

**Innovation**  
AND PERFORMANCE



**SAS<sup>®</sup> FORUM**  
**2007** STOCKHOLM

An Executive Conference

22-23 May 2007

**INVITATION**

# How will you drive organizational performance?

## EXPERIENCE INNOVATION THAT LEADS TO RESULTS

To address emerging business challenges and opportunities, you must tap into a wealth of insight seeded in your information. But bringing stagnant information to life for excellent results requires constant innovation.

Please join us for SAS® Forum 2007 – An Executive Conference, which is an exclusive, invitation-only event where we will challenge you to examine how to:

- Bypass organizational hindsight and release the foresight trapped in your information.
- Chart a proactive, inventive course for fueling performance across the enterprise.
- Use solutions that help leaders steer the enterprise with confidence.
- Apply best practices to establish industry leadership.

You won't want to miss our great lineup of thought leaders, including:

- **Gabor George Burt**, leading expert on Blue Ocean Strategy.
- **Jim Davis**, Senior Vice President and Chief Marketing Officer of SAS.
- **Steve Forbes**, President and CEO of Forbes and Editor-in-Chief of *Forbes* magazine.

**We hope you  
will make plans  
to attend!**

- **Dr. Jim Goodnight**, CEO of SAS.
- **Gary Hamel**, Professor and Director of the Management Innovation Lab at London Business School.
- **S. Ramadorai**, CEO and Managing Director of TCS.

### **Industry tracks**

Targeted industry tracks will provide solution insights and case studies with proven strategies for success. Hear organizations explain how they use analytics, data integration and business intelligence to improve performance in a variety of industries:

- Banking
- Business and Technology
- Communications, Media and Services
- Insurance
- Manufacturing
- Public Sector
- Retail

### **Networking opportunities**

Take advantage of numerous opportunities to network with other leading executives and thought leaders from around the world. Make new contacts, exchange ideas and continue strategic conversations about your next steps for improving performance.

*Register today!*

To find out more about the specifics of each session and to reserve your place, please visit the conference Web site at [www.sas.com/sasforum](http://www.sas.com/sasforum)

“FROM A PERSONAL  
POINT OF VIEW, SAS  
FORUM IS ALL ABOUT  
THE NETWORKING. I CAN  
GET EVERYONE IN ONE  
PLACE AT ONE TIME.  
IT’S GREAT TO SIT DOWN  
AND HAVE IN-DEPTH  
CONVERSATIONS.”

Craig Ashby, Business  
Solutions Partner, Barclays, UK

**22 – 23 May**

Stockholmsmässan  
*(Stockholm International Fairs)*  
Stockholm, Sweden

The conference is valued at €2,800.

This invitation is nontransferable.

**Visit the conference Web site to learn more or contact your local SAS office.**

[www.sas.com/sasforum](http://www.sas.com/sasforum)



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