

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

What's up at SAS

With all of these public holidays 2008 is just flying by, and as usual we have been keeping busy at SAS.

The highlight of the month had to be the inaugural Nedbank Absa Golf Challenge, held at Eagle Canyon Golf course. Congratulations to the team from Nedbank who took home the trophy this year. We also held the first of this year's Nedbank Analyst Forums, an event which proved to be well attended and interesting once again.

This month we have a new section titled Industry Insight, where we will be focusing on trends in various industries surrounding BI and other SAS products. This month features an article by our own country manager Riad Gydien on the true value of Business Intelligence. In international news the accolades continue to pour in for SAS, as Chartis Risk once again ranked SAS OpRisk as a leader in operational risk management, as well as START-IT magazine rating SAS among its annual "Top 125 Manufacturing Technology Providers for another year.

Our solution in the spotlight this month is a pioneering new products, SAS for Sustainability Management, which enables organisations to predict and respond to environmental, social, and economic risks and opportunities.

Enjoy this month's edition of SAS Talk. And don't forget to fill up your gas cylinders, the cold weather looks to be settling in. Until next month...

Golfing fun for SAS clients

SAS Institute held a fun golf day for its ABSA and Nedbank clients on 31 March at Eagle Canyon Golf Estate. Lots of fun was had by all until the rain came down after lunch, forcing the golfers to retire to the bar after the tenth hole.

After some light refreshments and several shooters, the prizes were handed out, giving everyone, from the least experienced to the best golfers, a well deserved reward.

Congratulations to Nedbank, who took home the inaugural trophy for the team prize.

Some of the individual prize winners include Jacek Tomkow in first place, closely followed by Marco da Silva and Bonolo Monye in second place, and Bruce Bond-Myatt and Geoff Meyer in tie positions for third. The two players with the longest day were Jaco van der Berg and Suveer Sooganchand who received prizes to help them improve their golfing skills.



The team from Nedbank with their trophy

SAS hosts Nedbank Analyst Forum

The first Nedbank Analyst Forum for this year kicked off at SAS Institute's South African Head Office in Houghton on 3 April 2008.

SAS, in conjunction with Nedbank Retail Business Intelligence Solutions, hosts the forum quarterly for analysts, statisticians, and programmers and people in the fields of credit risk, marketing analytics, operational risk and financial modelling.

The speakers at this event included Kevin Maartens, the head of Nedbank retail business cluster, Imraan Dawood, the senior manager at The IQ Business Group specialising in independent risk management consulting, and Helaine Leggat director of iForest Information, the consulting arm of Michalsons ICT Attorneys.

The next Forum will take place in Q208.

INDUSTRY INSIGHT

The real business value of BI lies in proven analytics

By Riad Gydien, Country Manager, SAS South Africa

Today's fast-paced, competitive marketplace means there is increasing pressure on decision makers to raise profits, do more with less and operate more efficiently.

But how?

Achieving these goals requires intimate knowledge of what's going on in the business on an operational level, as well as a faster and improved decision-making ability, so as to drive strategic goals or respond to an emerging opportunity. This knowledge can best be harnessed by using a series of advanced analytical tools and methods, which crunch and analyse existing data and change it into reusable information. Data in its raw form which has not been processed remains fairly useless data without much intelligence.

Why BI?

The need for effective reporting and analysis capabilities has resulted in a booming business intelligence (BI) market over recent years, with the use of advanced analytics having been proven to be a key factor in improving business decision making and providing a competitive advantage. BI has effectively put the ability to access and analyse business information into the hands of the business users.

However, query and reporting is not BI, so merely having access to lines of nonsensical data, does not leave one any closer to enhanced decision making. You need to ensure that the partner you chose is able to offer you a superior analytics solution.

What does BI achieve?

Effective BI necessitates that companies must have the necessary skills, culture, infrastructure and processes in place. There must be an environment of readiness and an understanding of what BI sets out to achieve. Employees must be willing to change roles and responsibilities because use of information to drive decisions will require workers to gain skills necessary to understand the results of data analysis and how to apply those to the business to add value.

Of course, the data and information must be available, and the various sources of data across the organisation must be brought together. This is often an attitude that is difficult to change because many employees hoard information and don't share their departmental information to gain competitive advantage within a company. However, the benefits of sharing cross-departmental information bring significant value to the table. For example, when sales figures and inventory is combined, valuable knowledge can be derived about what is in demand, and what's not selling.

To end

If an organisation has made the decision to implement a BI strategy, embrace analytics and rely on accurate business information to drive its decisions, the success of that strategy will depend in part on the organisation's level of commitment – and the degree to which management actually uses analytics-driven intelligence to support decisions. It is only through the consistent use of BI solutions where real value to the business can be measured and enhancements made to expand to other pieces of information in the business that can open doors to new business opportunities.

International News

SAS retains dominant leadership position in operational risk management report for fourth consecutive year

SAS is again ranked as the leader in operational risk management by Chartis Research, in its Operational Risk Management Systems 2008 report.

Since 2005, Chartis has positioned SAS OpRisk Management in the top spot for “completeness of offering” and “market share potential.” SAS leads “a handful of software vendors [who] have established themselves as clear leaders and form the ‘premier league.’”

Chartis forecasts the worldwide operational risk management (ORM) market to grow to US\$1.55 billion by 2011.

SAS among ‘Top 125 Manufacturing Technology Providers’

SAS has again been named in START-IT magazine’s annual “Top 125 Manufacturing Technology Providers.” Recognised for the second time, SAS offers products that help top manufacturers drive quality, efficiency and profits.

SAS’ manufacturing customers include industry leaders such as Briggs & Stratton, Hewlett-Packard, W.L. Gore & Associates and Whirlpool. For more information, read about SAS’ products for the manufacturing industry.

The START-IT 125 is a directory of the most influential technology providers in the manufacturing space selected by START-IT editors and its editorial advisory board.

Solution in the Spotlight

SAS® for Sustainability Management
Do well and do good. Take the strategic path to going green.

Predict and respond to environmental, social, and economic risks and opportunities

SAS for Sustainability Management enables an organisation to measure, manage and report on the Triple Bottom Line – environmental, social and economic indicators – and determine business strategies that reduce risk and increase shareholder value.

Our analytic performance management framework for measuring, analysing and optimising key sustainability indicators, SAS for Sustainability Management includes the following SAS technologies:

- [Enterprise business intelligence.](#)
- [Strategic performance management.](#)
- [Econometrics and time series forecasting.](#)
- [Statistical analysis.](#)
- [Activity-based management](#) for carbon footprint modeling.

SAS is an active and committed partner in the communities where we live, work and conduct business. At SAS, we recognise that environmental sustainability is a continuous effort that requires prudent use and preservation of our natural resources. Please visit our [sustainability statement](#) for more information.

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.