources and costs available.

Are my revenue projections based on an accurate forecast of demand?

Gain accurate revenue projections based on dynamic forecasting of demand through the application of proven statistical forecast methods.

It is not uncommon for predictive analytics to be based on hundreds, or even thousands, of influencing variables. With proven implementation methodologies, SAS can identify and retrieve the important variables from across your organization and your SAP BI environment. SAS Analytic Intelligence delivers a wide portfolio of analytic capabilities to ensure that the business issue can be addressed with the appropriate analytical approach.

SAS enables companies to deploy these powerful analytics enterprise-wide to assist with the planning, simulation, optimization, and forecasting of business scenarios in concert with your SAP NetWeaver environment using certified interfaces.



Closing the Loop

SAP customers need the ability to update operational systems to benefit from acquired intelligence — and to apply this intelligence in real time to business processes. SAS makes it easy by providing smooth integration with key enterprise resource planning and front-office systems, including SAP solutions.

SAS Intelligence Solutions — A Depth of Experience in Analytics

SAS provides the basis for advanced analytics, offering solutions to enhance customer intelligence, marketing automation, financial intelligence, IT value management, performance management, human capital management, supply chain intelligence, and activity-based management. Solutions for banking, insurance, telco, and retail provide industry-specific intelligence. SAS's best practices and best-in-class analysis perfectly complement the business content offered by SAP BI.

The **SAS Solution Adapter** for SAP solutions provides a seamless link

between operational data in SAP solutions and SAS solutions, making it easy for SAP customers to get to the proper data without having to write any interface or code.

Bottom Line

Being able to react to business needs quickly, to leverage all existing data, and to avoid creating a patchwork of various solutions are the objectives that should drive IT decisions today. SAS extracts intelligence from all operational systems and leverages ongoing technology investments, working through SAP NetWeaver to integrate the people, information, and processes that comprise your organization. SAS enables you and your company to create a unique competitive advantage, one that stimulates continuous growth and innovation in the most "intelligent" way. SAS and SAP software make a perfect combination, one that gives your enterprise all you need to go "beyond BI."

For more information on how to take your enterprise beyond BI, please visit www.sas.com/sapinsider. ■