

Thursday, 19th May 2011
Cliftons Sydney
190-200 George Street, Sydney

5:15pm Registration

5:30pm Turning data into Research at the RTA

Steve Croft, Research Manager
 Roads & Traffic Authority NSW

Steve Croft has worked with SAS for nearly 20 years in various roles at ACNielsen including managing the statistics departments for the TV Ratings and Homescan Panels and for the last 6 years as Research Manager for the RTA's Regulatory Services Directorate.

This presentation will provide an insight into the way SAS is used to turn operational data at the RTA into research findings with a view to making NSW Licensing and Registration Policy data-driven.

5:50pm Using ODS Layout to create 1 page PDF Reports

Stephen Hanks, Decision Science Manager
 Carlson Marketing

Stephen Hanks is an experienced SAS user and former chair of SNUG. He has worked for 16 years in many analytical areas include data mining, data warehousing, analytics, statistical modelling, reporting and CRM. Over the past 8 years he has been working in the marketing area. He has experience in a number of industries including government, retail, insurance, banking and consulting both in Australia and the UK. He is currently employed by Carlson Marketing as the Manager of Decision Science.

This paper takes the audience through the steps needed to create a professional one page dashboard style PDS report using ODS Layout. Whilst ODS Layout is still experimental, at Carlson it has been used successfully in SAS 9.1 to produce a dashboard style report that is emailed to both internal and external stake holders.

6:10pm Advances in Analytics from SAS Global Forum

Evan Stubbs, Solutions Manager - Analytical Intelligence Solutions
 SAS Australia & New Zealand

Evan has over ten years' experience helping organizations extract value from business analytics. Author of "The Value of Business Analytics" and a recognized expert in innovation, his background spans working on projects as diverse as identifying viral churn through social network analysis, implementing an analytics-based policy planning toolkit within the public sector, to creating a Human-Machine interface and entertainment system for a concept car.

The application of business analytics is changing – problems are getting more challenging, the scale of the data we deal with is increasing, unstructured data is becoming pervasive, and the need to create action on insight becomes more important every day. In this presentation, Evan Stubbs will review SAS's latest directions in both advanced and business analytics, as announced at SAS Global Forum in April.

6:30pm User Group Wrap up with Complimentary Drinks & Nibbles

7:00pm Event concludes

Please register your attendance for the SNUG meeting by calling **Kat Richards** on **(02) 9428 0431** or email us at snug@oz.sas.com

Register online at www.sas.com/australia/usergroups/snug

Committee

Scott Bass (chair)
 Covance

Catherine Sky
 Department of Health

Bill Gibson
 SAS Australia

Alan Tsuji
 Consultant

Suren Selvaratnam
 CBA

Darryl Fox
 SAS Australia