

APRIL 2007



**Dear Readers,**

I'm back from Florida and full of news from SAS Global Forum, the annual SAS users group conference held in Orlando last week. The theme was innovation, and Conference Chair Robert Fecht challenged attendees during his Opening Session address, saying, "Our employers, the organizations we work for, depend on us to be innovators – to discover the hidden mysteries in the data we work with, to create new products and enrich the lives of our customers and clients."

Innovation is key to success, and SAS is providing the innovative software and solutions you need. Read on for exciting news announcements from the conference, including the launch of revolutionary new software, SAS® Visual BI. And if you weren't able to attend, don't worry – we're bringing the magic of SAS Global Forum straight to your desktop.

Here's to innovation – and continued success,

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

Anne-Lindsay Beall  
Editor, *SAS Business Report*

## Ushering in the Visualization Age: SAS® Visual BI

Now shipping, the new SAS Visual BI software delivers insights into business intelligence that go far beyond the limited graphics available today.

SAS has kick-started the Visualization Age, fundamentally changing the way organizations can transform data into intelligence and wield it as a competitive weapon. Now shipping, [SAS® Visual BI software](#) delivers insights into BI that go far beyond the limited graphics available today. Instead of static charts and spreadsheets, organizations using this powerful new SAS software can create interactive “data movies” by manipulating an easy-to-use, motion-enabled, graphical environment. Moving from the static to the interactive helps companies explore ideas, investigate patterns and discover previously hidden facts through visual queries.

Designed for business users, SAS Visual BI helps organizations fully leverage the huge volumes of data they collect. This new SAS solution has its roots in SAS’ proven BI and analytical technology and its JMP® statistical visualization and discovery software. It empowers organizations to transcend information silos, diverse computing platforms and niche tools for new insights that drive smarter, quicker decisions.

According to visualization expert Stephen Few, the founder of Perceptual Edge: “Information visualization is a powerful approach to business intelligence. When used effectively, visualization software extends the reach of traditional business intelligence to new realms of understanding – not as one means among many, but often as the only effective means available.”<sup>1</sup>

SAS far exceeds other BI visualization solutions through a wide range of capabilities organically developed and fully integrated into the [SAS Enterprise Intelligence Platform](#). SAS has been positioned by Gartner in the Leader’s Quadrant in the [“Magic Quadrant for Business Intelligence Platforms, 1Q07”](#)<sup>2</sup>.

SAS Visual BI further extends these robust visualization capabilities, which now include:

- Interactive visualization environments provided throughout the wide spectrum of SAS’ business intelligence solutions.
- A comprehensive library of graphics for presentations .
- Customizable graphic generation.

These capabilities are accessible through the SAS BI Dashboard, which displays all content, including key performance indicators, in a role-based, secure, customizable and extensible environment.

Through SAS Visual BI, users may explore a virtually unlimited number of records and columns; formulate queries and manipulate results in a visual format to achieve rapid insight into relationships and patterns; visualize long-term trends instead of limited year-to-date views; and create graphics incorporating many distinct variables.

SAS Visual BI is a new software solution that merges proven business intelligence and visualization technologies, including SAS’ statistical visualization and discovery software, JMP.

Duke Medical Center uses JMP in the Children’s Services business unit to explore data, such as discrepancies in billing and payment, to drive process improvements that yielded a gross revenue increase of 10 percent to 15 percent. The hospital is also ramping up to use JMP to help improve its safety program.

“The volume and complexity of health data interactions really lend themselves to visual depictions that allow us to see the core factors responsible for process inefficiencies,” said David T. Tanaka,

MD, Professor of Pediatrics and Associate Director of Neonatology at Duke University Medical Center. "Before using this visualization software, our ability to examine patient care databases was limited to summary tabulations of the data. Now we look at all types of information in a visual format on multiple graphs all linked together on a single screen. We can drill into data, highlight a point and see the related information highlighted on another screen, allowing us to virtually navigate to the real cause of our problem."

By looking at the data in a graphical and interactive way, clinicians at Duke University Medical Center can even compare the different approaches individual health care providers use to address to the same kind of medical problem. "In this way we can sort out which clinical care path leads to consistently superior results, enabling us to send our patients home both sooner and healthier," Tanaka said.

Data visualization is an integral part of [SAS Business Intelligence](#), which optimally integrates individual technology components within an existing IT infrastructure into a single, unified system for greater information intelligence. SAS delivers broad and deep capabilities for organizations to improve their Information Management strategy, including technology, data models, methodologies, services and partnerships that enable organizations to reduce the risk, complexity and burdens often associated with managing and effectively using information.

Today's announcement came at [SAS Global Forum 2007](#), an annual conference attended by more than 3,500 SAS users from around the world.

<sup>1</sup> *Perceptual Edge. "BizViz: The Power of Visual Business Intelligence," by Stephen Few. March 7, 2006.*

<sup>2</sup> *Gartner Research. "Magic Quadrant for Business Intelligence Platforms, 1Q07," by K. Schlegel, B. Hostmann and A. Bitterer. Jan. 26, 2007. The Gartner Magic Quadrant is copyrighted January 2007 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.*

## **Catch the Action from SAS® Global Forum!**

The annual SAS users group conference was held in Orlando last week, but you can still experience the magic from your desktop! Check out these archived versions of live reports made from the conference and archived segments of main events.

<http://support.sas.com/events/sasglobalforum/2007/videoindex.html>

## BI Competency Centers Key to Effective Information Management

The research is in, and it's clear that BI Competency Centers help organizations achieve better performance and financial results.

Many organizations are still struggling with the management of their information assets and how to use them to drive business performance, according to a recent study conducted by SAS. SAS' research indicates that implementation of practices to improve information management benefits organizations by yielding better performance and financial results.

In March, SAS surveyed 175 business professionals representing organizations of various sizes and industries across the globe. The research shows that many companies are in the infancy stages of effectively managing their business information. Less than 25 percent reported that their senior management relies on business intelligence to make decisions. In addition, nearly eight in 10 had not yet fully implemented practices to ensure data quality, integrate needed data across the business or create standard data definitions.

Conversely, those companies more sophisticated in their approaches to business information have seen the results on the bottom line. The survey found that organizations that have made commitments to effectively manage their information tend to be larger, more global and publicly traded. In addition, the study reveals that the performance of these organizations is stronger than that of their counterparts. Of particular note is that organizations with Business Intelligence Competency Centers (BICC) exhibit significantly higher commitment to information management best practices, which in turn leads to improved financial results.

### **The case for BICCs: better information management**

Business Intelligence Competency Centers comprise cross-functional teams from IT and business. BICCs seek to promote the optimal use of BI and performance management across the organization. They drive consistent BI deployments; ease in managing, implementing and supporting BI and performance management initiatives that span multiple departments; help standardize methodologies, definitions, processes, tools and technologies; and enhance BI skills.

SAS partners with customers to manage information and to promote excellence through its [SAS Enterprise Intelligence Platform](#) and the sharing of best practices, methodologies and services like BICCs.

Across organizations, more and more data is being collected and generated on an ongoing basis. This data is flowing in and through the organization -ultimately to be translated into information. Business performance remains critically dependent upon timely, accurate information and analytical capabilities for good decision making. Effective Information Management can help organizations be more efficient, differentiate themselves from the competition, mitigate risk and comply with governmental regulations.

SAS customer TD Meloche Monnex, the largest direct-response home and auto insurer in Canada and one of the top three home and auto insurers in that country, implemented a BICC seven years ago to manage information and ensure that accurate data was being used to drive business decisions. Since then the BICC has grown in size and scope to manage data quality, analyze trends and conduct forecasting.

TD Meloche Monnex's BICC has helped it understand and manage information assets and create contextual and highly usable information. "There are no silos at TD Meloche Monnex," said Carl Lambert, Vice President of Forecasting and Business Intelligence at TD Meloche Monnex. "We have an integrated team of specialists who work with the various departments within the company. Our data is centralized so when we're putting together the company budget for instance we know the status of all projects companywide, and we can prioritize resources. The BICC allows us to see the big picture."

Lambert advised that any company considering implementing a BICC should start with a small team and then enlarge gradually. "The big bang approach won't work," Lambert cautioned. "The benefit is in

providing high-quality data and gaining credibility within the organization. The BICC should become a trusted adviser to the departments it supports. Help them make smarter decisions, and you help the bottom line."

SAS provides a strategic, proven approach that can help organizations realize many of their Information Management objectives – one that helps position organizations for long-term success and transforms CIOs into business innovation leaders. SAS goes beyond the standard definitions of technology that can be applied to Information Management and brings the analytical perspective required to address the complete life cycle of information. SAS allows organizations to go beyond just managing information to maximizing returns on all information assets.

## Whirlpool, JPMorgan Chase Win SAS Enterprise Intelligence Awards

These two leading organizations were recognized at SAS Global Forum for attaining outstanding productivity gains and ROI using SAS.

SAS annually recognizes customers who demonstrate productivity gains, cost or time savings, or achievement of business goals through the use of software. This year, SAS Enterprise Intelligence Awards were presented to Whirlpool Corporation and JPMorgan Chase at SAS Global Forum (formerly known as SAS Users Group International) in Orlando, Fla.

"We've always prided ourselves on operational excellence and in training our more than 1,500 Six Sigma Black Belts to use the latest techniques for moving our company ahead," said John Kerr, Whirlpool Corporation's General Manager of Global Quality and Operational Excellence. "Our approach to improving quality, reducing warranty claims and finding root cause for those claims is no different. With SAS, Whirlpool is able to determine the root causes of warranty claims and satisfy customers more quickly."

Whirlpool chose SAS [Warranty Analysis](#), SAS [Text Miner](#) and SAS [Enterprise BI Server](#) solutions because SAS understood the detailed statistical requirements of a competitive quality control program. SAS supports Whirlpool globally in local languages – important for a company whose appliances are sold in nearly every country around the world.

Winning the award for the commercial sector, JPMorgan Chase uses SAS [Enterprise BI Server](#) along with Futrix for risk reporting and management across all consumer and card risk lines of business. The firm needed to find a web-based deliverable solution that was easy-to-use, easy-to-implement, flexible and that could leverage existing data. In addition, non-programmers needed to understand and use the system.

With SAS, intelligence is now available to a broad audience in seconds rather than hours, days, or weeks. By providing searchable information, a range of decision makers at JPMorgan Chase are able to better understand different business dynamics, build strategy plans and provide insight and feedback on a daily basis. The upgraded environment was tied directly to several consumer and card risk initiatives which expect to realize a substantial savings with the improved SAS analytics.

"SAS enables JPMorgan Chase to reshape the way we look at the automobile loan business, allowing for more loan approval with lower losses, higher profitability and the ability to enter new market segments – basically an overall, enterprisewide improvement in risk management," Steve Gladysz, First Vice President and Consumer Risk Modeling Senior Manager at JPMorgan Chase. "Our divisional success is spreading within the company where other groups are looking to benefit from the technology that a strategic SAS BI platform and Futrix offering provide."

### ABOUT WHIRLPOOL CORPORATION

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$18 billion, more than 73,000 employees, and more than 70 manufacturing and technology research centers around the world. The company markets Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Brastem, Bauknecht and other major brand names to consumers in nearly every country around the world. Additional information about the company can be found at <http://www.whirlpoolcorp.com>.

### ABOUT JPMORGAN CHASE

JPMorgan Chase & Co. (NYSE: JPM) is a leading global financial services firm with assets of \$1.4 trillion and operations in more than 50 countries. The firm is a leader in investment banking, financial services for consumers, small business and commercial banking, financial transaction processing, asset and wealth management, and private equity. A component of the Dow Jones Industrial Average,

JPMorgan Chase serves millions of consumers in the United States and many of the world's most prominent corporate, institutional and government clients under its JPMorgan and Chase brands. Information about the firm is available at [www.jpmorganchase.com](http://www.jpmorganchase.com).

## SAS Delivers Innovation, Enhances Proven Solutions

SAS rolls out a new solution for retail and four enhanced versions of existing offerings, all built on the SAS Enterprise Intelligence Platform.

Combining business and industry knowledge with proven technology, SAS, the leader in business intelligence (BI), rolled out a new software solution for the retail industry and four enhanced versions of existing SAS offerings.

All five solutions are built on the [SAS® Enterprise Intelligence Platform](#), a proven technology platform that brings together data integration, predictive analytics, traditional BI reporting and intelligence storage. The SAS platform and the software that runs on it help organizations turn raw data into intelligence, better business decisions and competitive advantage.

“For more than 30 years, SAS has remained committed to customers, reinvesting almost a quarter of revenues – 24 percent in 2006 – in research and development. These five SAS solutions demonstrate SAS’ customer-driven innovation,” said Russ Cobb, Vice President of Marketing at SAS.

For the retail industry, SAS has unveiled SAS Market Planning and Portfolio Optimization, a new real-estate planning product that joins the strong lineup of [SAS Retail Intelligence Solutions](#) and helps retailers optimize the selection of new store sites via an innovative consumer-centric methodology. By choosing the best site for a new store, retail organizations can more quickly recoup the capital expenses of purchasing and developing real estate, and help ensure profitable operations for years to come. This new solution is a collaborative offering from SAS and its partners [ESRI](#) and [BearingPoint](#).

SAS also delivered the latest version of [SAS Merchandise Allocation](#), featuring enhanced usability and scalability. It gives retailers the ability to fulfill demand by facilitating distribution of the right merchandise to the right stores and channels. Allocations created through this solution are based on fashion and seasonal trends; customer demand; and store, channel and location attributes. With SAS Merchandise Allocation, retailers can optimize allocations at the item or store level, increase productivity through automation and reduce distribution costs.

For manufacturing and all service- and distribution-oriented companies, SAS released the latest version of [SAS Service Parts Optimization](#), a component of the [SAS Service Intelligence](#) suite. SAS Service Parts Optimization helps forecast short-term, new-part and lifecycle demand for spare parts. It calculates optimized inventory and order quantities for parts-distribution systems, helping manufacturers maintain adequate stock levels, maximize response times and improve customer satisfaction.

For IT decision makers, SAS launched the latest version of [SAS IT Resource Management](#). This solution is the core component of [SAS IT Intelligence](#), which helps optimize the impact of IT on the organization and facilitate effective IT governance. It delivers a single platform for combining data from business systems and the entire spectrum of IT infrastructure along with IT service process data and financial data, incorporating wider business goals into IT performance, and reporting the results of IT initiatives throughout the organization.

And finally, SAS rolled out the latest version of [SAS Solutions OnDemand: Veridiam® MRM](#) (Marketing Resource Management). This hosted solution, one of several [SAS Solutions OnDemand](#), gives marketers the analytical power of SAS to continuously plan, measure and optimize the impact of marketing activities on overall revenue and profitability. As a hosted solution, SAS manages the solution infrastructure, so companies deploying it need not worry about IT support, deployment, troubleshooting or maintenance. They can instead focus on achieving a higher return on their marketing investments.

## **EVENTS:**

### **Executive Series on Analytics**

March 26 – June 27, in a city near you

Select a city and register now to hear author Tom Davenport explain how analytics can give your organization competitive advantage.

<https://secure.ed4.net/hbsp/sas07/?n=192&l=&c=&e=>

### **SAS® Forum 2007 – An Executive Conference**

May 22-23, Stockholm, Sweden

Don't miss this new executive conference from SAS. World-class thought leaders will share their business experience and knowledge. Register now!

<http://support.sas.com/events/sasforum/>

### **F2007 Business Forecasting Conference**

June 4 – 5, Cary, NC

Learn the latest theories, trends and best practices in business forecasting from the world's top forecasting experts.

[www.sas.com/f2007](http://www.sas.com/f2007)

### **JMP® User Conference**

June 12 – 13, Cary, NC

Reserve your spot by May 18 to save \$200 with the early bird discount.

<https://www3.sas.com/training/jmp.html>