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Dear Readers,

The **SAS Tech Report** is just one way you can learn more about SAS software and products. For more tips and tricks, visit support.sas.com and browse “Samples.” You can also subscribe to additional newsletters designed to educate you about training and resource options available from SAS. Take your pick from:

- [SAS Certification News Flash](#), your one-stop place for news and information about SAS certification.
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I hope you'll find these resources helpful. And as always, thank you for using SAS!

Happy reading!

A handwritten signature in black ink that reads 'Shelley Sessoms'.

[Shelley Sessoms](#)

Editor, *SAS Tech Report*

Accessing an Oracle Database Library in SAS® Management Console

Q: I have defined an Oracle library in SAS Management Console, when I import, I get an error message that reads:

ERROR: The SAS/ACCESS Interface to ORACLE cannot be loaded. The SASORA code appendage could not be loaded.

If I copy the LIBNAME statement from SAS Management Console and submit it from a SAS session on my PC, it works. Why?

A: The Oracle client installer for Microsoft Windows does not correctly set the permissions on the ORACLE_HOME directory. The value "Everyone" is not included on the Security Tab, which means that only Administrators can access the executables. To resolve the permissions problem, make sure that users have 'Read and Execute' permissions on the ORACLE_HOME folder. You can set the permissions values by following these steps:

1. Right-click the ORACLE_HOME directory in Windows Explorer.
2. Select **Properties** from the drop-down list.
3. Click the **Security** tab in the **Properties** window.
4. Select Add. Type "Everyone" and select Check Names. Click **OK**.
5. After you add the value "Everyone" to the Group and user names, make sure that "Everyone" has 'Read and Execute' permission.
6. Now, select "Everyone" again from the Group or user names, and click **Advanced** (for special Permission or for advanced setting).
7. Verify that the value "Everyone" is selected and it has full control.
8. Click the check box **Replace permission entries on all child objects with entries shown here that apply to child objects**.

SAS® Web-Based Query and Reporting

The demand for more information in business has created backlogs of new report requests that are difficult for IT to manage. CIOs are looking to solve these problems by implementing BI solutions that make business users more self-sufficient in fulfilling their reporting needs. This white paper provides an overview of SAS' easy-to-use, Web-based reporting solution.

Read the complete 30-page whitepaper:

<http://www.sas.com/ctx/whitepapers/whitepapers.jsp?code=300>

A Look at Tom Bradshaw: SAS Silver Circle Winner

When Tom Bradshaw discovered that he couldn't be a pilot or astronaut because he wears glasses, he decided to focus his energies on chemistry and physics. "I loved the problem solving and quantitative solutions," Bradshaw says. "Medical research seemed like a natural application of my talents and interests."

Bradshaw graduated from the College of William and Mary with a degree in chemistry and a minor in physics and entered the graduate program at Virginia Commonwealth University School of Medicine (formerly the Medical College of Virginia). He planned to become a medical research scientist, until he was introduced to SAS software and began programming and running study data.

"As a toxicologist, I would spend three months injecting thousands of mice, compile the data and then hand the data over to a statistician who would do his SAS magic and tell me if I had significant results," says Bradshaw. "It was so much more fun to be the person who received the data, ran the analyses and then told the researcher if he or she had any significant results."

An introduction to SAS®

In his early days at the medical school, Bradshaw sat down with a shoebox full of punch cards and a SAS 76 manual. Another work-study student had just finished his PhD and entered the work force, so the department needed a new statistician. Bradshaw's adviser handed him the programming cards and told him to learn how to run the programs.

"It was an epiphany," Bradshaw says. "From the beginning, I loved working with SAS. I enjoyed the challenge of putting together a program that would actually run without syntax errors or system abends. I loved using data to do science."

Most of Bradshaw's early programs involved the evaluation of clinical and medical research data. Data was recorded on tally sheets and then sent to the local penitentiary, where inmates key-punched the information. Results were then processed using very early SAS analytic software.

"Sometimes we would be looking at the efficacy of a new drug on some type of cancer. Sometimes it would be the effect of a food additive or environmental pollutant," says Bradshaw. "We did a little of everything, but at the end of the day, the statistics ruled."

Branching out

While Bradshaw was working with medical statistics at the college, some of his friends were launching a furniture company. The company was expanding rapidly, with 60 stores all located in malls. Bradshaw's friends were complaining about all the money they were spending on consultants without getting applicable results.

"They told me the consultants were supposed to help them identify malls where their stores would do well, but they were just getting a lot of confusing mumbo-jumbo," Bradshaw says.

Bradshaw asked his friends to give him the data they had. The next day, he sat down with the mall and demographic data books. A couple of days later, Bradshaw had a SAS program running that predicted sales very accurately.

The president of the furniture company was impressed with the program results but was surprised to learn that Bradshaw was not under contract with his company.

“He had a contract drawn up for me and offered me some furniture (which I declined); so he offered some money (which I accepted),” says Bradshaw. “That was a fun project, because it worked out so well and was the first time I used statistics outside an academic environment.”

Leveraging information in the banking world

Bradshaw later shifted to the banking industry, where he worked as a research analyst. He crunched corporate numbers for a while, but it wasn't long before he saw an opportunity to use analytics in a more revolutionary way.

“A consultant made a presentation about targeting for home equity loans, and that is when the light clicked,” Bradshaw says. “It occurred to me that marketing was struggling to reinvent the wheel – that is, coming up with techniques to quantify and understand the drivers of customer behavior – stuff that we routinely did in biostatistics.”

Bradshaw approached his boss and said, “You know I can do a better job.” He explained how customer information could be leveraged for stronger marketing strategies, and, as a result, he was soon designing and analyzing direct marketing campaigns.

“Since then, every new job and each promotion has been a direct result of my ability to use SAS to successfully answer increasingly complex business questions,” says Bradshaw. “I have used SAS to report, analyze, model and simulate just about everything done in retail banking, racking up hundreds of millions of dollars of documented incremental revenue in the process.”

Scoring in the football pool

Though Bradshaw uses SAS primarily as a work tool, he has also used it for fun. When one of his friends set up a complex football pool, Bradshaw won the first week by simply looking over the available information. When he lost the second week, Bradshaw asked the winner how he came up with his picks. The winner said he based his picks on the weekly running statistics.

“It occurred to me that this was really a database modeling problem, so I started cutting and pasting the box scores from the Internet and wrote SAS code to read the data. I built some pretty advanced models to use the offensive stats from team A and the defensive stats from team B to predict how many points team A would score and vice versa. I then compared my predicted spread versus the official predicted spread and ranked accordingly,” says Bradshaw.

Bradshaw finished “in the money” for several weeks before his computer-generated picks were banned. It was too hard to play against a well-programmed software application, and the pool participants decided that using the power of SAS was akin to bulking up on steroids.

Today and down the road

Bradshaw now serves as the Senior Vice President at Bank of America, which is among the top five most profitable companies in the world.

“We have an unbelievable amount of data to work with,” Bradshaw says. “I just can't believe there is any place with more opportunity or need to use data and good analysis to make a difference.”

Bradshaw looks forward to continuing to work at Bank of America and to applying SAS applications to make a difference. He credits his early introduction to SAS software for his career success in a field where he can work with data, find answers and apply solutions.

“The role of SAS in my career is simple. SAS is my career,” says Bradshaw. “SAS opened a career path I'd never previously considered and has been my primary resource for analytic computing ever since. I fully expect to continue to use SAS until the day I retire.”

Additional Discussion Forums Available

Stuck on a problem that you are sure someone else has solved before? Got a solution that you would be happy to share? SAS is happy to announce the launch of two additional discussion forums to help you do just that: SAS in Healthcare-Related Fields, and Optimization and Operations Research with SAS.

Read More <http://support.sas.com/news/feature/1q2007/forums.html>

Data Preparation for Analytics Using SAS

By: Gerhard Svolba

List price: 67.95 USD

440 pages

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Description: Written for anyone involved in the data preparation process for analytics, this user-friendly text offers practical advice in the form of SAS coding tips and tricks, along with providing the reader with a conceptual background on data structures and considerations from the business point of view. Topics addressed include viewing analytic data preparation in the light of its business environment, identifying the specifics of predictive modeling for data mart creation, understanding the concepts and considerations for data preparation for time series analysis, using various SAS procedures and SAS Enterprise Miner for scoring, creating meaningful derived variables for all data mart types, using powerful SAS macros to make changes among the various data mart structures, and more!

SAS Products and Releases: Base SAS: 9.1.3, 9.1.2, 9.1, 9.0

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** ISBNs have changed from 10 to 13 digits. To form the 13-digit ISBN, a prefix of "978" is added and the last digit is changed.

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Opening a SAS® SQL Server Database from SAS® Enterprise Guide®

Q: I am selecting File > Open > ODBC > SQL Server ODBC Data Source to open a SQL Server table in SAS Enterprise Guide but I am not able to open my table.

A: When you click File > Open > ODBC (ODBC-ICON), the SAS/ACCESS Interface to ODBC is not being used; Microsoft's ADO data access layer is being used. In order for SAS Enterprise Guide to process a task or query by using ODBC-ICON, it must first copy the data to the SAS Enterprise Guide client computer. For large volumes of data, this process can be slow. If you create a library that uses SAS/ACCESS or a database engine on the SAS server, SAS Enterprise Guide does not need to copy the data to the client computer.

To see if you have a SAS/ACCESS product on the SAS server, run the following code:

```
proc setinit noalias;  
run;
```

To define a libref, execute the following LIBNAME statement from a code window in SAS Enterprise Guide:

```
libname odbclib odbc dsn=your_DSN_name user=YourUserID password=YourPW;
```

To access the data from SAS Enterprise Guide after the preceding libref is defined, click File > Open > From SAS Server/Binder > Servers > Libraries > odbclib > then select a table to open.

Webcasts and Events

[Spotlight on SAS® Model Manager](#)

March 28, 1:00 p.m. ET

Join us for this latest live installment in our popular Inside SAS Web seminar series, and find out how you can streamline your organization's model implementation process.

[SAS® Global Forum 2007](#)

April 16-19

Orlando, Florida

Here's your chance to network and learn from thousands of SAS users. Don't delay – sign up today!

[PharmaSUG 2007](#)

June 3-6

Denver, Colorado

Learn all about the great things planned for this year's premier event for SAS users in the pharmaceutical industry. Registration is now open!

[F2007, SAS' Business Forecasting Conference](#)

June 4-5

Cary, North Carolina

Join more than 20 of the top forecasting experts in the world to learn the latest theories, trends and best practices in business forecasting.