

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

## What's up at SAS

The year is in full swing at SAS, with much news on both the local and international fronts, and the events calendar filling up fast. Don't forget the SAS Global Forum, taking place from 16-19 March in San Antonio, Texas.

February saw the annual ITWeb BI conference, where SAS was once again a sponsor, as well as the international kick-off of the Alliance Partner Programme for the year. There are a whole host of events coming up for the month of March, so be sure to check out the Events Calendar on page 3. This month our product in the spotlight is SAS Customer Intelligence.

In local news, SAS is proud to announce that Tolu Joseph, from Alliance Partner HR Computek, has passed her SAS Certification exam with an impressive 93%. She became the first member of Computek to receive her certification, but she will most certainly not be the last.

On the international front, SAS was once again placed in the Leader's Quadrant by Gartner in its Business Intelligence Platforms Magic Quadrant for 2008, and SAS reported a record \$2.15 billion revenue for 2007, marking the company's 31<sup>st</sup> straight year of double digit revenue growth.

Happy reading, until next month.

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## SAS salutes top achieving Certified Consultant

SAS Institute South Africa is proud to announce that Tolulope Joseph, a Business Intelligence consultant from SAS Alliance Partner HR Computek, recently passed her SAS Certified Examination with an impressive top notch score of 93%, earning her a well deserved certification as a SAS Programmer.

The SAS Global Certification Program ensures that programmers have the most current and up to date knowledge of the products they work with, and is a way for partners to grow their SAS consultancies. To this end, SAS South Africa offers each of its partners one complimentary certification per year. Joseph was the first consultant at HR Computek to qualify for the honour. She has been with HR Computek for three years, and will now as a result of her recent certification be working on SAS BI and SPM projects.

Joseph was the first consultant at HR Computek to qualify for the honour. She has been with HR Computek for three years, and will now as a result of her recent certification be working on SAS BI and SPM projects. Since Joseph received her certification, two others at HR Computek have also passed their exams and qualified.



## SAS Global Forum to highlight the value of Business Intelligence

SAS will be hosting its annual Global Forum in San Antonio, Texas from 16 – 19 March 2008. The Forum is aimed at technical SAS users, and is the premier event for SAS professionals worldwide, with four days of training, demonstrations and hands-on workshops this year.

More than 300 papers and presentations will be delivered at the Forum, divided between two main streams namely: Technology Solutions and Industry Solutions. The conference will focus on SAS software solutions for general and specific industries and will provide new ideas and perspectives from industry experts.

In light of the recent trend towards business becoming more environmentally friendly, the 2008 Global Forum will be a “green” event. By using initiatives such as recycled materials, reduced paper usage and environmentally-friendly packaging, the Global Forum 2008 will have minimum environmental impact.

### LOCAL NEWS

#### SAS kicks off Partner Alliance

The 2008 SAS Institute Partner Alliance Kick-Off was held on 15 February with an international webcast to SAS partners and employees around the world.

The major focus for the year will be around value, and giving partners the tools to enable them to provide specific, relevant solutions to meet the specific needs of the customer through innovative ideas for the partner environment.

This strategy will be incorporated locally into the South African Partner Alliance.

#### SAS sponsors annual Business Intelligence conference

SAS South Africa again sponsored the annual ITWeb Business Intelligence Conference, held at The Forum at The Campus in Bryanston, Johannesburg, on 26 and 27 February 2008.

The conference is aimed at end-users, with content focused around practical examples of BI implementations presented in the form of case studies, as well as best practices and working solutions.

SAS customers who spoke at the event included Ronelle Brandt, Quality and Methodology Manager at Stats SA and Judy Goodall, a Business Analyst from Momentum.

### INTERNATIONAL NEWS

#### SAS in leaders' quadrant for BI platforms

SAS has been placed in the Leaders Quadrant of the Magic Quadrant for Business Intelligence Platforms, 2008, by Gartner, Inc. According to Gartner, “Leaders are vendors that are reasonably strong in the breadth and depth of their BI platform capabilities, and can deliver on enterprise-wide implementations that support a broad BI strategy. Leaders articulate a business proposition that resonates with buyers, supported by the viability and operational capability to deliver on a global basis.”

SAS also speeds delivery of BI throughout all levels of organisations. The SAS In-Database initiative, announced with Teradata Corp., will enable businesses to run and optimise key aspects of SAS BI solutions and analytic processes within leading relational database systems. The result is that decision makers will have faster access to results, and will benefit from better insights.

#### SAS achieves record \$2.15 billion revenue

Intense demand for analytics-powered Business Intelligence propelled BI leader SAS to its 31st straight year of revenue growth. 2007 revenue totalled US\$2.15 billion, up 15 percent over 2006 results, SAS announced recently.

SAS gained more than 1,100 new customers from around the world in 2007. Existing customers that increased their SAS investment and those new to SAS include: Arbejdsmarkedsstyrelsen, Arcor AG & Co. KG, Credit Agricole, Danone, Danske Bank, Dresdner Bank, Equifax Do Brasil LTDA, Grundfos, Haven Holidays, HSBC, Korea Power Exchange, National Geographic Society, National Health Service, Sanofi Aventis, Sephora USA Inc., Teleflora, Vejle Kommune, and Vestas.

## Product in the Spotlight

### SAS Customer Intelligence – Smarter Decisions, Better ROI

SAS Customer Intelligence enables you to identify and understand your most profitable customers, choreograph interactions with these customers, and continuously improve your organisation's marketing performance.

#### SAS Customer Intelligence is the only enterprise marketing solution that:

- Enables smarter decisions through superior analytics.
- Provides a comprehensive solution to solve more of your marketing challenges.
- Addresses all stages of your marketing organisation's development with a flexible framework that evolves with your needs.
- Ensures success with more than 30 years of proven history and leadership.



### Upcoming Events

<b>Neotel CI Breakfast</b>	<a href="#">SAS Offices, Johannesburg</a>	4 March 2008
<a href="#">JP MorganChase Fun Run</a>	Sandton	<a href="#">6 March 2008</a>
<b>Mail &amp; Guardian Breakfast</b>	<a href="#">Hyatt Regency, Rosebank</a>	7 March 2008
<a href="#">Technology Convergence</a>	Hyatt Regency, Rosebank	<a href="#">13-14 March 2008</a>
<b>SAS Global Forum</b>	<a href="#">San Antonio, Texas</a>	16-18 March 2008
<a href="#">Gartner CRM Summit</a>	London	<a href="#">18-19 March 2008</a>
<b>MTN CI Breakfast</b>	<a href="#">SAS Offices, Johannesburg</a>	19 March 2008
<a href="#">Shared Services Africa 2008</a>	Gallagher Estate, Midrand	<a href="#">26 March 2008</a>
<b>Absa/Nedbank Golf Challenge</b>	<a href="#">Eagle Canyon Golf Club</a>	31 March 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](mailto:marketing@zaf.sas.com).