

2010

# SAS® Education

Providing knowledge through global training and certification

**Featuring:**

Training by Job Role  
Special Offers & Discounts



COUNTRY CONTACT INFO

- ▶▶ [www.sas.com/hongkong/training](http://www.sas.com/hongkong/training)
- ▶▶ Phone: +852 2105 3583
- ▶▶ E-mail: [hksastraining@sas.com](mailto:hksastraining@sas.com)



THE  
POWER  
TO KNOW®



For thirty-four years, SAS has provided its users with the most powerful analytical software in the world and supplemented it with high quality, state-of-the-art training. With training from SAS, you'll become more productive, efficient and innovative in your use of SAS and learn how to get the most out of your software investment.

In the coming year, we hope you'll choose to experience the benefits of SAS training for yourself.

And, as always, thank you for using SAS.

**Jim Goodnight**  
CEO of SAS

## SAS® Education Takes You Where You Want to Go

When you choose SAS Education, you make the best investment of your time and money. As the world leader in business intelligence and analytical software, SAS improves performance and provides insight to 45,000 business, government and university sites in more than 100 countries. Wherever in the world your staff are, you can be assured that world-class education and training from SAS Education is available.

We are the recognized leader in delivering the most comprehensive, state-of-the-art SAS training in the industry.

### Engaging with SAS Education gives you:

#### Firsthand SAS® Knowledge

Nobody knows SAS software and its advantages better than SAS personnel. And, nobody has more information on new and pending developments.

#### World-Class Instructors

SAS instructors are recognized for their outstanding teaching skills and as thought leaders in their areas of instruction. Every SAS instructor has earned a SAS Certified Professional credential. In addition, they undergo rigorous, internal certifications on a chapter-by-chapter basis before teaching your course.

#### Expert Instructional Design

Our goal is to transfer knowledge and develop applicable skills. To achieve this, our courses are carefully designed using a combination of comprehensive course notes, lectures as well as software demonstrations, question-and-answer sessions, and hands-on computer workshops.

#### Customizable Content

Our experts will work closely with you to tailor a training path based on your individual needs. Our assessments will determine how you can get the help you need to excel in your job.

#### Rapid SAS® Deployment

With courses at all skill levels, we meet you at your level of knowledge. After your first course, you will be productive with SAS software. Deploying SAS software has never been faster or easier.

#### Flexibility on All Levels

Our customizable courses can be delivered how and where you need them. Over the Web or in person, at your premises or in one of our high-tech training centers, we can tailor our training to meet your needs.

#### Long-Term Customer Relationships

We are proud of the long-term relationships we have built with our customers. Your continued and future success is our highest priority.

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Industry research confirms that trained employees are more productive and of greater value to their organizations. In a recent *Certification Magazine* article, for example, Emily Hollis suggests that user productivity jumps an average of 20 percent after completing software training. That's like earning an extra day in every work week.

At SAS Education, our partnership with SAS Research and Development, state-of-the-art training courses and products, world-class customer support, and exceptional instructors make us the world's best SAS training provider.

Whether you are a returning student or new to SAS, we look forward to seeing you in one of our classes.

**Herbert Kirk, PhD**  
Vice President of SAS Education



## What We Offer

**Public courses** are taught at SAS training facilities around the globe. Our instructors deliver critical SAS knowledge and helpful tips using a combination of expertly designed lectures and software demonstrations, question-and-answer sessions and hands-on computer workshops for an interactive learning experience that is second to none.

**Custom training services** have the same quality content and instructional design as our public courses. This training is delivered at your convenience in a private setting of your choosing. Create customized training that is optimized for your team by selecting any course from our full curricula, combining course segments, or having new training written for you.

**Live Web classes** bring instructor-led training directly to your desktop. Using a Web browser and telephone, you can interact with an instructor, who guides your learning and answers your questions in real time.

**SAS e-Learning** provides immediate access to award-winning training at your desktop 24/7. Be sure to check out the ever-expanding list of short e-Lectures as well as the dynamic and engaging multimedia e-Courses. SAS e-Learning allows you to train without travel time and cost.

**Business Knowledge Series** is a unique partnership between SAS and external professionals who bring their real-world knowledge directly to you. The courses are authored by respected practitioners who use SAS to solve common business problems.

**SAS Certification** recognizes excellence using SAS software. With growing, worldwide demand for professionals with a high level of SAS software knowledge, certification can help you distinguish yourself as a leading SAS professional.

For the most current information on what we offer, visit us on the Web at [www.sas.com/hongkong/training](http://www.sas.com/hongkong/training).

## SAS® FOUNDATION

### Programmer/Analyst

I write SAS programs or use SAS Enterprise Guide to access, manage, query and analyze data.

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### Report Writer

I write SAS programs or use SAS Enterprise Guide to perform queries and generate reports.

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## SAS® SOLUTIONS

16	Financial Management	17	Activity-Based Management
16	Customer Intelligence	18	Strategy Management
16	Risk Management	18	Sustainability Management
17	Merchandise Intelligence	18	Profitability Management
17	IT Management	18	Warranty Analysis
17	Human Capital Management		

## SAS® ENTERPRISE BUSINESS INTELLIGENCE

### Business User

I use SAS' point-and-click applications to access and analyze existing information and then produce reports.

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### BI Content Developer

I understand my organization's data and the applications I need to create reports and analyses.

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### BI Applications Developer

I'm responsible for building, implementing, and customizing SAS interface applications.

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### Data Integration Developer

I use SAS applications to collect, store, and cleanse data required for reporting and analysis.

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## SAS® ANALYTICS

### Statistical Analyst

I write SAS programs or use SAS Enterprise Guide to prepare, analyze, and interpret statistical data.

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### Market Researcher

I analyze and interpret market research data using SAS programs and applications.

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### Operations Researcher

I solve transport, manufacturing and other problems using operations research and quality control methods.

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### Data Miner

I use SAS Enterprise Miner or write SAS code to construct segments and predictive models.

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### Forecaster

I use SAS to develop forecasting models which empower my organization to make informed decisions.

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## SAS® ADMINISTRATORS

### Foundation Administrator

I install, configure, administer, and maintain the SAS Foundation.

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### Enterprise Guide Administrator

I install, configure, administer, and maintain SAS Enterprise Guide.

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### Platform Administrator

I install, configure, administer and maintain the platform for SAS Business Analytics.

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# SAS® Global Certification Program

## Recognizing excellence in SAS® software expertise

The ability to report on what has happened in the past has long been a staple of business intelligence. However, in today's economy, historical insight is simply not enough. To maximize their competitive advantage, organizations must be able to make fact-based decisions that:

- Maximize productivity
- Increase profit
- Minimize cost
- Eliminate waste

This increased emphasis on business analytics has resulted in an increased demand for career professionals and consultants with strong analytical skills. More than 45,000 sites around the world have invested in SAS, the leader in business analytics software, and rely on professionals who can fully harness the power of SAS.

Experience is a critical component to becoming a SAS Certified Professional. The diagrams to the right illustrate available credentials and training options that can help you prepare for the required examinations.

**Accelerate your potential by earning SAS® Global Certification credentials.**  
[support.sas.com/certify](http://support.sas.com/certify)

“As a hiring manager, one of the most important credentials I look for when reviewing resumes is the SAS Certification. Based on my experience, candidates who are SAS Certified are more analytical and are likely to possess stronger SAS programming and debugging skills. In addition, I have increased confidence that these candidates will be more productive.”

**Sunil Gupta**  
 Associate Director,  
 Statistical Programming  
 Quintiles

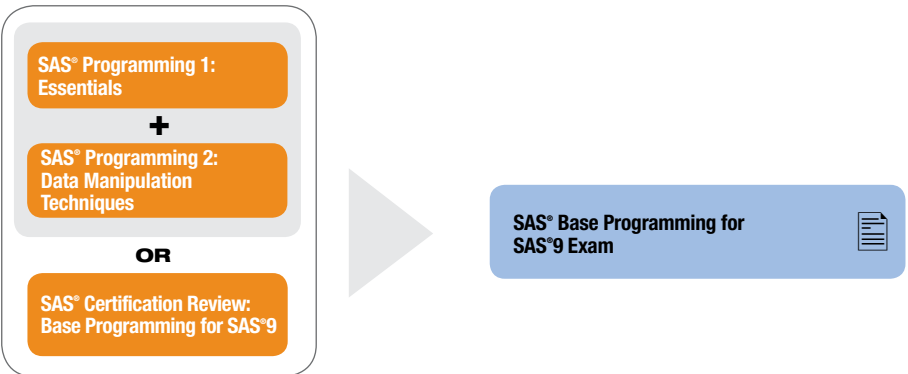
### SAS® Certified Platform Administrator Credential **NEW**



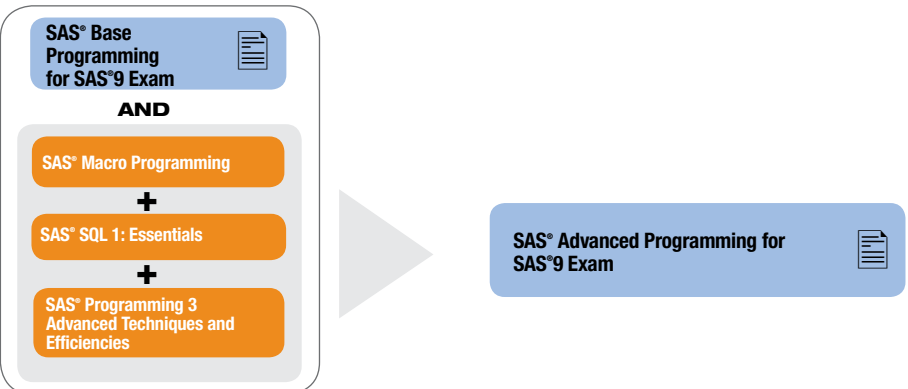
### SAS® Certified Data Integration Developer Credential **NEW**



### SAS® Certified Base Programmer for SAS®9 Credential



### SAS® Certified Advanced Programmer for SAS®9 Credential



### SAS® Certified Predictive Modeler Using SAS® Enterprise Miner™ 5 Credential





## Programmer/Analyst

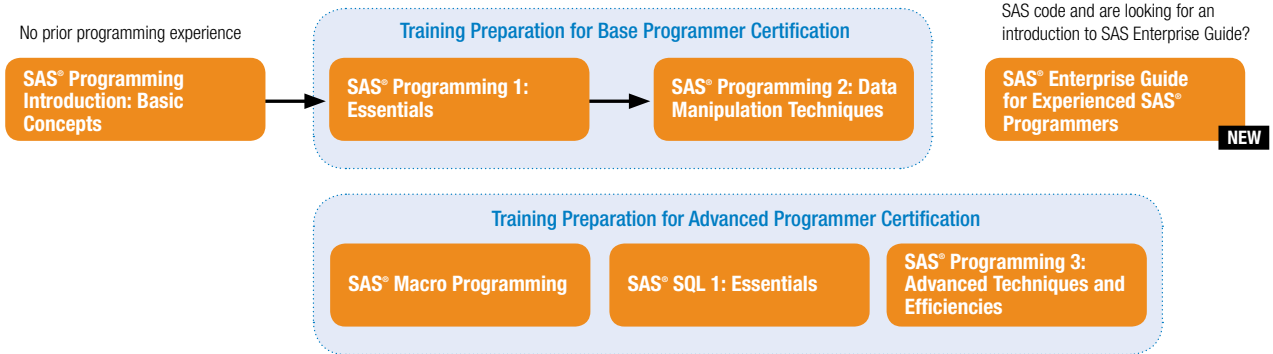
I'm responsible for accessing and managing data and for performing complex queries and analyses. I write SAS programs or use SAS Enterprise Guide for these tasks.

Find more detailed course information at:

▶▶ [support.sas.com/paths/prg](https://support.sas.com/paths/prg)

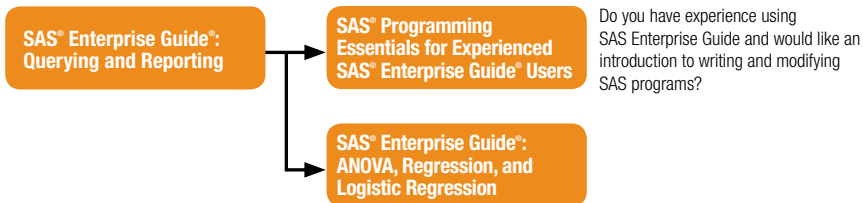
### For SAS® Programmers

No prior programming experience



Do you have experience writing SAS code and are looking for an introduction to SAS Enterprise Guide?

### For SAS® Enterprise Guide Users



Course Title	Days	Price (HKD)	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
SAS® Enterprise Guide®: Querying and Reporting	3	9,614			21-23			20-22			20-22
Data Cleaning Techniques	2	11,500						2-3			
SAS® Programming I: Essentials	3	9,614			2-4			1-3			1-3
SAS® Programming II: Manipulating Data with the Data Step	3	9,614		18-20			18-20			17-19	
SAS® Programming III: Advanced Techniques and Efficiencies	3	9,614		26-28			25-27			24-26	
SAS Macro Programming	3	9,614			9-11			8-10			8-10
SAS® SQL 1: Essentials	2	7,059				8-9			7-8		

## Report Writer

I'm responsible for performing queries and generating reports. I write SAS programs or use SAS Enterprise Guide to perform these tasks.

Find more detailed course information at:

▶▶ [support.sas.com/paths/rw](https://support.sas.com/paths/rw)



Want to program but no prior programming experience?

**SAS® Programming Introduction: Basic Concepts**

Prior programming experience assumed

**SAS® Programming 1: Essentials**

CP

**SAS® Report Writing 1: Using Procedures and ODS**

**SAS/GRAPH® 1: Essentials**

Point-and-click approach to SAS®

OR

**SAS® Enterprise Guide®: Querying and Reporting**

**SAS® Programming Essentials for Experienced SAS® Enterprise Guide® Users**

CP Preparation for SAS® Certification Exam

## Business User

I access existing information as well as create my own reports and analyses using point-and-click applications. I use SAS Add-In for Microsoft Office, SAS Web report Studio, and the SAS Information Delivery Portal.

Find more detailed course information at:

▶▶ [support.sas.com/paths/bu](https://support.sas.com/paths/bu)



**SAS® Business Intelligence Reporting: Essentials**

Course Title	Days	Price (HKD)	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
SAS® Business Intelligence Reporting: Essentials	3	9,614	13-15			13-15			12-14		



### BI Content Developer

I understand my organization's data and the applications I need to create reports and analyses for myself and others in my organization. I use SAS Enterprise Guide and SAS Information Map Studio to create stored processes and may create dashboards and use OLAP methods.

Find more detailed course information at:

▶ [support.sas.com/paths/bic](http://support.sas.com/paths/bic)

**Creating Business Intelligence for Your Organization**

OR

5-day concentrated, accelerated course

***Creating Business Intelligence for Your Organization: Fast Track***

***Designing, Tuning, and Maintaining SAS® OLAP Cubes***

*Italicized courses are global offerings and can be presented locally if demand warrants.*

Course Title	Days	Price (HKD)	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Creating Business Intelligence for Your Organization	3	9,614		4-6			3-5			2-4	



### BI Applications Developer

I'm responsible for building, implementing, and customizing applications. I use SAS development applications such as SAS/AF, SAS AppDev Studio, and SAS/IntrNet.

Find more detailed course information at:

▶ [support.sas.com/paths/bi](http://support.sas.com/paths/bi)

***Building Java-Based Web Applications with SAS® 1***

***Building Java-Based Web Applications with SAS® 2***

***SAS® Business Intelligence Reporting 1: Essentials***

***Customizing SAS® Web Applications***

*Italicized courses are global offerings and can be presented locally if demand warrants.*

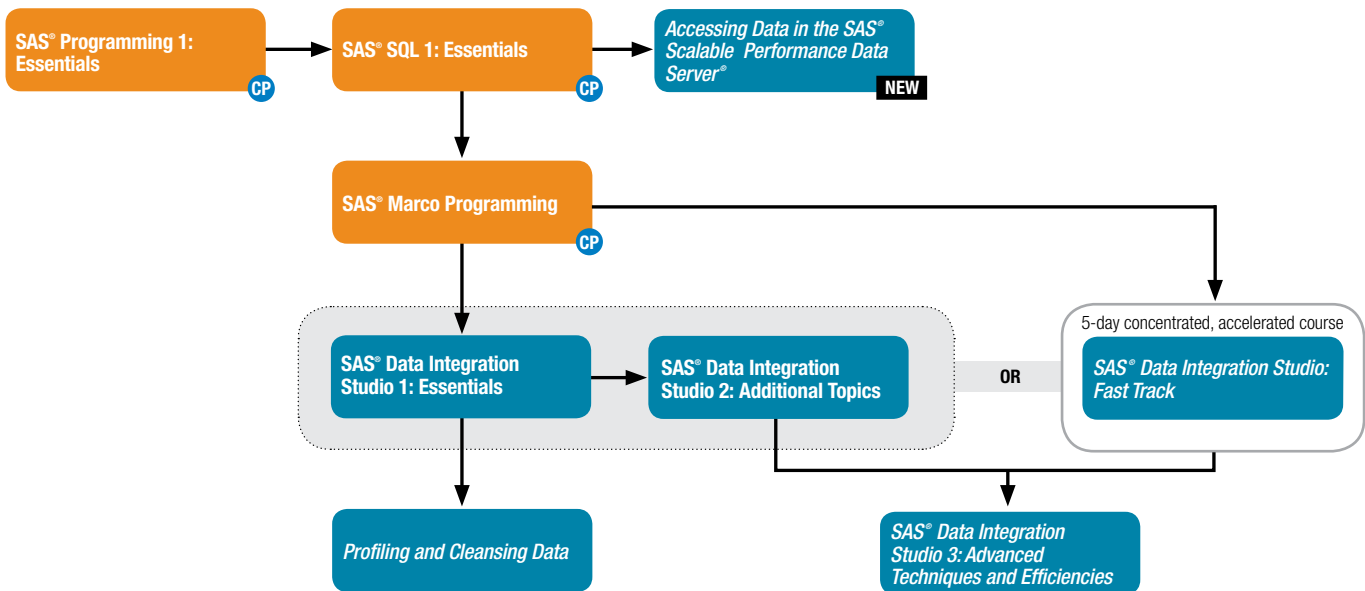
These courses are offered as Custom Training services and can be scheduled as a Public course if demand warrants.

## Data Integration Developer

I collect, store, and cleanse data in preparation for reporting and analysis. I use applications such as SAS Data Integration Studio, the SAS Data Quality solution, and SAS Information Map Studio. I may also use OLAP techniques and write SAS code.

Find more detailed course information at:

▶▶ [support.sas.com/paths/did](http://support.sas.com/paths/did)



*Italicized courses are global offerings and can be presented locally if demand warrants.*

**CP** Preparation for SAS® Certification Exam

Course Title	Days	Price (HKD)	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>DATA INTEGRATION DEVELOPER</b>											
SAS® Data Integration Studio 1: Essentials	3	9,614		11-13			10-12			9-11	
<b>PROGRAMMER/ANALYST</b>											
SAS® Programming I: Essentials	3	9,614			2-4			1-3			1-3
SAS Macro Programming	3	9,614			9-11			8-10			8-10
SAS® SQL 1: Essentials	2	7,059				8-9			7-8		



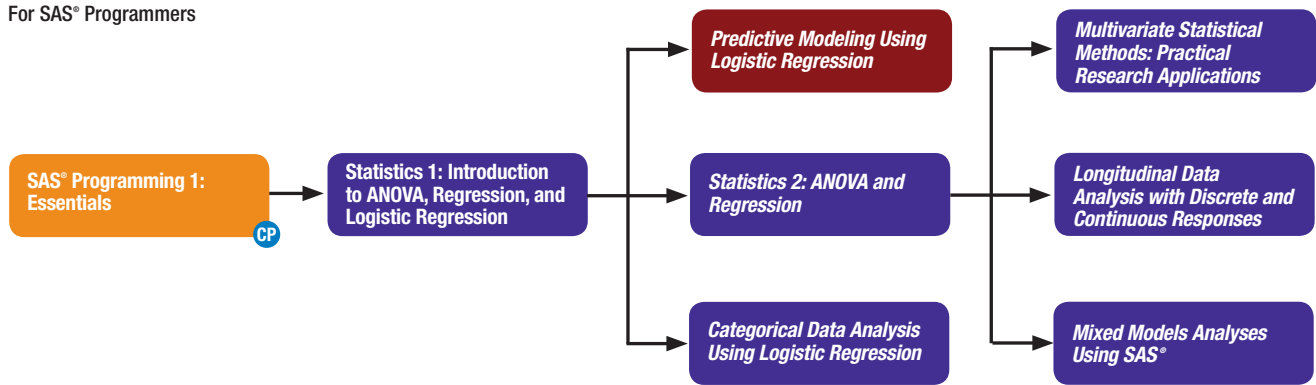
## Statistical Analyst

I cleanse and prepare data for analysis as well as conduct and interpret simple to complex statistical data analyses.

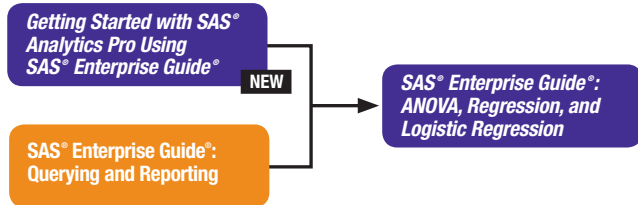
Find more detailed course information at:

▶ [support.sas.com/paths/stat](https://support.sas.com/paths/stat)

For SAS® Programmers



For SAS® Enterprise Guide Users



*Italicized courses are global offerings and can be presented locally if demand warrants.*

**CP** Preparation for SAS® Certification Exam

Course Title	Days	Price (HKD)	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>PROGRAMMER/ANALYST</b>											
SAS® Enterprise Guide®: Querying and Reporting	3	9,614			21-23			20-22			20-22
SAS® Programming I: Essentials	3	9,614			2-4			1-3			1-3
<b>STATISTICAL ANALYST</b>											
Statistics I: Introduction to ANOVA, Regression, and Logistic Regression	3	9,614	28-20			28-30			27-29		

## Market Researcher

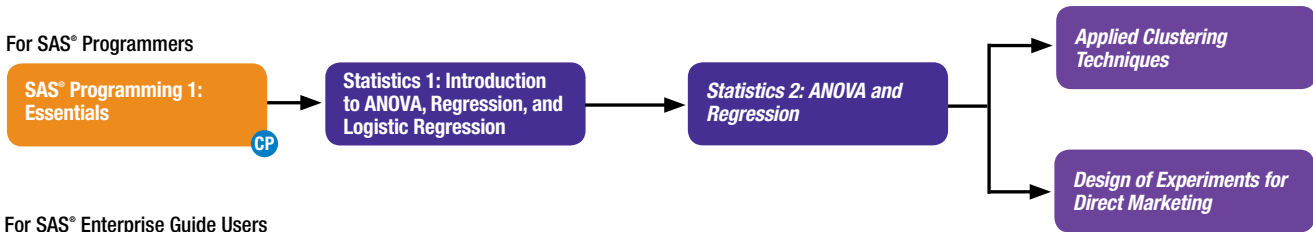
I conduct market research and then analyze and interpret the results. I write SAS programs or use SAS Enterprise Guide, SAS Enterprise Miner, SAS Marketing Automation, and SAS Marketing Optimization.

Find more detailed course information at:

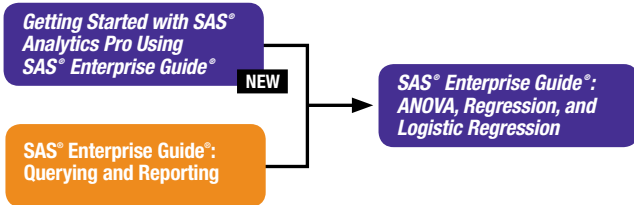
▶▶ [support.sas.com/paths/mkt](https://support.sas.com/paths/mkt)



For SAS® Programmers



For SAS® Enterprise Guide Users



*Italicized courses are global offerings and can be presented locally if demand warrants.*

These courses are offered as Custom Training services and can be scheduled as a Public course if demand warrants.

## Operations Researcher

I help decision makers solve business, manufacturing, transportation, and supply chain issues. I use linear, integer, mixed-integer, and nonlinear programming as well as quality control techniques.

Find more detailed course information at:

▶▶ [support.sas.com/paths/or](https://support.sas.com/paths/or)



SAS® Software Users



*Italicized courses are global offerings and can be presented locally if demand warrants.*

These courses are offered as Custom Training services and can be scheduled as a Public course if demand warrants.

**CP** Preparation for SAS® Certification Exam



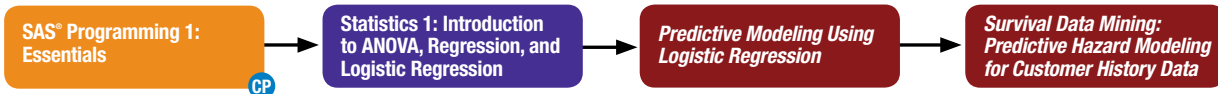
## Data Miner

I'm responsible for extracting information from large databases to construct data segments and predictive models. I use SAS Enterprise Miner, SAS Credit Scoring, SAS Text Miner, or write SAS code.

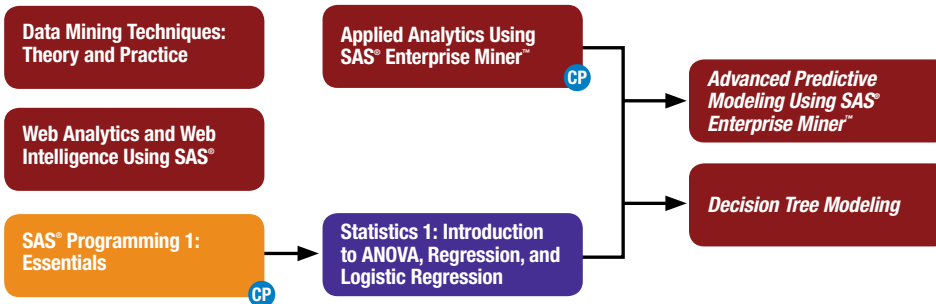
Find more detailed course information at:

▶▶ [support.sas.com/paths/dm](http://support.sas.com/paths/dm)

### For SAS® Programmers



### For SAS® Enterprise Miner Users



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**CP** Preparation for SAS® Certification Exam

Course Title	Days	Price (HKD)	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>DATA MINER</b>											
Data Mining Techniques: Theory and Practice <b>BKS</b>	3	17,250			2-4						
Web Analytics and Web Intelligence Using SAS® <b>BKS</b>	2	11,500							19-20		
Applied Analytics Using SAS® Enterprise Miner™	3	9,614			23-25			15-17			15-17
<b>PROGRAMMER/ANALYST</b>											
SAS® Programming I: Essentials	3	9,614			2-4			1-3			1-3
<b>STATISTICAL ANALYST</b>											
Statistics I: Introduction to ANOVA, Regression, and Logistic Regression	3	9,614	28-20			28-30			27-29		

## Forecaster

I'm responsible for developing forecasting models to empower the organization to make informed decisions. I write SAS programs, use the Time Series Forecasting System, or SAS Forecast Studio.

Find more detailed course information at:

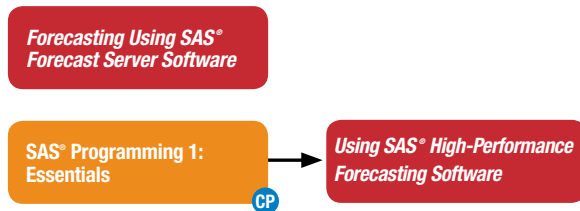
▶▶ [support.sas.com/paths/for](https://support.sas.com/paths/for)



### Forecasting One-Time Series with Possible Regressors



### Large-Scale Forecasting



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## SAS® Press

We are dedicated to bringing you the best SAS®, JMP®, and business titles to meet your individual professional needs. Our authors represent some of the finest thought leaders in the user and business community; they understand what you need to know to get your job done.

View our extensive offerings:  
[support.sas.com/bookstore](https://support.sas.com/bookstore)

### Get to Know Our Authors

Visit our recently launched Author Pages at [support.sas.com/authors](https://support.sas.com/authors) to view free sample chapters, receive notification about upcoming titles, listen to podcast interviews, and network with SAS Press authors and staff.

### Looking for Book Proposals...

Do you have an area of expertise or an idea for a topic that you think could be developed into a book or booklet? If so, we'd love to hear from you. SAS Press has over 20 years of publishing experience and provides complete editorial, production, technical, and marketing support.

Learn more about becoming a SAS Press author: [support.sas.com/spauthors](https://support.sas.com/spauthors)



## SAS Foundation Administrator

I install, configure, administer, and maintain the SAS Foundation.

Find more detailed course information at:

▶▶ [support.sas.com/paths/fa](https://support.sas.com/paths/fa)

*Security for SAS®  
Foundation: Data at Rest*

NEW

*Security for SAS®  
Foundation: Data in Transit*

NEW

*Italicized courses are global offerings and can be presented locally if demand warrants.*

These courses are offered as Custom Training services and can be scheduled as a Public course if demand warrants.



## SAS Enterprise Guide Administrator

I install, configure, administer, and maintain SAS Enterprise Guide.

Find more detailed course information at:

▶▶ [support.sas.com/paths/ega](https://support.sas.com/paths/ega)

*SAS® Platform Administration:  
Getting Started*

*SAS® Enterprise Guide  
Administration*

NEW

*Italicized courses are global offerings and can be presented locally if demand warrants.*

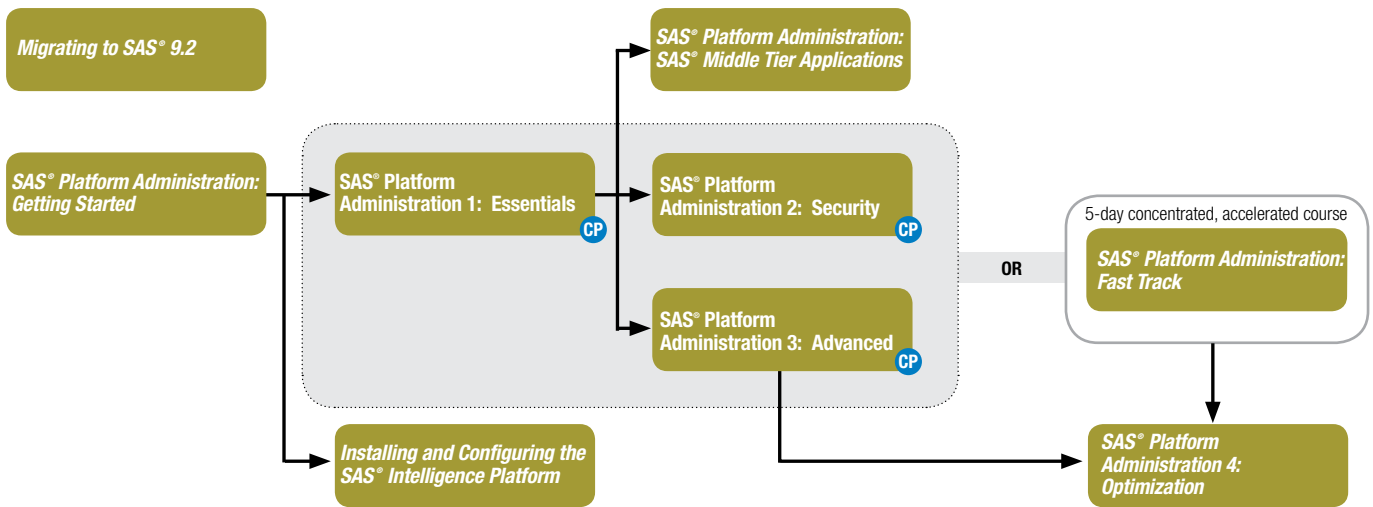
These courses are offered as Custom Training services and can be scheduled as a Public course if demand warrants.

## SAS Platform Administrator

I install, configure, administer, and maintain the platform for SAS Business Analytics.

Find more detailed course information at:

▶▶ [support.sas.com/paths/pa](https://support.sas.com/paths/pa)



*Italicized courses are global offerings and can be presented locally if demand warrants.*

**CP** Preparation for SAS® Certification Exam

Course Title	Days	Price (HKD)	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
SAS® Platform Administration 1: Essentials	3	9,614	20-22			20-22			20-22		

## Financial Management

[support.sas.com/paths/fm](http://support.sas.com/paths/fm)

Basel II Internal-Ratings-Based Approach Using SAS®

Banking Strategies with Credit Risk Management Perspective

SAS® Financial Management: Foundations Training

SAS® Financial Management: Data Administration

SAS® Financial Management: Foundations Training

SAS® Financial Management: Data Administration

Course Title	Days	Price (HKD)	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Basel II Internal-Ratings-Based Approach Using SAS®	2	11,500		24-25							
Banking Strategies with Credit Risk Management Perspective	2	11,500							25-26		

## Customer Intelligence

[support.sas.com/paths/ci](http://support.sas.com/paths/ci)

Designing and Executing Marketing Campaigns Using SAS® Customer Intelligence Studio

Managing the SAS® Marketing Automation Data Infrastructure

Using SAS® Real-Time Decision Manager

NEW

Using SAS® for Customer Experience Analytics: Reporting

NEW

## Risk Management

[support.sas.com/paths/risk](http://support.sas.com/paths/risk)

What's New in SAS® Risk Dimensions® 5.2

NEW

Credit Risk Modeling Using SAS®

NEW

Credit Scorecard Development and Implementation

Applied Analytics Using SAS® Enterprise Miner™

CP

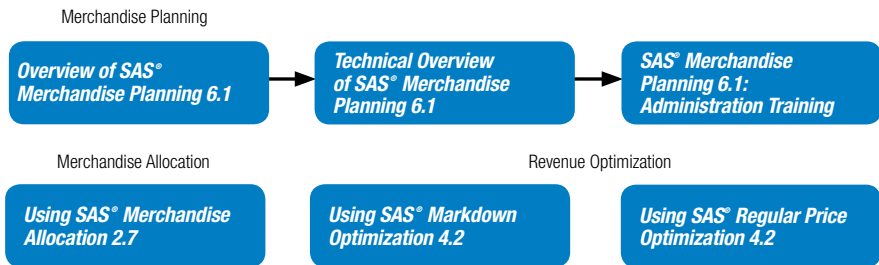
Development of Credit Scoring Applications Using SAS® Enterprise Miner™



Preparation for SAS® Certification Exam

## Merchandise Intelligence

[support.sas.com/paths/mi](http://support.sas.com/paths/mi)



## IT Management

[support.sas.com/paths/it](http://support.sas.com/paths/it)

Version 3

*SAS® Enterprise Guide®: Querying and Reporting*

*SAS® IT Resource Management: Administration and Reporting*

## Human Capital Management

[support.sas.com/paths/hcm](http://support.sas.com/paths/hcm)

*SAS® Human Capital Management for Strategic Decision Making*

## Activity-Based Management

[support.sas.com/paths/abm](http://support.sas.com/paths/abm)

ABM Modeler / Business Analyst

*ABC Modeling Using SAS® Activity-Based Management 6.4*

*SAS® Activity-Based Management 6.x Report Creation for Modelers*

IT Modeling Support

*SAS® Enterprise Guide®: Querying and Reporting*

*Data Integration for SAS® Activity-Based Management 6.x*

## Strategy Management

[support.sas.com/paths/stm](http://support.sas.com/paths/stm)

*Creating and Administering  
Scorecard Projects*

*Loading Scorecard Metric  
Values through SAS® Data  
Integration Studio*

## Sustainability Management

[support.sas.com/paths/sm](http://support.sas.com/paths/sm)

*Greenhouse Gas Modeling  
with SAS® for Sustainability  
Management*

NEW

## Profitability Management

[support.sas.com/paths/pfm](http://support.sas.com/paths/pfm)

*Measuring Profit Performance  
Using SAS® Profitability  
Management*

NEW

*Data Integration for SAS®  
Profitability Management 2.1*

NEW

## Warranty Analysis

[support.sas.com/paths/wa](http://support.sas.com/paths/wa)

*SAS® Warranty Analysis Training*



## Train More for Less with SAS® e-Learning Enterprise License

Do you have 5 or more users to train?  
Do you have users in different locations with different goals?  
We can help!

The SAS e-Learning Enterprise License allows you to cost-effectively train multiple users around the globe.

### With SAS e-Learning your users can:

- Get unlimited access for one year.
- Download training to your intranet or access via the Web.
- Reinforce knowledge with interactive quizzes and demos.
- Work in their own SAS environment.

Learn more about the SAS e-Learning Enterprise License:

[support.sas.com/elearn](http://support.sas.com/elearn)

## Registration Information

Mail or fax completed registration form to:

**SAS Institute Ltd.**

**14/F Cityplaza 4, 12 Taikoo Wan Road,**

**Taikoo Shing, Hong Kong**

**Tel: 2568 4280 Fax: 2568 7218**

- Register one person per form.
- No registration will be processed unless this form is completed with authorized signature and company chop.
- Please forward your registration form at least 14 working days before the scheduled date of each course.
- A confirmation letter together with an invoice will be sent to you before the scheduled date of the course.
- Post-dated cheque is not acceptable.
- Confirmed registrants who fail to attend are liable for the full course fee.
- Cancellation: 100% of your course fee will be refunded if you submit a written notice of withdrawal to SAS

Hong Kong at least 10 working days before the commencement of the course. 50% of your course fee will be refunded if you submit your written notice at least 7 working days before the course. There is no refund if your notice of cancellation or deferral is received less than 7 working days before the course. In all cases replacement is acceptable.

## Special Offers & Discounts

### Take 2, Any 2 Promotion

Take any 2 courses with 10% off and receive a free iPod Shuffle!

For one low price of \$17,306, choose any two SAS training class in year 2010.

Choose from our extensive list of training options including courses in our public training.

### Group Discounts

A 10% discount off the standard the public course fees is available when three or more individuals from the same organization register and pre-pay for the same public course together.

Separate registration forms and payment for each individual to receive this discount. This discount is applied to each individual's course fee. No other discounts apply.

### Enterprise Training Credits

SAS offers customers the opportunity to pre-purchase blocks of education and take advantage of discounted prices. Enterprise Training Credits are ideal for organizations which require ongoing SAS education and prefer to budget in advance.

Every 30 training credits HK\$81,060 (HK\$2,702/day/person)

Every 50 training credits HK\$129,350 (HK\$2,587/day/person)

Every 100 training credits HK\$235,700 (HK\$2,357/day/person)

### Academic Discount Programs

For academics staff members or full-time students, 40% will be granted for selected public training courses. For more details, please contact us.

## Training Location



### Hong Kong

SAS Institute  
14/F, Cityplaza 4, Taikoo,  
Hong Kong

Tel: (852) 2568 4280

Fax: (852) 2568 7218



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