



# SAS® Business Report

JULY 29, 2008

**Dear Readers,**

Business leaders like you are searching for solutions that will help them solve a wide range of problems. In this edition of the *SAS Business Report*, you'll read about how Expedia used [SAS® predictive analytics](#) for pricing, risk management and fraud detection. You'll also read a quick [blog](#) that candidly weighs the costs of long-term investment against a short-term fix.

[Waynette Tubbs](#)

*Editor, SAS Business Report*

## SAS News

### **Shifting Sands of the Business Intelligence Landscape**

Read *Computerworld's* take on the major BI acquisitions of 2007 and what they mean for enterprise BI customers.

[http://www.sas.com/images/email/biz\\_report/103504\\_0608.pdf](http://www.sas.com/images/email/biz_report/103504_0608.pdf)

## **SAS® Visualization Drives Analytic Insights to Midmarket and Beyond** **Mintel International selects SAS Visual Data Discovery for interactive, dynamic analytics**

Visualization helps organizations quickly see explore and understand patterns in data – speeding time to intelligence. SAS, the leader in [business intelligence](#), is now shipping [SAS Visual Data Discovery](#), an offering especially attractive to midmarket companies. The bundle delivers insights via rich, interactive analytics visualizations that far surpass the limited graphics available elsewhere.

The software frees business executives and analysts, engineers and other researchers from limitations of spreadsheets and static charts, helping extract critical insights from huge volumes of data. Dynamic visualization enables companies such as [Intel International](#), an industry-leading market research company, to interactively explore ideas and information, investigate patterns and discover previously hidden facts.

SAS Visual Data Discovery, powered by SAS analytics and JMP® software, allows users to grab, spin and slice data, viewing it from multiple dimensions. Interactive graphs include 3-D scatterplots, graph matrix, needle plots and summary charts. Animated bubble plots put graphs in motion, creating interactive “data movies” for a more engaging and fruitful discovery process.

“The point-and-click interface helps analysts and executives absorb massive amounts of data at a glance, and then visually explore questions to determine the best course of action,” said Mike Gilliland, Product Marketing Manager at SAS. “This means faster, better decisions. And the analytics capabilities behind these visualizations are state of the art. This broad and deep range of advanced analytics is unparalleled for turning complex questions into easily understood answers.”

“SAS Visual Data Discovery will allow Intel’s business analysts to clarify results before taking action,” said Chris Tinnon, Custom Solutions Architect at Intel. “We can browse and rearrange data at will, using point and click to visually subset data, animate reports and drill down to underlying data. SAS Visual Data Discovery hit a grand slam with its exploratory data analysis and interactive data visualization.”

[Pinnacle Solutions](#) Inc., a SAS Reseller and SAS Silver Alliance Member, helped Intel select this software. “Intel, a midsized company that strives for excellence, wanted state-of-the-art visualization that would give clients immediacy and responsiveness to ad-hoc report needs,” said Ken Scales, Vice President of Business Development at Pinnacle Solutions. “SAS delivered that and more, easily overcoming the data limitations found in competing offerings. With SAS Visual Data Discovery, Intel obtained the advanced analytics they need and an intuitive interface that users love.”

SAS Visual Data Discovery is based on the [SAS Enterprise Intelligence Platform](#), which optimally integrates individual technology components within an existing IT infrastructure into a single, unified system. The resulting information flow transcends organizational silos, diverse computing platforms and niche tools – and delivers new insights that drive value for organizations.

### **ABOUT SAS**

SAS is the leader in business intelligence and analytical software and services. Customers at more than 44,000 sites use SAS software to improve performance through insight from data, resulting in faster, more accurate business decisions; more profitable relationships with customers and suppliers; compliance with governmental regulations; research breakthroughs; and better products and processes. Only SAS offers leading data integration, storage, analytics and business intelligence applications within a comprehensive enterprise intelligence platform. Since 1976, SAS has been giving customers around the world THE POWER TO KNOW®.

## **SAS Grows Fastest of Top Five BI Vendors; Leads in Advanced Analytics Market Share**

**SAS' BI tools revenue grew 16.6 percent in 2007; BI tools enter mass market**

SAS, a leader in [business intelligence](#) and [analytics](#), again outpaced the BI tools market with 16.6 percent growth in BI tools revenue in 2007. This percentage represents the highest market share growth rate of the top five BI vendors, according to the recently issued report titled [Worldwide Business Intelligence Tools 2007 Vendor Shares: Query, Reporting, and Analysis, and Advanced Analytics Markets Stable in the Face of Economic Turmoil](#) (IDC #212921, June 2008). For the 11th consecutive year, SAS holds the No. 1 worldwide market share position among all advanced analytics software vendors.

SAS' sales of advanced analytics software, totaling US\$439.8 million in 2007, led the market with 31.9 percent share--more than twice that of the nearest competitor--and showed 15.2 percent growth over the previous year. SAS' analytics offerings include descriptive and predictive analytics as well as optimization solutions. In the past year, the advanced analytics segment of the BI tools market grew faster than the query, reporting and analysis segment – a testament to the realized value of analytics in business intelligence for critical competitive advantage.

Recent growth reflects an increasing need for software that provides faster access to broader information. "BI tools are finally entering a mass market," said Dan Vesset, Program Vice President for Business Analytics Research at IDC and co-author of IDC's report. "It's a prelude to the next market cycle that will lead to pervasive business intelligence."

"With a 32 year track record of delivering proven results and the ability to innovate, SAS is more and more often the first company people call when needing to solve business problems," said Jim Davis, Senior Vice President and Chief Marketing Officer at SAS. "Our customers look to us as not just a software company with unmatched analytical capabilities and industry expertise but more as a strategic partner to help them accelerate performance."

Today's news follows another recent IDC report demonstrating [SAS' leadership](#) in the business intelligence software market. IDC ranked SAS No. 1 in the combined business intelligence, financial performance and strategy management market in Hong Kong, with 27percent market share in 2007 (IDC Asia Pacific *Semiannual Business Intelligence Tracker, 2H07*, March 2008 by Sharon Tan).

The SAS<sup>®</sup> Enterprise Intelligence Platform provides an integrated environment for predictive analytics and descriptive modeling including [data mining](#), [text mining](#), [forecasting](#), [optimization](#), simulation and experimental design, and it leverages BI to open the world of SAS analytics to all types of users so they can make better, quicker decisions. The SAS<sup>®</sup> Enterprise Intelligence Platform optimally integrates individual technology components within existing IT infrastructures into a single, unified system. It facilitates information flow that transcends organizational silos, diverse computing platforms and niche tools and it delivers new insights that drive value for organizations.

SAS also offers [targeted business solutions](#) that support enterprise intelligence, customer intelligence, financial intelligence, supply chain intelligence and more. In addition, SAS has turnkey solutions for various [vertical markets](#) such as financial services, life sciences, healthcare, retail, manufacturing and others.

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## Win a Pile of Business Books

Posted by Tammi Kay George in sascom voices

I'm making plans now to attend the [Premier Business Leadership Series in Las Vegas](#) this fall, and I'm looking forward to hearing keynote talks from a great list of presenters whose theories cover everything from the net generation to Darwinism and blackjack to the death of the American Dream. What can you learn about business from this diverse list of experts? A lot - if you read their books and pay attention to their theories.

Whether you're attending the conference or not, you can enter to win this list of books from some of the conferences top speakers:

- [Wikinomics](#) by [Don Tapscott](#), expert on the strategic impact of information technology on innovation, marketing and talent. (The copy I have of Wikinomics to give away is a first edition, not the expanded edition you'll see at the link.)
- [European Dream](#) by [Jeremy Rifkin](#), President of the Foundation on Economic Trends and author of 17 best-selling books.
- [Dealing with Darwinism](#) by [Geoffrey Moore](#), best-selling author, a managing director at TCG Advisors and a venture partner with Mohr Davidow Ventures.
- [Bringing Down the House](#), which features [Jeffrey Ma](#), the number-crunching MIT whiz kid who inspired the book and the hit movie 21.

Leave a comment on this post for your chance to win the four books mentioned above. I'll keep comments open until Aug. 5 and choose a random winner on Aug. 6. Be sure to include your email address in the comment form, so I can contact you to get a mailing address if you win.

Don't know what to say in the comment? Tell me what business books you're reading, or let me know what conferences you're looking forward to attending later this year. Or, just say hi. That's allowed too.

You can read a recap of the contest rules after the jump.  
Contest rules:

- One entry per reader.
- Contest ends at midnight est on Tuesday, August 5, 2008.
- Winner will be drawn randomly from all entries.
- Winner will receive one copy each of the four books linked above.
- Winner will be announced by Friday, August 8, 2008.
- Prizes will be mailed to the winner by US Mail or UPS (depending on location of winner).

[http://blogs.sas.com/bipie/index.php?url=archives/19-Win-a-pile-of-business-books.html&serendipity\[csuccess\]=true](http://blogs.sas.com/bipie/index.php?url=archives/19-Win-a-pile-of-business-books.html&serendipity[csuccess]=true)

## **Common Sense About Green IT and Sustainability**

Lessening our impact on the environment and preserving our planet's natural resources are becoming priorities in shaping every organization's strategy. How does this affect your IT decisions?

[http://www.sas.com/images/email/biz\\_report/103529\\_0708.pdf](http://www.sas.com/images/email/biz_report/103529_0708.pdf)

## Tales from Germany: Short-Term Solutions

Contributed by Matthew Mikell

In May 1999, I moved out of my townhome (Reihenhaus) disposed of a car, TV, and other worldly goods to take on a job at SAS Europe HQ in Heidelberg, Germany. It was intended to be personal and career growth that would ONLY last 2 years. When I left Heidelberg in April 2004, almost 5 years later, I got more growth than I bargained for.

Learning how to travel in countries where I don't know the language; searching in grocery stores for products that don't exist (baking soda); leasing an apartment using a German contract, using socialized healthcare services where I don't know the doctors; buying 220v appliances that I'll never use upon my return to America.

Germany has this [fascinating cultural phenomenon](#) of kitchen swapping. If you are planning to buy or rent a German apartment, it usually comes with a “bare” kitchen. “Bare” is indeed the right word as the kitchen may be nothing more than four bare walls with roughed-in plumbing and electrical connections—the kitchen sink may be missing! You take your kitchen appliances AND cabinets with you when you move out! You don't worry about the dimensions of the old kitchen to the new one. You cram-it into your next home or cut it down. A kitchen, with cabinets and appliances, can cost upwards of 10,000 Euro.

Buying a German kitchen, was a difficult investment for me. The operative word is investment. I have to use it and then sell it. I can't take it with me upon my return to America. At this point, I'm expecting my employment to last only 2 years so kitchen dependability and brand were minor factors. I don't want to burn the place down with a cheap purchase, but I don't intend to hold the product for the long-term. I want a name brand product, with a warranty for resell, but I need something good enough for now. It's a balance of quality and cost; it's a sacrifice of flexibility for affordability.

I find parallels between an SMB software purchase and my kitchen/electronic purchases in Germany. When considering the purchase of a TV, vacuum cleaner, oven or refrigerator, I try to set basic criteria for every purchase.

1. Do I need it now (today vs. next month)?
2. How much will I use it (acquire upper-end or lower-end product)?
3. Does it have the features I need (VHS/DVD combo, High-Def, etc)?

SMBs face a similar conundrum. Some search for a good-enough-for-now(GEFN) solution, lacking a view of a long-term. It appears that some SMBs only intend to be around for a few years and leave. Do SMB want to get into the habit of only investing to fix a problem at the moment- or do they want a solution (or kitchen) that can grow as they go?

While many companies are guilty of a GEFN solution, SMBs can't afford to pull & replace technology. Understandably, some don't know where the company is going long-term and others have change thrust upon them. Would it make sense that companies invest in solutions with stability, scalability and flexibility more often than just another GEFN?

## Events

### **TDWI World Conference 2008**

<http://www.tdwi.org/education/conferences/sandiego2008/index.aspx>

Business Intelligence and Data Warehousing  
Aug. 17-20  
San Diego

### **The Premier Business Leadership Series**

Sept. 11, [Mumbai](#)

<http://www.sas.com/events/pbls/2008/mumbai/index.html>

Oct. 28 – 30, [Las Vegas](#)

[http://www.sas.com/events/pbls/2008/las\\_vegas/index.html](http://www.sas.com/events/pbls/2008/las_vegas/index.html)

### **Gartner Customer Relationship Management Summit**

<http://www.gartner.com/it/page.jsp?id=611509>

Sept. 8 – 10  
Washington

## Webcasts

### **Past, Present and Future of Forecasting – On Demand**

<http://www.sas.com/events/cm/413078/index.html>

### **Cost and Profitability Optimization – On Demand**

<http://www.bettermanagement.com/seminars/seminar.aspx?l=14782>

### **Bringing It All Together: Advancing the Use of BI and Analytics – On Demand**

<http://www.sas.com/events/cm/113869/index.html>

## Multimedia

### **Top 10 Moments in the History of Business Analytics**

<http://blogs.sas.com/sascom/index.php?/archives/320-Top-10-moments-in-the-history-of-business-analytics.html>

Sometimes the ROI is never having to say you're sorry.

## **BI Special Report**

<http://www.sas.com/technologies/bi/report.html>

Get better decision-making power, better answers, faster.

## **Decision Trees for Business Intelligence and Data Mining: Using SAS<sup>®</sup> Enterprise Miner<sup>™</sup>**

<http://www.sas.com/apps/pubscat/bookdetails.jsp?catid=1&pc=57587>

Learn to construct, use and interpret decision trees in predictive and descriptive applications using SAS Enterprise Miner.