

Keeping you up to date on what's happening at SAS

What's up at SAS

Welcome back! Another December has come and gone and after the summer break we're sure you're refreshed and ready to face another prosperous year. January was a quiet month at SAS South Africa, with many people taking advantage of the summer weather and taking extended vacation, but February is sure to be a busy month.

SAS is proud to announce that it has once again made FORTUNE's Best Companies list, for the 11th year in a row, coming in at number 29. Continuing in this vein, SAS saw sales of its CI solution grow by 50 % in 2007

With the focus shifting heavily this year towards sustainability and going green, SAS has developed a corporate sustainability scorecard to help organisations measure sustainability progress as well as track and monitor progress on environmental, social and economic sustainability.

On the international front, Fortis Retail banking has standardised its BI with SAS EIP, and Hallmark and Holt Renfrew have adopted SAS solutions. Our product spotlight is on Enterprise Risk Intelligence this month.

Enjoy the first edition of SAS Talk for 2008!

SAS goes green with Corporate Sustainability Scorecard

SAS has developed a Corporate Sustainability Scorecard, designed to help organisations using SAS to measure performance on sustainability, and to track and improve environmental, social and economic sustainability. This tool follows the conventions as laid out by the Global Reporting Initiative (GRI).

The Scorecard combines pre-built indicators of sustainability with the power of integrated SAS analytics into a Sustainability Performance Management Template which is based on the guidelines laid out in the GRI, allowing users to pull data based on organisation or initiative-specific sustainability metrics.

The SAS Corporate Sustainability Scorecard offers extensive drill-down capabilities as well as forecasting, which allows users to see the impact of emissions and sustainability for the future, and a dashboard which provides a view of immediate areas of concern. Clicking on a specific indicator in the dashboard will give a more detailed insight into that particular sustainability metric.

By harnessing the power of SAS, organisations can see the relationships between metrics that impact sustainability, allowing those in the know to make sound, fact based decisions regarding resource cost and environmental impact. The Scorecard also has a page dedicated solely to emissions, where users can view actual performance, target performance, threshold flags and notes relevant to the metric.

Fortis Retail Banking standardises BI with SAS EIP

Fortis Retail Banking chose SAS Enterprise Intelligence Platform from SAS, the leader in business intelligence. The new implementation will help the company enhance the structure, quality, richness and delivery of customer and financial data for operational reporting, campaign management, performance management and data mining purposes.

SAS Data Integration provides prebuilt, high-performance capabilities for data connectivity, data quality, ETL, data migration, data synchronisation and data federation.

SAS Enterprise BI Server provides a complete portfolio of business intelligence capabilities and applies the power of SAS Analytics and data integration

SAS makes FORTUNE's Best Companies list for 11th straight year

SAS has once again been named to FORTUNE magazine's list of the "100 Best Companies to Work For" in America. This is the 11th straight year that SAS has made the list. In addition to rising 19 places to number 29 on the list, SAS was singled out as one of the 25 top-paying companies on the list, and one of six with the best gyms, as well as one of the best for healthcare, childcare and work/life balance.

SAS has long been recognised as an innovator in encouraging employee work/life balance. Employees at the headquarters campus in Cary, NC, enjoy onsite amenities including healthcare and day-care centres, a 66,000-square foot recreation and fitness centre, plus incentive programs to reward employee wellness.

In 2004, SAS' consistent appearance on the list earned the company a membership in the magazine's Hall of Fame, whose 22 inductees have appeared on every list since 1998.

Sales of SAS Customer Intelligence grew 50 percent in 2007

Forrester Research reports that enterprise marketing platform solutions will grow "in excess of 20 percent over the next five years". This comes as no surprise to SAS, the leader in business intelligence: SAS Customer Intelligence solutions sales grew 50 percent in 2007.

In its Forrester Wave: Enterprise Marketing Platforms, Q1 2008 report, Forrester found that SAS "offers a strong, analytically driven solution for relationship marketing." In the analytics and reporting sub-category, SAS received a perfect 5 – the only vendor to score do so in any category.

Forrester writes that interactive marketing technologies, not yet part of today's Enterprise Marketing Platform, are "mostly delivered by smaller, niche vendors," and "that interactive marketers struggle to coordinate internal and external activities, centralise measurement, and optimise spend."

INTERNATIONAL NEWS

SAS helps Hallmark make key decisions that delight customers

With a few keystrokes on their computer keyboards, staff in the Hallmark Consumer Understanding and Insight group now can quickly unlock valuable perspectives about their customers to drive key business decisions. As a result, the research group is able to provide the enhanced market insights Hallmark needs to better offer customers innovative new products and related marketing programs.

SAS has worked with the greeting card and gift giant for years; Hallmark's most recent investment in SAS BI Server deepens and strengthens that relationship.

For Hallmark, SAS BI Server will provide simple self-service access to key business and customer data to fuel strategic decision making; consistent business rules and definitions for consistent information output; easy-to-use interfaces; and stored processes that allow analysis to be run by users through a familiar interface.

Holt Renfrew optimises high-end customer experience with SAS® analytics software

Holt Renfrew & Co. Limited, Canada's leading specialty retailer, has acquired its SAS Customer Intelligence software to help the luxury merchant further enhance its highly personalised customer service approach.

Leveraging the wealth of data clients have chosen to share with the retailer, Holt Renfrew will employ SAS® Data Integration, SAS® Enterprise Miner™ and SAS® Marketing Automation software to enhance the customer experience with effective and efficient communications at the various touch points of the business.

Using the software, Holt Renfrew will be able to optimise the development and delivery of relevant information and value back to customers on a regular basis, take an integrated, multi-channel approach to serving customers, measure and refine communication efforts, and provide analytical insight to other functional areas across the organisation.

Product in the Spotlight

SAS for Enterprise Risk Management – Gaining business value

Driving business evolution with enterprise risk management

Enterprise risk management can help your organisation get where you want it to go while avoiding hazards and shocks along the way. It entails more than balancing risk and reward, and it goes beyond regulatory compliance. It's about embedding risk management into everyday processes at all levels of the organization in order to truly drive business evolution.

Egyptian Plovers aren't picky about where they find food.

They can't resist taking perilous chances.
But you can. With proven risk management software from SAS.

www.sas.com/plovers

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Only SAS delivers unified, quantitative risk management software that includes:

- Integrated, comprehensive data management.
- The most powerful predictive analytics available.
- User-friendly, self-service reporting.
- A transparent environment that lets you manage the entire process – from identifying risk, to measuring, mitigating and monitoring it on an ongoing basis.

Enterprise risk management software for your industry

- [Banking and financial services](#). Drive profitability, manage risk and achieve compliance with confidence.
- [Communications](#). Achieve risk-based performance management and revenue assurance.
- [Energy](#). Quickly assess and proactively manage changes to your risk profile.
- [Government](#). Take a risk-based approach to making the most of available funds and driving out fraud.
- [Insurance](#). Gain a risk-based view of your enterprise, and improve your return on capital.

For more information visit <http://www.sas.com/solutions/riskmgmt/>

The bit at the end

We hope you enjoyed this edition of SAS Talk, if you have any suggestions for improvement, comments or interesting SAS info, please email marketing@zaf.sas.com.