

Goldfish have
a memory
span of
3 seconds.

They can't
even see the
past, much
less the future.
But you can.
With proven
business
intelligence and
analytic software
from SAS.

CALL FOR PAPERS & SPEAKERS

Join SAS Institute at a two day User Group where we provide you with the tools to better map your business universe, marrying your systems and their data, providing you with a clearer view of how disparate celestial bodies make up the whole.

See your business as a single universe through a SAS EIP telescope...

SAS Forum 2008 will be held at: SAS Institute
93 Central Street
Houghton

Date: 22 & 23 October 2008

This is the opportunity to play an active role in SAS Forum 2008 by:

- Presenting a paper
- Identifying the topic/s you would like to be included in the Forum

DEADLINE FOR SUBMITTING YOUR ABSTRACT & SUGGESTIONS – 12 September 2008

For as long as man can remember he has looked to the stars for answers, but until the advent of more powerful telescopes of a modern era, the celestial universe has been little more than a myriad of unnamed specks in the sky.

Are you able to plot the galaxy that makes up your business? Viewing its myriad of stars, planets, nebula and constellations, as part of a single solar system.

The SAS® Enterprise Intelligence Platform is your business telescope, an enabler that is able to delve through your data universe, delivering superior software and services, ultimately giving you the power to make the right decisions. With your SAS EIP telescope, you can start unpacking the real value of the information cobbled throughout your business galaxy.

Do your enterprise systems give you the power to make the right decisions to understand the data that makes up your business galaxy?

With your SAS EIP telescope you can start...

Leveraging collaborated data from various trusted sources.
Ensure you have access to consistent and reliable information.
Produce consistent, accurate information.
Process information in real-time, consistently and credibly.
Provide you a single view of your business universe from multiple sources.

Giving you the power to:

Mine the data that makes up the celestial bodies in your business universe and deploy wealth throughout
Discover uncharted new worlds in your business universe through dynamic visualisation.
Predict the future of your universe based on historical patterns.
Apply the best space exploration simulation techniques known to your universe.
Use statistical data analysis to drive fact-based decisions and identify potential threats to your universe.



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Please identify what topics you would like to be included by ticking/checking the appropriate box

BUSINESS STREAMS:

- SAS Analytics*
Provides an integrated environment for predictive and descriptive modelling, forecasting, optimisation, simulation, experimental design and more. SAS Analytics leverage existing data and infrastructures to support effective decision making and integration into business intelligence environments:
- Data and Text Mining*
Build descriptive and predictive models and deploy results throughout the enterprise.
- Data Visualisation*
Enhance analytic effectiveness with dynamic data visualisation.
- Forecasting*
Analyse and predict future outcomes based on historical patterns.
- Model Management and Deployment*
Streamline the process of creating, managing and deploying analytical models.
- Optimisation*
Apply operations research, scheduling and simulation techniques to achieve the best results.
- Quality Improvement*
Identify, monitor and measure quality processes over time.
- Statistics*
Use statistical data analysis to drive fact-based decisions.
- SAS Business Intelligence*
Delivers a set of BI capabilities that enable different types of users to surface meaningful intelligence from consistent, companywide data.

TECHNICAL STREAMS

- EIP Considerations*
- Infrastructure Design challenges* when looking at a true SAS EIP – what thinks must designers be aware of when considering a design for an EIP
- Migration from your as-is-environment to SAS EIP* – have you planned for an orderly transition?
- Standards to consider* in setting up and running an EIP
- Setting up an EIP capability* – training and education needs

- Data Quality*
 - Master Data Management – what it is and what it means
 - Customer Data Integration the DataFlux way
 - Design considerations for Real-Time Data Quality
 - 10 Successful steps to implementing a successful data quality program



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- SAS Data Integration*
Provides prebuilt, high-performance capabilities for data connectivity, data quality, ETL (extract, transform and load), data migration, data synchronisation and data federation.
- Connectivity and metadata*
Leverage all data, regardless of source.
- Data cleansing and enrichment*
Profile, cleanse, augment, and monitor data to create consistent, reliable information.
- Extraction, transformation and loading (ETL)*
Extract, transform and load data from across the enterprise to create consistent, accurate information.
- Migration and synchronisation*
Capture and propagate data changes in real-time to ensure data integrity, consistency and credibility.
- Data federation*
Query and use data across multiple systems without the physical movement of source data.
- Master data management*
Quickly and reliably create a unified view of enterprise data from multiple sources.
- SAS Intelligence Storage*
is a dedicated solution that efficiently stores and disseminates information for business intelligence and analytic requirements, offering relational and OLAP storage options from the same foundational inputs.

THE ANSWERS TO ALL OF YOUR QUESTIONS

What should my abstract submission include?

- Author's name, contact details and organisation
- Title of paper / demonstration; and
- An outline – no more than 200 words – on the content and subject matter you intend to address in your presentation.

What should my abstract not include?

- The paper should not include price lists, support commitments, promotional data or other descriptions of a sales nature.

How long should my presentation be?

Each speaker slot at SAS Forum has been allocated a total of 40 minutes, which has been divided as follows:

- 35 minutes for your presentation and / or demonstration; and
- 5 minutes for follow – up questions and discussions – these are held under the direction of the session chairperson.

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When is the deadline to submit applications?

- 12 September 2008 – no exceptions

Where must I send my abstract, once complete?

- Please submit your abstract by e-mail to jennifer.meyer@zaf.sas.com by no later than 12 September 2008 or fax to 011 7133401 for attention Jenny Meyer.

How do I know if my abstract has been accepted?

- You will be contacted by Jenny Meyer via email.

When considering your abstract, please take into account that we believe that the delegates want to hear the following:

- What value your organisation gained from the implementation of SAS Solutions
- How the project changed the way your organisation does business
- How you decided which solutions to implement
- What the biggest challenges were and how you overcame them
- How you measure your return on investment

What is the cost of attending the Forum?

R500.00 per person for 2 days

R300.00 per person for 1 day

Other information:

Your final presentation will be incorporated into the SAS Forum proceedings for distribution to the delegates.

Should you prefer that your material not be published for distribution with the conference proceedings, please state this clearly on your "Application to Present" form.

APPLICATION TO PRESENT A PAPER

DEADLINE FOR SUBMISSIONS – 12 September 2008

Please print all information clearly

- Please keep a copy of this form for your records
- Please note, submissions will only be accepted if all sections are completed in full

Submissions:

You can forward your submission(s) to Jenny Meyer in one of two ways:

Email: Please attach a copy of your abstract in MS Word format, or paste your information into the email as a text message and send it to jennifer.meyer@zaf.sas.com

Fax: Send this form as well as abstract to (011) 7133401 for the attention of: Jenny Meyer.

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CALL FOR PAPERS

Attention: Jenny Meyer
Fax number: 011 7133442
Email: Jennifer.meyer@zaf.sas.com

I would like to submit a:

- Paper only
- Coder's corner
- Hands on demo

Title (Dr/Mr/Mrs/Ms): _____

Surname: _____

First Name: _____

Job Title & Department: _____

Postal Address: _____

Code: _____

Physical Address: _____

Code: _____

Business Telephone (including dialling code): _____

Cellular Phone: _____

Email address: _____

Co-presenters name (if applicable): _____

Company name: _____

Paper Title: _____

This title should accurately describe or summarise the subject matter, and be no longer than 125 characters.

Which stream would your presentation be most suitable for?

- Coders Corner
- Technical Stream
- Business Stream



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Please describe the content of your paper:

- Banking
- Insurance
- Pharmaceutical
- Retail & Distribution
- Telecommunications
- Finance
- Mining & Manufacturing
- Public Sector
- Service Provider
- Utilities
- Other

My SAS Software solutions (s) support the following key areas of my business:

My presentation covers the following IT solution (please specify):



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