



Superior software that gives you
THE POWER TO KNOW

business value series

BEGINNING THE BI DISCUSSION

COURSE INSTRUCTOR

"Data is essential to any organization but provides little insight by itself. Storing and surfacing data in meaningful ways allows people to see it as actionable information – that's BI.

This course is an ideal starting point for understanding what key players need to be involved at each stage to ensure a successful BI implementation, and how BI promotes improved decision-making at all levels."

James Waite,
Technical Training Specialist,
SAS Institute (Canada)

As the primary BI instructor for SAS Canada, James Waite specializes in delivering public education courses about the SAS BI platform, and has authored this thought-provoking leadership course to provide a deeper general understanding of business intelligence concepts.

COURSE OVERVIEW

In Beginning the BI Discussion, we explain the fundamentals of BI, the terminology, business value, pitfalls and more. We illustrate insights into BI through project experiences and industry best practices. Participants actively contribute to discussions so each session addresses your unique needs.

WHO SHOULD ATTEND?

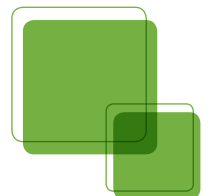
All those who play a strategic role in BI initiatives will benefit from this one-day course. This non-technical, discussion-based course is ideal for managers and executives who will define the vision of BI within their organization. It will equip them with the information to participate effectively in BI discussions at all levels.

WHAT ARE THE BENEFITS?

To lead with confidence and outpace competitors, managers and executives need to make better, faster decisions. And the best place to start is the SAS classroom — learning the essentials of business intelligence (BI). An excellent return on your training investment.

DATES:

Start your BI journey today by signing up for our BI course on one of the following dates: November 24, 2006, February 16, 2007 or May 11, 2007 — and turn the page on business confidence.



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BEGINNING THE BI DISCUSSION

DEFINING BUSINESS INTELLIGENCE

Business intelligence (BI) uses knowledge management, data warehouse, data mining and business analysis to identify, track and improve key processes and data. It also helps companies identify and monitor trends in corporate, competitor and market performance.

www.bettermanagement.com

SAS goes beyond traditional BI reports and predictive analytics by helping you understand the past, monitor the present and predict outcomes as you move your business ahead:

www.sas.com

COURSE DETAILS

Morning session: 9 a.m. – 11:30 a.m. with scheduled break

- The morning session will focus on defining Business Intelligence, identifying key BI objectives, fundamental terminology, and discussing how data is the fundamental basis for successful BI initiatives. Based on participant needs, specific topics may include:

- Data storage and management
- Metadata
- OLAP navigation
- Querying and reporting

LUNCH: 11:30 a.m. – 1 p.m.

Extended lunch in recognition of the business responsibilities of attendees

Afternoon session: 1 p.m. – 3:30 p.m. with scheduled break

- The afternoon session will continue to identify key terminology, and will further focus on how to leverage BI to effectively turn data into meaningful information. Specific topics may include:

- Dashboarding and scorecarding
- Advanced analytics
- Portal

There will be time following the session for follow-up questions and individual discussions.

LOCATION

Executive Classroom – SAS Canada

280 King Street East, Suite 500, Toronto ON M5A 1K7

Tel: 416.363.4424 Fax: 416.363.5399

<http://support.sas.com/training/canada/>

More information about the SAS Business Value Series:

<http://support.sas.com/training/canada/bvs/>

Or please call:

1.877.SAS.INST

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