

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

### What's up at SAS

It has been a productive year for SAS South Africa, a year that has seen many positive changes to our company and as a result time has really flown and we can hardly believe it is already half way through the year.

Last month was a busy one, with SAS hosting and sponsoring events all across Gauteng. One such event was the Alliance Forum held at the National Museum of Military History in Johannesburg where SAS honoured the achievements of its top performing alliance partners. At this year's annual event SAS awarded trophies to its strategic alliance members, for their outstanding hard work and achievements. Some of the top achievers were Fifth Discipline, Sasuka and PBT Group.

Another event that kept us busy was the SAS sponsorship of the Retail Loss Prevention Conference at The Southern Sun Hotel in Sandton. The conference was aimed at retailers seeking to prevent losses, and specifically targeted internal theft. Covering everything from CCTV to staff management solutions, it was a great opportunity for SAS to market its Risk Intelligence and Customer Intelligence solutions to a relevant retail market.

Back at SAS in Houghton we also hosted the ABSA AFS Customer Intelligence event at the SAS offices, where ABSA and SAS delegates were able to get the ball rolling on improving ABSA's overall marketing strategies and customer satisfaction through improved implementation of its existing Customer Intelligence solution.

On the international front SAS was yet again named as one of the top 100 companies to work for in the US, this time receiving recognition for its 'adoption friendly' workplace.

So as you can see it has been a pretty exciting month, we hope you enjoy this month's edition of SAS Talk and look forward to chatting again next month...



### SAS awards top alliance achievers

The annual SAS Alliance Forum, was held on 6 May 2008 at the National Museum of Military History in Johannesburg. At this year's event SAS unveiled its partner strategy for the years ahead, and recognised its top performing partners from 2007 for their excellent achievements.

SAS recognises that partners have always formed an important aspect of the SAS market strategy, since the introduction of its reseller channel for mid sized business partway through last year, partners have become an important sales channel for SAS. In recognition of the achievements of the top performing members of the SAS Alliance, SAS awarded the following accolades:

- Delivery Partner of the Year – Fifth Discipline
  - Reseller of the Year – Sasuka
  - Development Partner of the Year – PBT Group
- The event was again a great success and provided the perfect opportunity for SAS to reward and acknowledge its successful partners.

## Case Study: BI fuels Momentum innovation

Leading financial services and credit provider Momentum, when faced with the task of consolidating its book of insurers four years ago, required a business tool that could automate the process, provide a clear view of exactly what was in the business, and check run offs.

Facing this challenge Momentum turned to SAS Enterprise Miner, Base SAS and the Enterprise Guide tools to assist it in collating the necessary data. Now four years down the line, Momentum has turned the simple use of a few tools of the SAS portfolio into a fully supportive part of the business.

The Business Intelligence team is now able to extend a range of divisions within the Momentum portfolio, providing critical information to the management of the company, for use when exploring the launch and release of new financial products.

Momentum admits to being a 'picky' client when it come to choosing which tools to implement, and are really concentrated on getting the job done in the most efficient manner. Taking this into account, SAS is honoured to have been able to satisfy Momentum's business needs and to add yet another success story to its growing list of case studies.

### LOCAL NEWS

#### Quantec Research joins the SAS reseller team

SAS is pleased to announce the new membership of Quantec Research to its local reseller programme. Quantec is a locally based consulting firm that specialises in financial and socio-economic database development, and brings to the partnership a unique value proposition and set of competencies.

As a specialist in risk analysis with a focus on forecasting, market segmentation and analysis, Quantec fills a niche in the Business Intelligence market, and is able to provide a highly focused service to its clients. SAS is pleased to welcome Quantec onboard.

#### SAS takes skills shortage seriously

*Internships will provide training and practical skills*

As part of its plan to develop sustainable skills to address the shortage in the IT industry, SAS has taken on four interns, who will make their way through an extensive and in-depth two-year programme and come out of the other side as certified SAS consultants.

### INTERNATIONAL NEWS

#### Jim Goodnight highlights SAS values and benefits at regional conferences

Jim Goodnight, CEO of SAS, was a featured speaker at two conferences held in the United States in April 2008. Goodnight, long recognised for his innovative leadership at SAS, spoke to conference attendees about his three decades at the helm of an industry-leading enterprise.

SAS has been recognised for 11 years as one of FORTUNE Magazine's 'top 100 companies to work for', an excellent reason for Goodnight to share insight into how the company's commitment to work/life balance has manifested itself with a voluntary employee turnover rate around five percent, a vast contrast to an industry average of more than 15 percent.

#### SAS tops retail banking credit risk management study for second year

SAS named again in the lead position in Chartis Research's "Credit Risk Management Systems 2008" for retail banking.

The report touted the strengths of SAS Credit Risk Management for Banking particularly for its data management capabilities, Basel II applications, flexible analytics, global presence/support, business intelligence, and financial stability and size.

Chartis Research also recently ranked SAS as the leader for the fourth consecutive year in its "Operational Risk Management Systems 2008" report.

## Business Intelligence Reporting

*Produce and access reports for all levels of users across an organization*

SAS Business Intelligence 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 on their own. Wizards guide users through report creation, including pulling data from multiple sources, without IT's constant involvement. And because SAS reporting is delivered through a zero-footprint interface, business intelligence deployment is quick and easy. Use of IT resources is minimized while business users' accessibility to reports and analyses is improved.

### Only SAS Business Intelligence Reporting has the following key features:

- Self-service reporting.
- Business user view of data.
- Intuitive and familiar wizard-driven interfaces.
- Unlimited report authors and consumers.
- Ad-hoc and managed reporting.
- Integration of analytic results and processes.

For more information visit [http://www.sas.com/technologies/bi/query\\_reporting/index.html](http://www.sas.com/technologies/bi/query_reporting/index.html)

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### Upcoming Events

Join SAS Institute for the first in a limited series of business leader events beginning with a focus on Operational Risk. This event will play host to Kevin Maartens, a leading risk expert from Nedbank and Bevan Smith from the IQ Business Group risk practice. The speakers will unpack their views on how operational risk can pose opportunities to your organisation, and how these opportunities can be turned into real value should they be effectively managed.

Register Now for Johannesburg or Cape Town

- **Johannesburg**
  - Date : 5 June 2008
  - Time : 07:00 to 09:50
  - Location : Cover Driver, The Forum, Wanderers Building, The Campus, 57 Sloane Street, Bryanston Tel : 011 575 3888
- **Cape Town**
  - Date : 6 June 2008
  - Time : 07:00 to 09:50
  - Location : The Westin Grand Cape Town, Arabella Quays Convention Square, Lower Long street, Cape Town
  - Tel : 021 412 9999
  - RSVP : Jenny Meyer on 011 7133442 or [marketing@zaf.sas.com](mailto:marketing@zaf.sas.com)
  - Website : <http://www.theforum.co.za>

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### 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](mailto:marketing@zaf.sas.com).