

Thursday, 14<sup>th</sup> September 2006

PricewaterhouseCoopers Building

Level 10

201 Sussex Street

Sydney NSW 2001

5:15pm **Registration**

5:30pm **BI Stored Processes a Programmatic Approach**

Alan Davies, Director  
Scorpio Software

***Bio** – Alan Davies has a technology career spanning over 20 years. His SAS career began at a UK consulting firm where he conducted training and was responsible for a major SAS migration project at a Nuclear Electric firm. After arriving in Australia in 1991 he became involved in a major project for the BankWest corporation, where he developed the company's data warehouse. At the same time he was also involved in the development of client server applications. From 1996 to 2000 he worked in the SAS technical support team based in Sydney. He left SAS in 2000 to pursue interests in the consulting field and develop several Internet based client server applications, before rejoining the SAS Technical Support Team in April 2004.*

***Abstract** – This paper will go through how to write stored process for web applications based upon the old traditional SAS/IntrNet approach.*

*The paper will be invaluable to all BI sites and can act as a guide to converting SAS/IntrNet applications to stored Processes applications under SAS/BI.*

5:50pm **Break**

6:00pm **Processing of Textual Information for Modeling Needs using SAS Text Miner**

Yuri Zbrutsky, Consultant  
SAS Australia & New Zealand

***Bio** – Yuri joined SAS in February 2005, having previously worked as a freelance Data Analyst for Intel Asia Pacific. Previously he worked in Germany for four years as a Software Engineer and IT Consultant in ATOSS Software. Some of his major projects included Lufthansa Systems and Austrian Post. He holds a Bachelor of Computer Science and Master Of Applied Financial Mathematics.*

***Abstract** – The presentation and demonstration of SAS Text Miner will show how to extract value out of textual information as well as to reinforce modelling process with additional inputs. Free style text available in massive quantities at almost any modern company is often neglected. A lot of information in respect to customers and businesses is constantly acquired, stored but never properly used. SAS Text Miner introduces new approaches of transforming documents into inputs for modelling fraud, customer retention and campaign analysis.*

6:20pm **You Are What You Buy - Segmentation in a Retail Market**

Ed Falconer, Managing Partner & Head of Planning and Insight  
Torque Solutions

***Bio** – Ed is passionate about the intelligent use of data and is focused on delivering actionable outcomes from customer insights. He has achieved considerable success with many of Australia's leading businesses in developing data driven solutions to meet their strategic and tactical marketing objectives. Ed's specialisation is the development of commercially focused strategic segmentation solutions and has worked for some of the worlds leading practitioners.*

***Abstract** – The presentation will provide an overview of how the understanding of shopper transactions lead to the development of a preference based segmentation which in turn provided the back bone for developing a corporate strategy for communicating and rewarding customers with relevant offers.*

6:50pm **Drinks and Lucky Door Prize**

Please register your attendance for the SNUG meeting by emailing us at [snug@oz.sas.com](mailto:snug@oz.sas.com) by

Wednesday 6<sup>th</sup> September 2006

Register online at [www.sas.com/australia/usergroups/snug](http://www.sas.com/australia/usergroups/snug)

## Committee

**Stephen Hanks (chair)**  
OPSM Pty Ltd

**Catherine Sky**  
NSCCAHS

**Kim Yee**  
Commonwealth Bank

**Charles Baxter**  
Sysware Consulting Group

**Stuart Dennon**  
St George

**Steve Cavill**  
Infoclarify

**Yuri Zbutsky**  
SAS Australia

**Alan Creighton**  
SAS Australia

**Michael Belakhov**  
SAS Australia

**Vanessa Low**  
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