

JANUARY 2006



YOUR SAS® BUSINESS REPORT

THE POWER TO KNOW.

Dear Readers,

It's a brand new year, and to help you set your course for 2006, we're taking an in-depth look at the evolution of IT in two articles: "CIOs Bring Added Value to Business" and "Challenges and Rewards Wait at the Top for IT Execs."

In honor of the retail industry "Big Show," this month in New York, we're featuring several articles on technology that helps retailers make the right decisions on merchandising, pricing and promotions. At the base of those solutions, and all of our offerings, is the award-winning SAS technology that helps you make better decisions in any industry.

2006 is going to be a great year – and we're glad to have you along for the ride.

Best wishes,

A handwritten signature in black ink that reads "Anne-Lindsay Beall".

Anne-Lindsay Beall
Editor, *Your SAS Business Report*

Gartner Magic Quadrant for Business Intelligence Platforms, 1Q06

SAS has been positioned by Gartner, Inc. in the Leaders Quadrant in the “Magic Quadrant for Business Intelligence Platforms, 1Q06” report. Leaders are vendors that are able to demonstrate reasonably strong breadth and depth of BI platform capabilities, as well as deliver on enterprisewide implementations that support a broad BI strategy. Leaders successfully articulate a business proposition that resonates with buyers, supported by the viability and operational capability to deliver on a global basis.

To view the Magic Quadrant report, see: <http://www.sas.com/news/analysts/index.html>

About the Magic Quadrant

The Magic Quadrant is copyrighted January 9, 2006 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner’s analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the “Leaders” quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

**Source: Gartner Research. “Magic Quadrant for Business Intelligence Platforms, 1Q06” by Kurt Schlegel, Bill Hostmann, Andreas Bitterer, Betsy Burton. January 9, 2006.*

CIOs Bring Added Value to Business

The chief information officer's image as a narrowly focused, operations-driven technocrat is giving way to a new model: that of the business-savvy executive who brings added value to the corporate bottom line.

CIOs Bob Schwartz of Panasonic and Michael Hugos of Network Services Co., both say today's top IT professionals must not only deliver consistency of service but also must understand how to transform and enhance the industries they serve.

"From an industry perspective, I think most CEOs and boards are really trying to determine and understand what value is driven by IT today, which is a bit different, I think, than a historical model where it was much more about providing support services and execution services," says Schwartz. "[In] today's world, it's much less about the technology *per se*, but much more about how to provide services or solutions that grow a business."

Responding to changes

Bridging the gap between the old IT model and the new one remains a challenge for many companies. Yet the conflict was evident as early as the 1980s, says Hugos, who, early in his career, served in the Corporate IT department at First National Bank of Chicago.

As the bank's directors and operations executives grew increasingly eager to install personal computers, attracted by the prospect of business information they could use and manipulate, the IT department clung tightly to existing areas of expertise.

"I saw that corporate IT, for the most part, was in denial about the PC and said it wasn't a real computer and 'We don't do things like that,'" Hugos recalls. Recognizing a business opportunity, Hugos went out on his own to design and install PC-based systems for companies hamstrung by their internal IT departments.

"I grew it up to five people plus myself," he says. "We had some good years; we had some bad years. I learned a lot." His follow-up business initiative also dealt with the divide between IT and a company's core business mission.

"I was recruited by a global electronics distribution firm to start up a group of business analysts and systems designers that would bridge the gap between [senior management and] their internal IT staff, which had become very insular and estranged from the rest of the business," Hugos says. "[That was] in the early -1990s...a time of advancing technology and making IT come out of the back office once and for all, bringing the awareness to senior management that IT drives business."

Keeping the lights on

Hugos and Schwartz agree that today's CIOs are expected to possess not only technical knowledge but also the business acumen to understand how IT applications can improve the processes and overall mission of the company. Yet while the CIO has gained new responsibilities in building and improving the business model, the position has not been stripped of its original role of providing IT services that run smoothly on a daily basis.

“You come in in the morning, you turn on your computer – just like you do the lights – and there is an absolute expectation, not even a thought that that’s not going to be there,” Schwartz says. “If you can’t deliver those services, then that erodes your credibility in terms of trying to talk to the business and talk about the future.”

The ability to communicate throughout the organization is also vital.

Creating a pro-IT climate

Schwartz, who sits on the executive committee of Panasonic, says he is ultimately responsible for creating a corporate environment that embraces information technology as an integral part of the business operation.

“If you’re trying to get your organization to focus on value contribution, it’s not just about supporting code or driving operations,” he says. “It’s having your employees understand the value proposition you’re trying to create. The CIO role is really the leader that has the responsibility to drive that type of cultural shift or transformation.”

Bringing that understanding to customers is another important task for CIOs, as Hugos has demonstrated at Network Services Co., where he puts information directly into customers’ hands by providing supply chain visibility for companies across the country.

“All of our customers can go to our Web site, type in their password and they get daily updated online reports that show their usage of our products by all their locations, by individual items, by suppliers for a time period from one day to two years,” he says. “They love that.”

Transforming information into a value-added product begins by asking the right questions and then using the answers to gain a competitive advantage, Schwartz says. Among the most compelling questions is this: How can the company use information to either reduce costs and beat the competition or increase revenue by offering enhanced value to the customer?

Resources to help

The business information systems and expertise available through SAS are proven resources in this area, Schwartz says.

“There’s no question SAS is positioned from a technology perspective,” he adds. “One of the opportunities SAS offers is the intellectual property that the company possesses in terms of the skill sets, the analytical minds that have been grown through SAS.”

Giving IT the task of gathering and sorting data can free up others in an organization to analyze trends and propose business solutions. For example, business intelligence software available from SAS, such as SAS Enterprise BI Server, will integrate information from across the organization, providing a shortcut for managers as they seek to make decisions and discover business solutions.

“A lot of businesses really destroy individual initiative by loading people down with boring work,” Hugos says. “If the work is boring, it’s also easy to automate because it’s simple and repetitious.” He goes on to say that people should focus their energy on doing the value adding

activities that their company is known for in the marketplace. If a company cannot automate non-value adding work then outsourcing is another option.

“I think that a lot of companies have, and more companies will, continue to try to figure out whether or not it makes sense to maintain these things in-house versus outsourcing to someone who can do it at the same level, if not better, and do it for less,” Schwartz says.

Expanding role for CIOs

As the CIO's role is interpreted more broadly in the corporate management field, top job candidates are increasingly listing business education and experience alongside or even in place of engineering credentials on their resumes.

“If you look at CIOs in general, you see many more CIOs that lack true information technology background, that came out of the line of business or a business function with the intent to try and bring that knowledge to the IT organization,” he says.

“It's an evolving trend, but certainly, I think, it's going to continue into the future.” Schwartz says he fully expects CIOs to become more active at the executive level, especially those who are able to take a business perspective rather than the IT leaders' traditional operational focus.

“But again, it's going to be dependent on the individual's capabilities and their vision,” Schwartz says. ■

Retail Execs Rank SAS High on Performance, ROI

SAS has been recognized as one of the most important software vendors for the retail industry. In its Software LeaderBoard 2005, *Retail Information Systems (RIS) News* has ranked SAS high for the overall performance, strategic value and ROI that it delivers to the retail industry through its [retail intelligence software](#) and for the service and support it provides to the industry.

Through a survey of more than 200 senior-level retail executives with significant IT responsibility, the RIS News Software LeaderBoard delivers a head-to-head ranking of the leading software vendors for retail as voted by retailers.

Survey respondents placed SAS as one of the top three software leaders in retail in an unprecedented six LeaderBoard categories:

- Overall Performance.
- Strategic Value.
- Customer Satisfaction and Recognition.
- Return on Investment (ROI).
- Quality of Support.
- Ease of Upgrading.

“SAS continues to gather momentum in the retail market, from its growing list of retail intelligence software solutions to its list of major retail clients like Kohl’s,” says Joe Skorupa, group editor-in-chief of *RIS News*. “SAS was very highly regarded among the retail executives that we surveyed for the software and service it provides retailers today, and we expect continued retail industry momentum from this business intelligence and analytics giant in 2006.”

SAS was in the top five leaders in three other LeaderBoard categories: Total Cost of Ownership (TCO), Quality of Service, Ease of Integration. ■

Challenges and Rewards Wait at the Top for IT Executives

IT executives moving onto the top rungs of the corporate ladder do well to focus on two important assets: people and information.

That maxim is reflected in the experience of Lisa McFarlin, vice president of delivery operations for Sterling Commerce, and Vince Campitelli, senior vice president for Wachovia. These executives demonstrate how an IT background can be a springboard for advancement in today's challenging corporate environment. And that it's also possible to have some fun along the way.

"I have a passion for IT," McFarlin says. "There's just a huge amount of opportunities to do so many different things and have fun."

McFarlin, who studied both music and marketing in college, started her career in sales, then progressed into systems engineering and project management before landing back in IT, although at a higher level. Working in a division that is central to the operation of Sterling Commerce, a leader in electronic data integration for businesses, she particularly enjoys her continuing contact with tech-savvy employees. Their creativity and intelligence shine, she says.

McFarlin believes that developing good people skills can be just as important for top-level corporate managers as acquiring technological and business knowledge.

"Leadership and the ability to select for talent are things that are critical to any environment, especially IT," she says.

Keeping current with IT

Campitelli, who monitors emerging risks for Wachovia, stresses the importance of information management to top-level executives.

"My view would be that there's no business today that can survive very long in the marketplace without mastering the use of information technology," Campitelli says.

"You just really need people who make it very easy to understand, in non-technical terms, how and where and what's involved in making sure technology is effectively deployed and used to support the business."

Campitelli is a CPA with an undergraduate degree in mechanical engineering and an MBA. He served as a managing partner at Coopers & Lybrand accounting, auditing and taxation services before leading the global information technology audit organizations at Salomon Smith Barney and Goldman Sachs Inc. He has also served as the chief technology officer for an Internet start-up and as vice president of strategic alliances at an information security consulting firm.

Now Campitelli's work at Wachovia focuses on ways to identify potential external events that could impact the business, and strategies to address that risk. Considering the speed of change in today's business and economic climate, historical modeling isn't effective in many cases, and it can be a challenge to identify and acquire the information needed to predict the future and prepare for it, he adds.

Bringing it all together

"I think a real challenge today is for the businesses to fully understand the information they need and then have the ability to access it, analyze it and effectively use it," Campitelli says. "And interestingly enough, with some of the recent tools that have been developed for the marketplace, combined with Web technologies, business staff are now seeing where they can go out and access these tools in a relatively easy-to-use [manner], as long as you can tie it into the infrastructure."

For those at the helm of high-growth corporations, the integration of information systems can be even more of an issue, especially when that growth involves acquisitions of existing companies.

"The challenge for any major organization that has grown by acquisition is the rationalization of redundant systems and the creation of an overall corporate data model. When a company has acquired over the last 10 to 20 years, 10, 20, or even 50 other companies, you create quite a collection of legacy systems, applications and supporting infrastructure," he says. "Each one adds to your customer base, your revenue stream, your related expense streams and accounting systems. It's the additive aspects of both business process and technology that challenges technology management. It makes an awareness of exactly where is all your data, how is it being used, what are all the systems that are creating, using and /or manipulating the data the major challenge in utilizing the concepts of *business intelligence*. Without achieving the former, business intelligence becomes another technology oxymoron.

Hence, it is important for the vendors, such as SAS, who are developing these new era tool sets, to fully understand and support their customers in the functions and business processes necessary to fully utilize the BI tools.

Another key is leadership

On par with technology and communication skills, McFarlin cites good leadership as a primary element in running successful organizations. In fact, she experienced the impact herself after joining Sterling. Reorganization and personnel changes had created a situation where "lots of things fell through the cracks," McFarlin says. "People were not communicating very well." Duplication of effort and inefficiency in the internal infrastructure resulted.

"But since that time, we have built up our leadership," she adds. "We've started building relationships across organizations and within the IT organization. Things are actually working pretty well. You have to get rid of all the inefficiencies and then you can actually start to look at ways to improve the infrastructure with virtualization and more modern methods."

Virtualization has led to the elimination of 400 to 500 servers from Sterling's operation, which has helped to unify the system and give control back to the company's management team, she says.

Further progress will be made as Sterling moves toward more mature business intelligence applications, McFarlin predicts. For example, a company using SAS' BI software can integrate data that allows a variety of self-service reporting and analysis options.

"It just takes a lot of selling, a lot of homework and modeling to show what you can do with the information and the value it adds," McFarlin says. "I think it's absolutely necessary." ■

In Retail, Size Matters

As you try on a pair of new jeans at your favorite retailer, you soon discover what retailers have known for years: size matters.

It's fitting that at "[Retail's BIG Show](#)," hosted by the National Retail Federation (NRF) in New York, Jan. 16-17, a hot theme is size. As retailers examine the recent holiday shopping season, assessing the effectiveness of big markdowns, big sales and big spending, they're also grappling with a rapidly changing industry, from mergers and acquisitions to the spread of super centers. Size matters.

Right product, right price, right time ...

New technologies from SAS are helping retailers plan more effectively, better understand their customers and vendors, deliver the right offer at the right time via the right channel, and have the right merchandise for sale at the right price.

It is no longer enough to allocate merchandise based on past regional performance. Forward-thinking retailers like Kohl's ([see related story](#)) now plan and allocate merchandise at the store level based on the size and color demanded by consumer shopping that store. Detailed analysis of customer and sales data using software from SAS reveals distinct differences between stores, even within the same region. Using these insights, they optimize merchandise assortments. So when you want a pair of size 8 black jeans, they're available. Size truly does matter.

SAS highlighted its comprehensive retail intelligence offerings at the NRF conference, demonstrating its suite of [retail intelligence solutions](#), including:

- [Customer Relationship Management](#)
- [Merchandise Intelligence](#)
- [Operational Intelligence](#)
- [Performance Management](#)

These solutions turn data about customers, merchandise and operations into knowledge that in turn influences the most fundamental business decisions. They help retailers gain greater insights into daily operations, leading to decisions that affect their organization's overall share performance.

Size optimization at Kohl's

Highlights at NRF include a "Big Idea" session by SAS customer Jon Nordeen, Kohl's executive vice president of merchandise planning and allocation. Kohl's, with more than 700 stores in 41 states, is attracting new customers by providing fashion-focused merchandising, a better in-store experience, and a strong advertising campaign. Nordeen will discuss the role size optimization can play in improving customer experience while at the same time, strengthening merchandise performance. Kohl's has turned to SAS as its technology partner for retail intelligence, including size and revenue optimization among other areas.

The SAS analytics platform used by Kohl's for size and markdown optimization is part of SAS' comprehensive, integrated suite of retail solutions that address the merchandising life cycle. The SAS suite includes financial planning, assortment planning, forecasting, revenue optimization, space planning, allocation, fulfillment and vendor collaboration.

Uncovering trends, identifying opportunities

Built on the [SAS Enterprise Intelligence Platform](#), SAS solutions for retail help address complex challenges by combining advanced [data integration](#), [business intelligence](#) (BI) and [predictive analytics](#).

“With SAS Enterprise Intelligence Platform at the foundation of a retail intelligence framework, business solutions such as size optimization can be integrated throughout the merchandising life cycle,” says Lori Schafer, vice president of the global retail practice at SAS.

Through the platform’s data integration technology, including software for extraction, transformation and loading (ETL) and data quality, retailers can gather, organize and cleanse disparate data on their customers, finances or other operations. SAS’ powerful predictive analytics help distinguish what’s important from what isn’t, uncover patterns and trends, and identify opportunities. Finally, with traditional BI tools, the retailers can put the power of an enterprise intelligence platform – one that goes beyond BI and simple reports – in the hands of people throughout their organizations for better, timelier decisions. ■

SAS Takes Guesswork Out of Promotions

Retailers pulled out all the stops in the 2005 holiday season, offering huge promotions to lure consumers back to their registers. But the jury is still out on what impact increased promotions had on bottom lines. In 2006, with the introduction of [SAS Promotion Optimization](#), SAS retail customers won't have to struggle to determine the expected lift in demand from promotions.

SAS Promotion Optimization is the latest module in the groundbreaking [SAS Revenue Optimization suite](#), which helps retailers manage revenue and margin through the entire merchandise life cycle. Unveiled at last year's National Retail Federation conference, this suite of integrated software solutions includes:

- [SAS Markdown Optimization](#)
- [SAS Regular Price Optimization](#)
- [SAS Promotion Optimization](#)

SAS Markdown Optimization was rolled out first and is being used successfully at several major retail chains.

Effective promotional planning

SAS Promotion Optimization is a comprehensive planning solution that allows retailers to maximize margin and revenue by accurately determining which items to promote, in which locations, at what price points and via which promotional vehicles. Leveraging SAS' advanced demand modeling and mathematical optimization techniques lets any retailer -- from food, drug and hard goods to mass, apparel and specialty -- accurately determine incremental lift from planned promotions. They can then develop and implement optimal promotions, support inventory planning decisions and maximize return on marketing investment.

"The relevance of a solution that helps retailers meet revenue and margin goals through effective promotional planning was highlighted by the promotion-heavy holiday season we just witnessed," says Lori Schafer, vice president, SAS global retail practice. "A promotion optimized for timing, pricing and placement can have significant impact on product demand and, consequently, revenue and profitability."

SAS Promotion Optimization helps retailers:

- Analyze the effectiveness of promotional events.
- Understand the impact on revenue and margin of promoting products through different vehicles.
- Understand demand patterns.
- Determine base volume and expected lift in demand and revenue.
- Decide how much to discount items based on vendor-offered promotional costs and sales targets.
- Reconcile expected promotional revenue and margin with category financial plans.

Powerful "what-if" scenarios

SAS Promotion Optimization provides retailers with powerful "what-if" capabilities that help determine the best set of products to promote to meet category objectives. It also assesses the impact of promotions through an on-demand promotional forecast that can be fed into replenishment systems to reduce promotional out-of-stocks. What-if capabilities help retailers

understand how space on promotional vehicles, such as circulars and displays, relates to performance. They also help retailers evaluate the impact of vendor-offered promotions on revenue, margin and sales. The solution enables marketers and merchandisers to determine what categories provide the largest ROI on circulars and other marketing vehicles to optimize marketing spending. ■

SAS Enhances Merchandise Planning for Retailers

As retailers count their profits or lick their wounds from another roller-coaster holiday shopping season, it may seem premature to plan for Christmas 2006. But in the ultra-competitive retail industry, accurate planning often means the difference between happy shareholders and bankruptcy. Successful retailers do more than accurately measure past performance; they also predict future demand to make the right merchandising decisions today.

SAS, the leader in business intelligence, today launched an enhanced version of the [Marketmax® Integrated Merchandise Planning Solution](#). Marketmax 6 is an integrated merchandising system that supports financial, assortment, allocation and space management capabilities. Using [SAS®9](#), the solution provides:

- Advanced analytical capabilities, such as statistical forecasting, from a common demand intelligence platform that enhances accuracy and enables efficient synchronization of all plans.
- Business process design functionality that enables alignment of user views with planning process activities.
- Integrated business intelligence that addresses merchandising needs beyond the planning organization and makes it easier to deliver merchandising insight to the desktop.
- Industry-leading data integration capabilities that make it easier to create and maintain a merchandise-planning system that serves as single version of the truth.

Automated, accurate planning

“Merchandise planning is a complicated process. Assortment plans must complement financial plans, space plans, brand goals and more. And these plans must be consistent down to the local market and store levels,” says Stan Tusman, executive vice president for inventory control and information systems at Bakers Footwear. “We are excited about the capabilities of Marketmax 6 and it will be an integral part of reinventing our merchandising organization.”

Marketmax 6 delivers a system that is usable and effective across the merchandising organization, providing analytic capabilities that rapidly deliver superior intelligence.

“Retailers need a planning solution that's easy to use, allows ready access to data from across the enterprise, provides accurate measures of past performance and forecasts future demand for better planning,” says Lori Schafer, vice president, SAS global retail practice. “By automating planning activities, providing intelligent recommendations and removing variability from the planning process, Marketmax 6 speeds and simplifies planning for merchants, enabling them to create more effective plans despite limited resources.”

As retailers seek competitive advantage, the battle lines are clearly drawn in the area of tailored assortments. Marketmax 6 addresses these challenges through large-scale planning and advanced clustering capabilities. Large-scale planning enables creation of store-specific plans. Advanced clustering groups stores based on similarities in their demand patterns.

Merchandising executives have struggled to give merchandise planners consistent best practices so that they may perform optimally. With Marketmax 6, retailers have a business-process designer that enforces best-practice processes across the organization. SAS also offers a best-practices oriented financial and assortment planning process for soft- and hard-line retailers. ■

SAS Retail Intelligence Drives Shareholder Value

Retail is a dog-eat-dog world. Globalization, savvy consumers and e-commerce force retailers to hone every aspect of their operations. Wall Street rewards those that rise to the challenge and improve gross margins by using data efficiently to make better, faster decisions about merchandise, customers and operations.

SAS understands that customer attrition, lower profits and dissatisfied shareholders result from ineffective data use. Building on nearly 30 years of experience as a partner to retailers, SAS has developed a suite of integrated solutions that span the entire retail operation. SAS software helps retailers provide the right product at the right time in the right location, and please both customers and shareholders.

Turning data into competitive advantage

[SAS retail solutions](#) are built on a common business intelligence platform and turn data about customers, merchandise and operations into knowledge, providing greater insight into performance and driving better business decisions. With SAS, retailers gain a competitive advantage, strengthen customer and vendor loyalty, and improve profitability.

“SAS helps retailers today plan, merchandise and operate more effectively and profitably,” says Lori Schafer, vice president of SAS’ global retail practice. “Built on a flexible and scalable enterprise business intelligence platform, SAS retail solutions can meet the changing needs of the industry, whether addressing the challenge of size optimization or harnessing the huge amounts of new data from RFID ([see related story](#)) and other emerging technologies.”

SAS’ business intelligence solutions for retail comprise four key areas:

- [SAS® Customer Intelligence](#) delivers fast, significant ROI by enabling retailers to conduct measurable, integrated marketing campaigns; maximize customer profitability, acquisition and retention; and leverage existing technology investments. Combining enterprise data integration and advanced analytics with campaign planning and management, SAS helps retailers predict customer behavior across all channels and target the right customer at the right time.
- [Merchandise Intelligence](#) from SAS, a family of solutions powered by the integration of SAS and Marketmax for managing the variability of demand and supply, offers a robust way to link sophisticated financial, merchandise and channel strategies to merchandise, assortment, pricing and promotion, space and allocation plans. SAS Retail offers a software suite for managing and optimizing revenue and margin through the entire merchandising life cycle – supported by a common demand intelligence platform. Advanced data integration, forecasting and analytic capabilities help retailers set and manage regular prices, plan optimal promotions and execute the most successful markdown strategies.
- [Operations Intelligence](#) from SAS helps retailers leverage organizational assets to sell and deliver merchandise and services efficiently and profitably. SAS solutions help retailers manage financial planning and reporting, regulatory compliance, IT infrastructure and services, real estate, workforce and complex supplier relationships.
- [Performance Management](#) solutions from SAS help retailers maximize profits across their entire value chain. With powerful capabilities for creating dashboards, scorecards and strategy maps, SAS helps retailers focus on, monitor and analyze key activities, and respond proactively to pressures and changes. [SAS Activity-Based Management](#) provides accurate financial information on the day-to-day activities of people, equipment and processes, helping

retailers evaluate improvement opportunities and successfully implement cost-reduction strategies.

SAS Enterprise Intelligence Platform lowers TCO

All four areas are built atop the [SAS Enterprise Intelligence Platform](#), which provides comprehensive data integration, business intelligence and analytics. This platform significantly lowers retailers' total cost of ownership, helping improve margins and deliver higher shareholder value. ■

SAS Makes *FORTUNE*'s '100 Best Companies to Work For'

For the ninth straight year, SAS is included on *FORTUNE* magazine's annual list of the "100 Best Companies to Work For." SAS has appeared on the prestigious list every year it's been published, with six top-10 ratings.

Last year, this consistent performance earned SAS a membership in the magazine's Hall of Fame, whose 22 inductees have appeared on every ranking since 1998.

This year, SAS was named No. 1 in child care and also was recognized as one of the companies with the best health care and work-life balance. SAS, the world's largest privately held software company, comes in as the highest-ranked software vendor at No. 30.

An employee-friendly history

"We are very pleased to once again be named to the list," says Jeff Chambers, SAS vice president of human resources. "At SAS, we have maintained the high quality of our employee-friendly workplace, while adding innovative programs that fit our business model -- an approach that has led to 30 years of sustained success."

Recently, SAS added a retiree health care benefit at a time when many employers were cutting back or eliminating similar benefits. In August the company opened a new health care center, work-life center and employee services facility at its world headquarters in Cary, N.C.

Making the list

This year 466 companies applied for recognition on the list, up from 356 candidate companies last year. "The 100 Best Companies to Work For" list is compiled by Robert Levering and Milton Moskowitz of the Great Place to Work Institute in San Francisco, based on two criteria: an evaluation of the policies and culture of each company, and the opinions of the company's employees. Companies are scored in four areas: credibility (communication to employees), respect (opportunities and benefits), fairness (compensation, diversity), and pride/camaraderie (philanthropy, celebrations). ■

SAS Wins DM Review Readership Awards

For the eighth year in a row, SAS ranked at the top of the list in the annual DM Review Readership Awards – a prestigious honor determined by *DM Review's* readers.

SAS won in two main categories: Business Intelligence and Analytic Applications, Business Performance Management and Web Analytics.

“Once again we congratulate SAS for its outstanding reputation with our readers and for the high level of product and service excellence it provides to customers,” says Mary Jo Nott, editor-in-chief of *DM Review*. “SAS business intelligence is well known among readers for integrating data from across an enterprise and delivering self-service reporting and analysis to everyone’s fingertips.”

“The demand for business intelligence is definitely on the rise all over the world, and the fact that *DM Review* readers chose SAS as the top vendor in both of these categories is evidence of our strong leadership in these areas,” says Christina McKeon, BI marketing manager at SAS. “As always, we’re honored to be continually recognized in this survey.”

SAS also receives Readership Merit Award

This year *DM Review* created a new series of Readership Merit Awards to replace its former DM Review 100 list. In addition to the honors mentioned above, survey respondents named SAS a recipient of this new award for providing superior products and services.

SAS differentiates itself from other conventional BI vendors in the industry by providing unmatched technology and expertise in advanced analytics, data management and tailored solutions for specific industries, such as banking, life sciences and others. SAS takes enterprises Beyond BI™ by integrating analytics that not only supply insight and hindsight in the form of historical reports, but predictive analytics that shed light on outcomes and provide greater insight and foresight.

With these capabilities, SAS offers users at all levels immediate access to cleansed and reliable data, through targeted user interfaces that match the skill level of the individual user.

SAS Performance Management takes industry-specific approaches supported by domain expertise and cross-functional intelligence solutions, and then delivers results through the [SAS Enterprise Intelligence Platform](#), which makes information a generally available resource and drives performance across the entire enterprise. ■

EVENTS:

[TDWI World Conference](#)

Feb. 19-24, Las Vegas

Join SAS and DataFlux at Booth #308 to see the latest in business intelligence and data quality.

[Gartner BI Summit](#)

March 6-8, Chicago

Visit the SAS booth and discover how SAS Business Intelligence can help you move your business ahead.

[TelecomNEXT](#)

March 20-22, Las Vegas

SAS Solutions for Telecommunications help you retain and nurture customer relationships, maximize profits, leverage existing technology, and more. Visit us at Booth #2434 and we'll show you how.

[SAS Users Group International \(SUGI\)](#)

March 26-29, San Francisco

Don't miss the premier event for SAS users worldwide. Join us in San Francisco to find out the latest and greatest on SAS software!