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## UUM Clinches IPTA Award for Self-developed Evaluation System

*Universiti Utara Malaysia successfully leverages SAS technology to develop its award-winning Student Automated Evaluation System (SAES).*

**Kuala Lumpur – December 1, 2005** - Universiti Utara Malaysia (UUM) announced that it received the prestigious IPTA ('Institut Pengajian Tinggi Awam') Award for an evaluation system that it developed in-house to manage its students' scores in various academic assessments.

The IPTA Awards were given out during the recent IPTA R&D Expo 2005 that was jointly organized by the Ministry of Higher Education and Universiti Teknologi Malaysia. The Awards were to recognize the success of research works by public universities, and UUM managed to win a total of 13 awards from its total of 20 research submissions.

The award-winning *Student Automated Evaluation System (SAES)* - that leverages SAS Business Intelligence technology, has **boosted** the academic evaluation capabilities of the university's existing academic and student information system (ASIS).

Professor Dr Abdul Razak Saleh of the UUM Center for Research & Consultancy said, "Although ASIS provides general collation, scoring and reporting features, we were looking for a more simplistic way to manage student assessment scores in different appraisal schemes - such as assignments, quizzes, tests, projects and final examinations."

The increasing number of students, together with complex score weightage conditions called for an intelligent solution which could monitor all the assessment scores on an on-going basis, and perform statistical analysis of the coursework data.

Today, what started off as research project has resulted in a highly effective administrative tool that UUM is planning to extend throughout the university.

Ruzelan Khalid, a SAES project researcher said, "With the web-based SAES, our academicians can now monitor their students' coursework performance in a much more efficient and accurate matter. Automation is a key element of SAES as it eliminates the work duplication - of compiling the sum of assessment scores and re-input into a final evaluation application."

He adds that SAES integrates with UUM's main ASIS infrastructure for a completely automated student evaluation system, giving lecturers the capability to monitor students' performance on an on-going basis, regardless of the volume of course registrations.

### **SAS-Powered Analytics**

SAES has a powerful engine that allows its users to perform significant analytical tasks on any selected data, without even being trained in the usage of statistical applications. Professor Dr. Abdul Razak Saleh said, "Powered by SAS, the new system can automatically generate of all sorts of analysis reports, cutting back on the lecturers' precious time in formulating and stipulating the types of reports they required. They no longer need to writing separate pieces of program to do the job."

The analysis capabilities include functions to analyze coursework, perform comparative analysis of grades, min scores by general or grouped by gender, and the ethnic or types of student entrance. Lecturers just need to submit the selected data for analysis into the SAES, and state their preferred

format of output reports - which are customizable and can also be translated to graphical format for easier interpretation.

Azman Taa', Director of UUM Computer Center, believes that the deployment of SAS analytical technology brings about much benefit to UUM in terms of making better decisions in matters that involve coursework planning in fine-tuning the existing academic process. "In fact, we have pipelined a project to develop a campus-wide knowledge management portal, leveraging SAS Business Intelligence technology. We believe that this is an important endeavor in the university's effort to integrate its islands of information, in a much more significant and advantageous manner," he said.

### **SAS in Education**

UUM has been licensing SAS software since 1989, whereby the software has been mostly used for teaching and learning purpose. UUM was upgraded to the SAS Academic Initiative Program that provides the university with an unlimited usage campus license.

Jimmy Cheah, SAS Malaysia managing director says that the recognition garnered by the UUM's SAES project is a strong testament of SAS' value proposition to institutes of higher learning.

The SAS Academic Initiative Program provides the tools necessary for institutions such as UUM in their R&D quest for world-class solutions. It acts as a bridge that lessens the reality gap between the academic world and the working challenges of commercial business. "We are confident that local academic establishments can effectively leverage SAS technology through the SAS Academic Initiative Program, to meet the Malaysian government's vision of a knowledge society," said Cheah.

"SAS Malaysia offers its heartiest congratulates to UUM for the IPTA Award earned for its SAES effort; we believe SAES is a milestone for the university to continue building powerful tools for more diverse and advantageous usage."

SAS is one of the most prominent Business Intelligence Solution provider that actively collaborates with institutes of higher learning all around the globe. Over 2200 universities worldwide, including 11 Malaysian institutions, use SAS for various purposes. From being an important teaching and research tool to discover new methodologies and statistics application at the Nanyang Business School, to aiding AIDS research at the University of North Carolina and analyzing genetic data at the University of Hong Kong; SAS analytical intelligence technology is the premier choice for institutes of higher learning worldwide in their quest for learning and research excellence.

### **About SAS**

SAS is the market leader in providing a new generation of business intelligence software and services that create true enterprise intelligence. SAS solutions are used at 40,000 sites - including 96 of the top 100 companies on the FORTUNE Global 500® - to develop more profitable relationships with customers and suppliers; to enable better, more accurate and informed decisions; and to drive organizations forward. SAS is the only vendor that completely integrates leading data warehousing, analytics and traditional BI applications to create intelligence from massive amounts of data. For nearly three decades, SAS has been giving customers around the world *The Power to Know*®. For more information please visit [www.sas.com](http://www.sas.com)

For more information:

Jonathan Lee  
Manager, Marketing & Alliances  
(603) 2162 2227  
[jonathan.lee@sas.com](mailto:jonathan.lee@sas.com)

Lee Ting Ting  
Sirius PR Sdn Bhd  
(603) 7805 2700  
[tingting.lee@siriuspr.com.my](mailto:tingting.lee@siriuspr.com.my)