

APRIL 2006



Dear Readers,

Big news: SAS and Google are partnering to provide a quick and easy way to perform searches in SAS.

In other words, if you know how to "Google" (and who doesn't?) you'll be able to quickly locate and extract data from high-powered business intelligence software applications. Get the full details below.

Also in this issue, learn about 10 powerful new and enhanced business intelligence solutions, get important information on data integration and sign up for our Webcast series to learn how to improve your forecasting efforts.

Thanks for reading!

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

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

SAS and Google Partner on BI Search Capabilities

Just about everyone above the age of 5 knows how to “Google” -- but in most organizations, only a handful of power users know how to quickly locate data from high-tech business intelligence software.

That's all about to change. Beginning this summer, Google and SAS will offer mutual customers the familiar Google search interface to connect business users directly to the [SAS® Enterprise Intelligence Platform](#). Users of all skill levels will be able to search SAS and get real-time information, including data, analyses and reports, directly in Google search results pages.

Easy access to vital information

In the same way that SAS has expanded access to business intelligence (BI) by creating targeted user interfaces for its software that match the skill levels of individual users, SAS and Google will provide joint customers who activate the new Google OneBox for Enterprise feature of the Google Search Appliance with a familiar, secure way to search for real-time information delivered by SAS BI software.

Google OneBox for Enterprise uses the same technology that provides information on stock tickers or weather information on Google.com. Anyone who can perform a Google search can easily find the information they need, when they need it.

In addition, the combination of the Google Search Appliance with the SAS Enterprise Intelligence Platform will give users more information than ordinary keyword searches can provide. SAS' contextually relevant search capabilities with Google not only explore metadata, but also look at the business views (SAS Information Maps) that have been defined by SAS clients.

This means that search results will include data, analyses and reports that contain common information pertaining to the search phrase, giving users a broader and more relevant view of the search topic. A typical keyword search would return only reports that contained the keyword in the title, missing other key information pertaining to query. This information, typically untapped, is critical in supporting business decisions.

How it works: the IT perspective

Once a search term or phrase is entered, triggers (defined by the client) point to the [SAS Metadata Server](#), included with many [SAS@9](#) offerings. In order to link together information based on underlying related data, SAS' contextually relevant search capabilities also search the business views/data structure determined by the client.

Users throughout an organization can easily view data, analyses and reports without involving IT to help locate and distribute the information -- and can access only information that they are already authorized to view.

How it works: the business perspective

Google OneBox for Enterprise, combined with SAS' contextually relevant search capabilities, delivers relevant search results for business users in the same way it does for any visitor to the Google Web site looking for information about local news, weather or restaurants.

For example, when a SAS customer types a phrase such as “fourth quarter 2005 sales” into a Google-powered intranet search engine, it will return a snapshot of relevant information including reports, data and analyses along with links to other results -- top-selling products, top salespersons or top 10 customers for that time period, for example – data that would not be available through traditional keyword searches.

All search results are filtered through existing enterprise security protocols, delivering intelligence tailored to each user’s individual access rights.

A big step in the right direction

“Google is excited to work with SAS to deliver business intelligence information and help employees spot trends right from their Google search box,” says Dave Girouard, Vice President and General Manager of Google Enterprise. “We’re aiming to make enterprise search as comprehensive and useful as Web search, and our partnership with SAS is a big step forward in that direction.”

“SAS is committed to delivering the best business intelligence in the industry by enabling organizations to get access to relevant information when they need it,” says Keith Collins, Senior Vice President and Chief Technology Officer of SAS. “The combination of SAS’ business intelligence and Google’s search expertise allows customers to quickly access and understand critical information by exposing associated data, analysis and reports to even more business users, broadening the value and impact of business intelligence and helping companies improve their own enterprise BI strategies.”

This is the first of many technology initiatives that SAS and Google will spearhead to help organizations eliminate information silos by sharing relevant knowledge across business units.

SAS Positioned in the Leaders Quadrant for Multi-Channel Campaign Management Magic Quadrant

SAS has been positioned by Gartner, Inc. in the leaders quadrant in the “Multi-Channel Campaign Management Magic Quadrant”¹ report.

Gartner’s report defines campaign management as processes to communicate offers to customer segments in a multichannel environment. Basic campaign management includes functionality for segmentation, campaign execution and campaign workflow. Advanced analytic functionality includes predictive analytics and campaign optimization. Advanced execution functionality includes event triggering and real-time recommendations. Evolving campaign management e-marketing functionality includes Web analytics, community and search marketing.

“We believe being placed in the leaders quadrant by Gartner in the key areas of campaign management, business intelligence and customer analytics confirms that SAS has all the elements an organization needs to turn customer data into valuable and profitable long term relationships,” said Jim Davis, SAS Senior Vice President. “Since all SAS solutions are built on an enterprise intelligence platform that combines data integration, predictive analytics, intelligence storage and BI reporting, we have effectively removed the cost and risk of joining these key areas together.”

Campaign management is just one component of [SAS® Marketing Automation](#) which applies the world’s foremost market response modeling solution to the challenge of developing and delivering marketing messages to consumers. Only SAS Marketing Automation provides a complete view of an organization’s customers through robust data management, a deep understanding and optimized segmentation of customers through rich analytics, increased efficiency through the use of repeatable, automated processes in campaign design and execution, and closed loop reporting and analysis to measure the effectiveness of campaigns.

The SAS Customer Intelligence suite – which includes SAS Marketing Automation, SAS Marketing Optimization, SAS Interaction Management, SAS Web Analytics, SAS E-Mail Marketing, and SAS Veridium Marketing Relationship Management -- provides the most complete marketing solution available today. SAS Customer Intelligence, built upon the open-standards-based SAS®9 platform, combines extensive best-in-class technology with deep industry and domain expertise to solve the myriad challenges facing chief marketing officers today. The solution can be integrated readily with an organizations current infrastructure to add maximum value to existing investments. SAS Customer Intelligence also integrates with SAS solutions for compliance, risk management, performance management and other vital corporate functions.

Customers using SAS for customer intelligence around the world include The AA, Absa, Arena Italia, BarclaysUK Consumer Finance, Blue Cross and Blue Shield of Florida, Casino, The Chubb Group of Insurance Companies, Harrah’s Entertainment, MLB Advanced Media, U.S. Bank and the World Wildlife Fund.

ABOUT THE MAGIC QUADRANT

The Magic Quadrant is copyrighted 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.

¹ *Gartner Research "Magic Quadrant for Multi-Channel Campaign Management" by Adam Sarner. March 30, 2006.*

SAS Expands Data Integration Initiative

At the SAS Users Group Meeting in San Francisco ([SUGI 31](#)), SAS announced a major corporate initiative to extend its capabilities and market leadership in data integration (DI) – the transformation of disparate, poorly connected islands of information into an enterprisewide environment that provides high-quality, up-to-the-minute information.

In his book *Simplicity*, business management expert and author Bill Jensen states that the most conservative estimates show business information doubling every three years, while some estimates say data doubles every year.

Data integration is crucial because many large businesses find themselves with operational data – e.g., point-of-sale transactions, RFID data, call center interactions, bank transactions – scattered across multiple platforms and variations of technology, making it very difficult to stay in sync across enterprises and to harness live data.

To tackle the problem, companies have built up a hodgepodge of vendor and home-grown software – such as relational database management systems, ETL, data quality and a myriad of data integration systems – that is often incompatible, redundant and underperforming. The result? Information that is shared across organizations is often contradictory, inconsistent and inaccurate.

Increased investment in DI

SAS intends to increase its research and development investment in data integration by 15 percent each year in 2006 and 2007. By doing so, SAS will advance a universal data integration platform that helps companies reduce both the cost and complexity of information management.

In 2005, SAS invested 24 percent of its \$1.68 billion in revenues in companywide R&D, a percentage unrivaled among major software vendors.

The increased investment is intended to help customers bring together data integration technologies (the kind typically needed in real time for operational business applications) with the technologies needed for business intelligence and decision support.

SAS' DI initiative will also include:

- Upcoming enhancements to [SAS Enterprise Data Integration Server](#) software with expanded data quality technology for profiling, monitoring, cleansing and verifying data correctness – capabilities aimed at promoting consistent, accurate information and credibility in business intelligence applications.
- New [customer data integration \(CDI\) technology](#) that enables companies to intelligently synchronize, consolidate and manage customer information from across an enterprise. This solution supports organizations' efforts to create a single view of each customer across the entire enterprise.
- A special data integration focus team that deploys at customer sites worldwide to assess their data integration issues and deliver solutions that mesh with their existing systems and

produce quick results. This team will work in concert with the hundreds of SAS professionals who support data integration through research & development, education, training, consulting and support.

- A data integration focus as part of SAS' global [Business Intelligence Competency Center](#) program, which helps create cohesive enterprise intelligence strategies for better decision making.
- [On-demand Web seminars](#) where professionals interested in improving their data integration systems can expand their knowledge and understanding.

The new data integration technologies and resources from SAS will help companies quickly attain and manage consistent and trusted data throughout the organization.

[SAS Data Integration](#) offers a comprehensive data integration solution that includes technologies for connectivity and metadata; data cleansing and enrichment; extraction, transformation and loading (ETL); migration and synchronization; data federation; and master data management.

With these capabilities, organizations have the flexibility, reliability and agility to respond quickly to new data integration requirements, consolidate vendors, standardize on one integration solution for both operational and business intelligence applications, and reduce the overall cost of data integration.

Intrawest: a case study in DI

Intrawest, a world leader in destination resorts and adventure travel, uses technologies from SAS and DataFlux to address its data integration issues. Like many companies in this market, Intrawest was created through a series of acquisitions over many years, but the company had difficulties creating a 360-degree view of its customers because Intrawest had never consolidated customer data from the different companies.

But that has all changed. The company has recently consolidated its customer information using data integration software for master data management from SAS and DataFlux to create a more holistic and historical view of its customers. From the time anyone enters one of its resort properties, Intrawest wants to extend the best offer to each customer, based on that particular customer's profile and behavioral information. Intrawest examines all its customer databases, finds duplicate customer information, merges it and determines how to market to them most effectively.

"SAS and DataFlux have helped us track our customers' behavioral patterns and develop a more useful, reliable view of each of our customers," says Anne Donohoe, director of customer relationship marketing at Intrawest. "Now we can fine-tune our marketing efforts to develop targeted offers that take into account each of our customers' behaviors, lifestyles and values."

"Most organizations struggle because other vendors cannot deliver all the critical elements of a comprehensive, effective data integration solution," says Jim Davis, senior vice president and chief marketing officer at SAS. "SAS Data Integration helps solve a broad range of issues in the enterprise as data volumes explode and are further complicated by mergers, acquisitions and the ongoing need to modernize aging systems."

SAS Unveils 10 BI Solutions

SAS announced three new and seven enhanced software solutions at its annual SAS® Users Group International ([SUGI](#)) conference in San Francisco.

The enhanced solutions are the result of SAS' commitment to meeting its customers' changing needs and solving specific business challenges in key vertical industries including:

- Banking and financial services
- Manufacturing
- Retail
- Telecommunications

SAS invests almost a quarter of annual revenues (24 percent of \$1.68 billion in revenue in 2005) in research and development, a scale unmatched among BI vendors.

The new and enhanced SAS industry solutions are:

For financial services

- **SAS Anti-Money Laundering** – sifts through huge amounts of data to detect subtle patterns that may indicate suspicious behavior; the latest version adds enhanced data integration capabilities through SAS Data Integration Studio and other components.
- **SAS Credit Risk Management for Banking** – for scoring, rating and managing credit and credit risk; the latest version adds improved reporting so information can be shared more easily throughout the bank.
- **SAS Fair Banking** – helps lenders ensure regulatory compliance while improving quality of their lending decisions; new version's enhanced analytics help lenders better track global exposure.

For manufacturing

- **SAS Warranty Analysis** – reduces warranty costs and improves quality by using warranty claims, call center data and other sources to identify fraudulent claims, detect emerging issues and forecast warranty costs; the new version offers enhanced integration with standard desktop tools.
- **SAS Service Parts Optimization** – a new product from SAS, it allows organizations to provide the highest level of after-sale support by better forecasting demand for parts and optimizing inventories, thus increasing customer satisfaction and improving profitability.

For retail

- **Marketmax® Allocation** – improves inventory management with allocation and replenishment of basic, fashion and promotional merchandise; the new version offers support for advanced and user-defined allocations, and for industry-standard allocation methods.
- **SAS Markdown Optimization** – boosts profitability by determining which items should be marked down, by how much, when and in which stores; the latest version includes improved scalability for large-volume markdown and clearance events.
- **SAS Promotion Optimization** – helps maximize revenue by accurately predicting which items to promote, in which locations, at what price and via which promotional vehicles; the enhanced version offers more support for complex promotions, as well as improved event and scenario analysis and planning.

For telecommunications

- **SAS Revenue Assurance for Telecommunications** – a new product shipping later this year, it enables communications service providers to manage their revenue streams and minimize revenue leakage.
- **SAS Price Plan Optimization for Telecommunications** – a new product shipping later this year, it helps providers improve operational performance and customer satisfaction by identifying price plans with the highest returns for the operator and the highest preference among customers.

“There are lots of software vendors out there claiming to provide analytics and BI offerings that, in reality, are little more than reporting or operational systems,” says Jim Davis, senior vice president and chief marketing officer at SAS. “No other vendor can offer the same depth and breadth of BI solutions as SAS. And we will continue to deliver constant, customer-focused innovation, as shown in the 10 products announced today.”

Like all SAS solutions, the 10 new and enhanced products are built on top of the industry's foremost platform for business intelligence, the [SAS® Enterprise Intelligence Platform](#). This platform integrates technology for:

- **Data integration** – consolidate and manage data from all available and relevant sources.
- **Predictive analytics** – answer key business questions and understand what will happen, as well as what has already occurred and why.
- **Business intelligence** – share intelligence quickly throughout the organization for faster and more accurate decision making.
- **Storage** – create intelligence from massive quantities of data through storage designed and optimized for BI and analytics.

The SAS Silver Circle Award

For 30 years, SAS has given its customers The Power to Know®. Now, we'd like to hear from our most experienced users.

If you have used SAS for 25 years or more, we want to hear your story. Whether you've worked for one company or several, in one industry or many, we want to know how SAS has made a difference in your career.

Earn recognition, awards

Everyone who meets the minimum requirement of 25 years or more of SAS usage will qualify for the SAS Silver Circle. Additionally, eight users will be recognized for the Special Achievement Award. These select SAS users will receive gifts valued at approximately \$500; they will also be highlighted in future stories on the SAS Web site, sascom magazine and at SAS events.

The deadline for submission is Thursday, June 1, 2006.

Apply online at: <http://support.sas.com/misc/25/intro.html>

EVENTS:

Unlocking the Value of Business Intelligence

May 10, Chicago

This four-city series was created for busy IT professionals to acquire knowledge and insight from industry pundits as well as real-world experience on a variety of important topics concerning IT. Check the Web for additional dates and cities.

Webcast Series: Fundamental Forecasting Pains

May 17, 1:30 p.m. ET

This three-part series will show you how to measure the performance and value that are added by your current forecasting efforts; identify and eliminate process waste; and evaluate the role of management intervention in the forecasting process. Register now!

F2006

June 5-6, Cary NC

Get the latest forecasting theories, trends and best practices from world-renowned experts at F2006, the conference for forecasting professionals.

JMP User Conference

June 20-21, Cary, NC

Learn new ideas on maximizing the power of your JMP software.

Webcast: Competing on Analytics

On-demand

Tune in to learn the secret weapon of today's top performing companies: industrial-strength analytics.