

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

What's up at SAS

July has arrived, and with it we look forward to being passed the middle of Winter! Something else to look forward to is SAS' busy events calendar which has filled up with a series of Risk and Customer Intelligence events lined up between now and December. These innovative events are aimed at creating the necessary awareness around the SAS offerings and to highlight the true benefit of customer intelligence and effective risk management.

Following the success of the first Risk event at the Campus in Bryanston on the 5 June 2008, repeated in Cape Town the day after, SAS eagerly awaits the responses to the next event on 17 July 2008. Apart from the first risk event, June also saw SAS welcome Bongani Ndlovu as a trainee into the learnership programme at the brand new SAS Academy. Bongani has been a well known face in the canteen for many years and SAS wishes him all the best in his training and future SAS endeavours.

Staying with local news, SAS sponsored the Retail Loss Prevention Conference at the Southern Sun in Sandton which highlighted the large challenge of theft that currently faces the retail industry. SAS was also proud to sponsor the Mail & Guardian breakfast that played host to Eskom CEO, Jacob Maroga as he gave some insight on the power challenges facing SA.

Continuing in June SAS made the headlines internationally receiving recognition yet again from Gartner Inc and was placed in its Leaders' quadrant for Operational Risk management.

We hope you enjoy this edition of SAS talk as we look forward to the busy months ahead, but best of all some warm weather...

SAS takes note of Eskom predictions

At the recent Mail & Guardian business breakfast, sponsored by SAS Institute, Eskom CEO Jacob Maroga made it clear to attendees that the power utility is indeed facing a crisis, and that belts may need to tighten a bit more into the foreseeable future.

According to Maroga the company has made no secret that: "The margin is tight and will remain so until 2013 when new base-load stations start coming online. The next five to eight years will require a collaborative effort by all stakeholders to minimise the likelihood of power interruptions."

"The provision of power, and the uninterrupted provision thereof is something that affects all of corporate South Africa," says Riad Gydien, country manager of SAS Institute South Africa. "It is therefore important for us to ensure we become responsible corporate citizens and help Eskom where we can and more importantly adopt a more efficient approach to our energy consumption. At the end of the day we need to help ourselves, as much as we need to rely on Eskom."



Case Study: Red Cross gains powerful capabilities of analytics

The Child Accident Prevention Foundation of Southern Africa (CAPFSA), now known as Child Safe, based in Cape Town is the world's largest known children's trauma unit. With the goal of treating children who have suffered accidents and trauma, the hospital is also tasked with identifying means on how to prevent accidents among the children it cares for. While treatment is a large part of Child Safe's work their ultimate aim is prevention of child trauma. With the largest database of child trauma and accidents Child Safe holds the responsibility of treating in excess of 10 000 children a year.

It is with this, that little over six years ago SAS Institutes' business intelligence and data specialist Goran Dragosavac began assisting the foundation on a pro bono basis by mining the more than 130 000 patient records to try and identify patterns amongst incidents, in what would become a long-term relationship between the two.

"The amount of data that the unit has collected over the years is quite amazing, and demonstrates that they realise the value of this information. At the end of the day I am pleased that analysts like myself can offer the skills and software required to bring the true value of such data to the surface, and use it as a blueprint for reducing and preventing children's injuries," says Goran Dragosavac, National Product Manager Analytical Intelligence at SAS Institute South Africa.

The results of this project has given the hospital the edge in being able to be more proactive in identifying the most common causes of accidents, as well as social patterns influencing issues such as abuse and trauma.

LOCAL NEWS

SAS hosts successful Risk event

SAS hosted the first in a series of innovative Risk events in Johannesburg and Cape Town in June. The conferences showcased customer experiences and delved into the benefits of managing Operational Risk, in terms of increasing business value and called on delegates from a range of sectors including finance, retail, energy, healthcare and government.

"In the competitive South African market businesses need to attain the competitive edge in order to succeed; OpRisk is a key element to achieve this as various international research papers have proved," says André Zitzke, Solution Specialist at SAS.

The event hosted Kevin Maartens, head of Operational Risk and Compliance at Nedbank Retail Banking and Bevan Smith, Senior Manager, OpRisk at IQ Business Group, as key note speakers.

"The event enjoyed a positive response and we are eager to see a similar response in the future," ends Zitzke.

INTERNATIONAL NEWS

SAS in Leaders' quadrant for operational risk management

SAS Institute has been placed in the Leaders' quadrant of the Magic Quadrant for Operational Risk Management Software for Financial Services by Gartner, Inc.

Gartner's report evaluated SAS on its ability to execute and its completeness of vision. According to the report, "this axis (ability to execute) evaluates ORM software application vendors on the quality and efficiency of the processes, systems, methods or procedures that enable their performance to be competitive, efficient and effective, and to positively affect revenue, retention and reputation." The completeness of vision "axis evaluates ORM application vendors on their ability to convincingly articulate logical statements about current and future market direction, innovation, customer needs and competitive forces, and how well they map to the Gartner position."

"SAS customers know that a strong technology partner is critical in operational risk and compliance management initiatives," says André Zitzke, Solution Specialist at SAS. "This recognition from Gartner is a testament to the power that SAS' operational risk management application suite delivers."

'What-if' analysis strengths of SAS Demand-Driven Forecasting drive profits, market share

Companies moving to a demand-driven business model seek sophisticated analytics as traditional enterprise resource planning and supply chain technologies often fall short of expectations. Poor forecasting harms companies across all functional areas: lost sales, budget over-allocations, product obsolescence, overstocks and higher prices. To meet the need for robust demand planning and forecasting, SAS has introduced SAS Demand-Driven Forecasting.

AMR Research estimates demand planning and forecasting will command a 12 percent revenue share of total supply chain management (SCM) application spending with a compound annual growth rate (CAGR) of 6 percent through 2011.

Public Sector Newsflash

Performance-Based Budgeting in Government

Desan Naidoo, general manager public sector division at SAS Institute, explains how performance-based budgeting can be successfully achieved by integrating objectives and metrics with people and resources.

Taxpayers are requiring more financial accountability from all levels of government. In response, many government agencies and departments are attempting to find ways to connect services delivered with programme funding through performance-based budgeting (PBB).

In general, PBB is defined as a budgeting process that links an organisation's funding to its goals, strategies, programmes, resources, services and results. Using this approach, organisations create budget requests that not only take into account the funding that agencies would like to receive, but also the outputs and outcomes they expect to produce as a result of that funding.

One way to create a true performance budget is to tie agency metrics to all steps of the budget planning process. Performance budgeting solutions and services offered by reputable consulting and software firms, such as SAS Institute, deliver a fully customised approach to performance budgeting through the development of a suite of tools and services. Governments are adopting this approach because PBB offers an objective and credible way to evaluate, proactively improve and report on programme performance by tying specific measures to the budgeting process.

However, as states implement PBB initiatives, some are struggling to overcome varying levels of manual input. The challenge, now, is to fully automate the process of integrating the disparate financial systems, linking the programme and service costs at an individual agency level, and then consolidating the information from all departments and agencies for a 360-degree view of performance.

In conclusion, the benefits of performance budgeting are numerous. Foremost, it increases the organisational focus on mission and goals and shifts attention away from scrutinising revenues and expenditures. This approach also improves the efficiency and effectiveness of government operations by allocating resources toward the most critical outcomes.

More importantly, PBB enables decision making to zero-in on the most effective way to use the limited resources because it encourages agencies and departments to work together to optimise and best use resources.

Product in the Spotlight

Government solutions: BI

With over three decades of experience, SAS provides innovative, world-class solutions tailor-made for civilian defense, state and local organisations within the US. Our software is used at more than 44 000 sites worldwide, including within US federal departments in all 50 states. As the leader in business intelligence software and services, SAS delivers true enterprise intelligence.

SAS business intelligence is the perfect solution for government as it offers decision makers fast, simple access to reports and analysis. Self-service reporting and familiar interfaces are tailored to the different skills and needs of individuals, enabling everyone to generate reports and access the data they need on their own.

Only SAS offers these key benefits:

- Access and/or receive information in a timely manner in order to make informed business decisions.
- Produce reports of varying complexity to meet a wide set of information needs.
- Complex computations, business processes and algorithms can be stored as standardised processes so that everyone, regardless of their skill level, can access them.

For more information please visit: http://www.sas.com/technologies/bi/query_reporting/index.html

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Upcoming Events

Customer Analytics	Johannesburg	10 July 2008
Customer Analytics	Cape Town	11 July 2008
Risk Dashboard Event	Johannesburg	17 July 2008
Risk Dashboard Event	Cape Town	18 July 2008
Nedbank Analyst Forum	SAS – Johannesburg	18 July 2008
Customer Intelligence	Johannesburg	25 July 2008
Govtech	Durban	27 – 30 July 2008

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.