

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

What's up at SAS

So what happened this month at SAS? May saw the Customer Intelligence global road show arrive in sunny South Africa and informed delegates in both Johannesburg and Cape Town on the latest customer intelligence innovations and global trends as well as what SAS can offer to help businesses gain and retain customers while better understanding them. The Johannesburg marketing team also welcomed the director for marketing operations for SAS EMEA Jens Olivarius from SAS Global headquarters in North Carolina and impressed him with their best South African hospitality.

Looking forward to June, SAS will be hosting the Analytical Intelligence events on the 11th and 12th June in Johannesburg and Cape Town respectively and will be presenting key note speaker Sascha Schubert along side our very own Goran Dragosavac for the event.

Well that's all the news for now, till next month...



SAS CI road show highlights how marketing should optimise through a recession

- As consumer behaviour changes so should marketing techniques

The SAS International Customer Intelligence road show arrived in South Africa this week, successfully presenting seminars in Cape Town and Johannesburg and driving a strong message on how to market and retain customers through a recession, Norman Webb and Neil Hayward took the stage to provide perspective to current dreary business outlook in the market.

"Marketing optimisation is the missing link in driving marketing efforts, especially at a time when these budgets are being slashed as dramatically as they are," says Norman Webb, SAS Global Customer Intelligence business development manager. "In short with budgets cuts, you need to cut your marketing efforts that is an inescapable reality, the onus is on you to make sure you are marketing the right products to the appropriate people. Once applied this model can see you cut your budget in half and get twice the return for your efforts."

The presentations provided in depth insights into the effects of the recession on business and consumers, effectively combining presentations from customer intelligence gurus with a workshop by world renowned inspirational speaker Quinton Coetzee. Coetzee provided an inspirational presentation on how people can tap into their natural potential to reach greater heights.

"Now especially, there is a driving need for retailers to better understand customer behaviour, and customer value through customer intelligence. Gaining this insight could be the difference between not surviving or thriving through the current economic climate," says Nathalie Ing, SAS Customer Intelligence consultant.

Building a Business Analytics Framework

- Moving beyond just intelligence to analytics is according to Goran Dragosavac from SAS Institute the next step in business evolution

Companies are drowning in data, it is everywhere, on the desktop, in the database, in each business system, email client, financial solution, HR desk drawer, it is spilling out all over and in many cases it is just not user friendly. What happens when your organisation realises it has a business problem it can fix by using this data? Where do you start?

One could be tempted to toss it all out, and start anew but that is just not good corporate governance nor does it make good business sense. The reality is that those piles of data clogging your business harbour the answers to 90% of your business problems. So focus your energies and efforts and start building an analytics framework.

Developing a structure

The benefit of developing a framework helps your organisation to focus, and it removes the “noise” out of how much data you have, and focuses on the issues at hand. This in turn encourages you to find the most pressing yet fixable problems facing your company and allows you to start building from there.

A Business Analytics Framework is a broad-based term used to describe how to organise your analytics efforts more effectively. It combines the notions of data, data integrity, data integration, analytics, business intelligence, reporting and ultimately predicting and forecasting on your data.

Business intelligence for business intelligence sake is just not good enough anymore, you need to analyse your data and make it work for you.

Step1: Data Integration

Take a step back, look at what you hope to achieve from your data and then access and process that data. Data integrity is a huge issue facing companies, and while there are tools available to automate this process it is the critical link in success or failure of a Business Analytics Framework.

My advice is improve data integrity at the source with automatic processes that consolidate, cleanse and standardise your data directly in your operational environments. Offer a collaborative environment with a common set of tools that promote the reuse and sharing of data to achieve faster results and lower costs and in turn deliver consistent, trusted and verifiable information across systems.

Step2: Analytics

Analytics is used to not only gather data, but rather to drill deep down into the data and dynamically analyse which data belongs together. Any system's goal is to improve the lives of its users, and analytics should give decision makers a range of techniques to collect, classify, analyse and interpret data for business insight.

It should provide an added level of specificity to the decision-making process to address problems with greater precision and confidence and instead of just analysing historic information and using gut instinct, make accurate predictions to gain advantage, lower risk and plan for the future.

Step3: Reporting

There is no secret that the way you present analyses and provide access to hands-on reporting tools can be just as important as the reported results themselves. Users do not have the time to spend trying to work out how these tools should work, ensure that you provide your non-technical users access to the right data, the tools to analyse and transform data into meaningful information, and then the reporting capabilities that make it easy to draw and share conclusions.

Step4: Business Solutions

At the top of the list of any Business Analytics Framework are an organisation's business solutions. These need to be tailored to meet your specific business need or vertical, they are the link between your data and

the quality of the information your analytics engine will be able to produce. An effective business solution will enable you to show the logical progression you can make toward solving complex problems by using analytics.

To End

While you may continue to drown in data, with an effective Business Analytics Framework in place you can start prioritising projects, categorise business needs and better understand the data available to you – turning that data into useful information that will assist in solving many of your business problems.

LOCAL NEWS

SAS Johannesburg gains new client : Nigerian bank uses SAS to lower address potential risk

Money launders are rife the world over, and it is a bank's responsibility to ensure they do not fall prey to these fraudsters. It is against this backdrop that Skye Bank PLC, one of the top ten banks in Nigeria, has undertaken to implement the SAS Money Laundering Detection solution across its organisation.

Skye Bank is one of the industry leaders in Nigeria with over 500,000 shareholders, and operates out of over 250 branches and transaction centres across Nigeria, serviced by over 6000 professional Bankers and business experts with a N1 Trillion (\$7 Billion) balance sheet.

The project roll out began early 2008 and was wrapped up in November, well within time and budget. SAS Money Laundering Detection is a sophisticated anti-money laundering solution that can take mountains of information from all areas of a financial business, manage and refine that information, and turn it into usable knowledge that will help that business automatically identify and classify suspicious behaviour.

The solution is now helping Skye Bank meet stringent government regulations, protect shareholder confidence and maintain a strong reputation. The solution offers an integrated and open-ended architecture that lets Skye gather information across data sources, transform the appropriate data into usable knowledge, detect suspicious activity and accurately alert investigators and authorities.

"Skye Bank is truly an innovator in Nigeria, the bank is forward thinking in its approach to business and are very technology savvy in comparison to many of its local counterparts and competitors. While the implementation is a success for Skye, it is also a great success for SAS and forms a quintessential part of our expansion into sub-Saharan Africa," says Edward Sungura, regional director of sub-Saharan Africa at SAS Institute.

INTERNATIONAL NEWS

JMP Genomics 4.0 adds flexible analysis options, visual tools

SAS launches new version with series of West Coast seminars

JMP Genomics 4.0 from SAS brings new power to genomic data analysis with flexible options for analysing and exploring data from a variety of high-throughput studies. New statistical tools for quality control, normalisation and pattern discovery provide cost-effective, flexible analysis of multiple data types from varying platforms, including summarised data from next-generation technologies.

Released recently, the comprehensive desktop package marries powerful analytic and visualisation capabilities of SAS® 9.2 and JMP 8. It provides new ways to visualise statistical results in genomic context and performance improvements to support analysis of larger data sets than before.

SAS in Leaders quadrant for Magic Quadrant for CRM Multichannel Campaign Management

SAS announced today that it is in the Leaders quadrant in Gartner Inc.'s latest report, " Magic Quadrant for CRM Multichannel Campaign Management" [i] Gartner recently placed SAS in the Leaders quadrants for customer data mining[ii] and business intelligence platforms [iii].

According to Gartner's report on Multichannel Campaign Management, "Leaders consistently out-perform in overall campaign management performance for basic and advanced campaign management, as well as for integration with e-marketing. Leaders have high market visibility, high market penetration, strong market momentum and a strategic vision for growing the campaign management business."

SAS to help WKU increase enrolment, student retention, performance

Software provides Western Kentucky University access to timely data, supports decision making, strategy

Western Kentucky University has selected SAS software to help attract, retain and graduate students. SAS, the leader in business analytics, will enable administrators at WKU to harness student, institutional and performance data to predict which programs or classes are most effective in meeting their goals.

"WKU's goals are to build an excellent international university, grow substantially and give every student the best possible chance to graduate," says Bob Cobb, Director of WKU's Office of Institutional Research. "Using SAS, we will be able to make better decisions – supported by advanced data analysis – that will help us be successful."

Product in the Spotlight

SAS 9.2

For more than 30 years, organisations worldwide have turned to SAS to help them gain information and intelligence. Now, SAS 9.2 gives customers more power and flexibility than ever before. It provides the core components of the SAS Business Analytics Framework, enabling you to meet evolving business needs with a world-class array of technology and powerful analytics. This new release delivers the value you expect from SAS and helps you optimise and transform your organisation.

SAS 9.2 brings a wealth of new capabilities and delivers a wide range of benefits for both business users and IT departments. It helps business users gain insights that are often hidden in data so they can reach evidence-based decisions with confidence. For IT, this release helps ease integration with existing IT infrastructures and helps IT deploy, manage and scale the SAS environment to efficiently meet organisational needs.

Benefits:

- Address specific problems with greater precision and confidence.
- Improve productivity.
- Effectively manage the SAS environment to meet growing demand for intelligence.

Features:

- Data integration enhancements
- Significant new analytic capabilities
- Reporting enhancements
- OLAP storage improvements
- More manageability for SAS processes and easier deployment

Read more at: <http://www.sas.com/software/sas9/>



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Upcoming Events

AI Event	Johannesburg	11 June 2009
AI Event	Cape Town	12 June 2009
F2009	Cary, NC	1-2 July 2009

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.