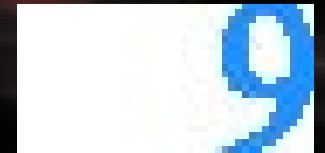


Best of breed is dead.



**THE
POWER
TO KNOW[®]**



Best of breed is dead.

The better alternative is a single, integrated platform designed to support a comprehensive intelligence strategy.

Twenty years ago, organizations invested separately in production systems, storage systems, sales systems and financial systems. These days, many corporations place all these systems on a single ERP platform — by all counts, an intelligent choice.

But at the same time, the very same IT departments often invest separately in data integration tools, information storage, business intelligence and analysis tools, rather than purchase a single platform on which to place and manage the organization's entire intelligence strategy. Is that a wise decision?

The best-of-breed way of thinking is dead in the ERP arena, and it is disappearing also from the area of business intelligence.

It takes an enormous amount of optimism to think you will get an outstanding driving experience if the body of the car is from a Toyota, the engine from a Ford and the gearbox from a Fiat. In reality, it will be nearly impossible to get such a vehicle going. Similarly, IT departments that pursue a best-of-breed approach for business intelligence will spend the majority of their time integrating disparate technologies instead of delivering intelligence to the organization.

Misguided best-of-breed

One symptom of the best-of-breed approach is that IT departments struggle to keep up when line-of-business managers and executives ask for new intelligence and answers to their questions. It is evident when business users across the organization can't get consistent, accurate information they can trust.

Don't let your organization become a **casualty**.

Caught in a snare of technological limitations, lack of resources and never-ending, always-changing requirement specifications, best-of-breed IT organizations are playing catch-up. They must deal with constant maintenance headaches instead of delivering valuable business information.

Choosing a variety of software solutions for data integration, business intelligence and other parts of the intelligence process for specific situations may seem sensible enough. The software may be cheap. Perhaps a trusted consultant, a reliable vendor or a valued employee brought them in, just as with the operational systems 20 years ago. No doubt, good decisions were made then when individual production and storage systems were chosen. Along the way, however, it became obvious that supporting daily operations with an ERP platform was the wiser decision. The time has also come when it makes

sense to place the organization's entire intelligence strategy on a single platform as well.

Winners and losers

Today, all organizations face the challenge of transforming raw data into intelligence that is essential for decision makers at all levels. The volume of data is exploding and business demands are ever growing — and that will continue. In all its simplicity, an intelligence strategy is about turning data from an organization's different systems, areas and functions into intelligence that makes a difference to employees and executives.

An intelligence strategy that is under control and efficiently managed gives the organization a competitive edge. CIOs who invest in a platform that quickly and efficiently provides the

maximum number of employees with the maximum amount of valuable intelligence will come out winners.

One platform, one version of the truth

A comprehensive platform must be able to retrieve data from all places. It must be scalable, have the capability to optimize data quality and be able to present information to all types of users in different formats for each user's preferred interface. Of course, it must also have powerful tools for analyzing data so the organization can gain insights into cause-and-effect relationships.

A single platform for supporting an intelligence strategy is now a reality with SAS®9, the new Enterprise Intelligence Platform from SAS. SAS®9 is the market's first coherent and integrated intelligence platform. It is much more than software. And, it is much more than traditional business intelligence.

The proactive CIO **wins.**

Position yourself at the very core of business innovation.

CIOs face an important choice. They can either succumb to the business pressure for short-term solutions or proactively deliver the intelligence infrastructure that management truly needs. Proactive CIOs have a very real opportunity to position themselves at the core of the organization's business innovation.

With business demands raining down like fiery hail showers, there is no escaping the intense pressure to meet information needs across the organization. There is a deep and growing need for IT to support decision processes at all levels. At the same time, budgets are locked.

The CIO's choice in this situation is to either take proactive measures, or live as a highly stressed systems overseer. The proactive CIO uses this opportunity to enter into a partnership with the rest of management – working together to create business innovation, predicting and defining new business opportunities.

The CIO's principal task

The key to being proactive is a common denominator between business demands and IT solutions: it's all about intelligence – finding new knowledge and placing it into a relevant

business context to achieve competitive differentiation. The business environment is demanding a coherent platform that can reliably support the pursuit of intelligence across the enterprise.

To succeed, all business initiatives require dynamic and precise information that is delivered at the right time to the right person. And that is precisely what the CIO can deliver when he works from an intelligent platform.

The CIO as business **partner.**

360-degree perspective

Business projects such as performance management, strategy maps, balanced scorecards, etc., all enjoy maximum strategic attention. Supporting these initiatives means that the CIO positions himself at the core of the organization's business innovation because he delivers the infrastructure that meets management's needs. Executives want a 360-degree perspective on their reality, and the CIO can supply that perspective.

The IT project as a business

Proactive business support has several important prerequisites. The IT department must be redefined as a business partner for the organization and must no longer see itself as simply a supplier of systems. Systems can no longer be described simply as IT projects. They must be measured, evaluated and discussed with the

same financial and business logic as all other business projects.

Pie charts and analyses

The CIO must spend his time on the business – rather than playing the role of overseer for a group of technicians. When a request for business intelligence comes in, it's 99 percent certain that the performance of one task will generate new tasks. Delivering reports to a business executive will always trigger new questions and more requests for intelligence.

To respond credibly to these requests requires a single platform for reporting, analysis and business intelligence. With the stability that such a platform provides, a CEO can drill into data and explore it any way he wants without fear that information will be inaccurate or inconsistent.

New strategic partnership

Proactive IT management will invest in a comprehensive intelligence platform where data is available for the satisfaction of all business needs – quickly and efficiently. Once the initial work is done in a methodical and standardized way, delivering new intelligence directly to users is not a large technological task. In other words, the CIO enters into a new strategic partnership with the business.

A ticking time **bomb** ...

Allowing individual departments to build their own business intelligence solutions is a ticking time bomb in terms of technology and resources. When business intelligence applications start to multiply throughout the organization, the IT department pays a high price in terms of maintenance and data quality.

Many CIOs will recognize the following story. A department acquires its own business intelligence tool because it has a pressing knowledge problem that must be solved. The tool eases the frustration and re-establishes peace in the department. A few weeks later, however, the IT department is faced with an additional dilemma. The business intelligence tool needs new data. The IT department purchases a database retrieval tool for the business unit, drawing more money out of an already tight IT budget. Though peace is again re-established within the business unit, problems are growing for the IT department, which now needs knowledge about three tools, maybe even from different vendors. The IT department pays a high price for the best-of-breed strategy.

When fundamental IT decisions are made ad hoc, the decision process becomes a poor comparison of price and functionality in three different tools. Overall coherence is lost, and best-of-breed vendors and IT consultants are reaping the benefits, which the CIO can see all too clearly in the invoices.

No guardian angel to the rescue

The entire interaction between IT and business is a ticking bomb for the CIO. One after another, requests for information come streaming in. At some point, the same department that previously chose their BI solution to meet one set of needs will be faced with new needs. Or perhaps the finance department wants a clear indication of where the organization is losing money. The sales department wants information to focus on its sales efforts. Management wants reliable forecasts. Everyone is seeking information. The need for intelligence about the business is immense.

The IT department's response to all of the above should rarely be "that is not possible." The need for analysis, risk management, activity-based

management, etc., truly does exist. Management needs indicators throughout the organization to be reflected in a dashboard showing the critical success criteria. Managers need to know whether the organization is following its strategies. If the IT department cannot deliver, individual solutions will become even more prevalent — along with all the maintenance and data quality issues they create.

Disarmament

The proactive CIO disarms the ticking resource time bomb by developing an intelligence strategy for the organization. This strategy should encompass data integration, the warehousing at the database level, business intelligence design and analytic intelligence. He creates a common platform of data for the organization.

With such a platform in place, the IT department can operate strategically with all departments. Once data has been collected and organized, IT will find it is not difficult to deliver customized intelligence solutions without compromising data quality or requiring excessive maintenance.

... or an **intelligent** platform?

Today's CIOs are asked to deliver more with fewer resources. This seems to be true in all areas, including the area of management information. The SAS®9 platform addresses this challenge. SAS®9 enables the IT department to deliver information in exactly the right context through interfaces that are adapted to individual users' needs. At the same time, one version of the truth is retained both in the management of the organization as a whole and in the depth of the analytical scope. And, at the end of the day, it's all about being able to predict the future.

IT departments will be in a much better position to achieve their targets with the usability of the SAS®9 platform, its scalability, manageability and integration. These advantages reduce the total cost of ownership and create a high overall ROI.

SAS®9 is designed to deliver these financial and technological benefits:

Efficient use of all IT resources because data processing can be distributed with great flexibility on several processors and computers.

Reduced training costs will be achieved both on the user side of the information and in relation to vendors. The same competence is useful in a number of places in an organization that operates on the same platform.

Flexible growth and development, for instance in cases of mergers and acquisitions, because the platform scales from small to very large volumes of data.

Less manpower to deliver more management information because the platform automates previously manual processes in the overall flow from data to knowledge, and because the management tools have an overall view of the entire platform from one central management console.

Benefits from investments already made, as well as from existing IT components through full integration with other systems, because the platform's open metadata architecture supports and integrates Java, .NET, SAP, Microsoft Office and more.

The SAS Enterprise Intelligence Platform builds on an organization's existing technology investments to deliver high-quality information and knowledge to everyone in your organization efficiently and cost-effectively.

A single platform to support your entire intelligence strategy.

SAS' comprehensive Enterprise Intelligence Platform consists of four components:

Data Integration, Scalable Intelligence Server, Analytic Intelligence and Business Intelligence.

Data Integration

SAS Data Integration lets you quickly attain and manage consistent and trusted data throughout the organization. SAS offers integration software to help you efficiently access, integrate and manage the increasing volumes of enterprise data so you spend more time driving strategic value. SAS Data Integration provides prebuilt, high-performance capabilities for data connectivity, data quality, ETL (extract, transform and load), data migration, data synchronization and data federation.

Focus: Reliable, easily manageable data and metadata from all data sources.

Key person: IT architect.

Business relevance: Consistent, trusted information throughout the enterprise.

Scalable Intelligence Server

SAS Scalable Intelligence Server efficiently tunes data storage specifically for enterprise intelligence creation and dissemination. SAS offers relational, OLAP and parallel storage options — all from the same, consistent foundational inputs. By providing analysis-ready information compatible with your existing query/reporting tools, SAS Scalable Intelligence Server reduces the time it takes to run queries while keeping your infrastructure costs down.

Focus: Storage of business knowledge.

Key person: IT architect.

Business relevance: Intelligent storage of knowledge.



Analytic Intelligence

SAS Analytic Intelligence is a versatile, integrated platform for a wide range of in-depth analysis. Its capabilities include predictive and descriptive modeling, forecasting, optimization, simulation, experimental design and more. SAS Analytic Intelligence leverages existing data and infrastructure to support effective decision making. Its open design allows integration into third-party BI environments for smooth information dissemination.

Focus: Crucial new insight.

Key person: Executive/analyst.

Business relevance: Strategic development.

Business Intelligence

Empower your knowledge workers to be more self-sufficient by providing them with interfaces and functionality that correspond to their specific needs, while at the same time enabling IT to retain control over the consistency and reliability of the source data. Some users want intuitive graphs, some want to and are able to design their own reports. Forget all about one size fits all. Business intelligence solutions must have a wide and in-depth reach to meet users' individual needs.

Focus: Quick overview of key performance indicators (KPIs).

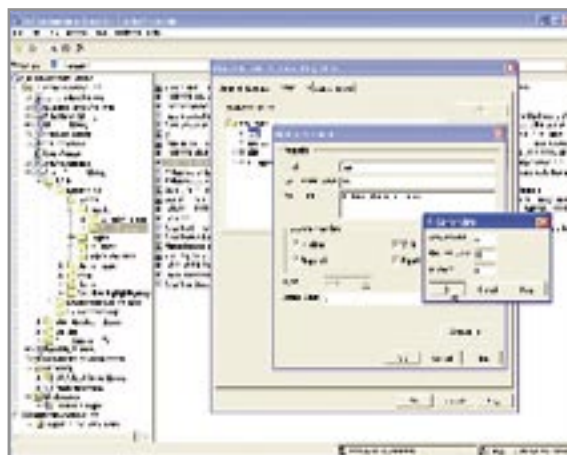
Key person: Decision maker.

Business relevance: Performance management.

The logo for SAS 9, featuring the word "SAS" in a bold, black, sans-serif font, followed by a registered trademark symbol (®) and a large, blue, stylized number "9". The background of the slide features a blue and yellow header, a white body with a blue diagonal line, and a red footer.

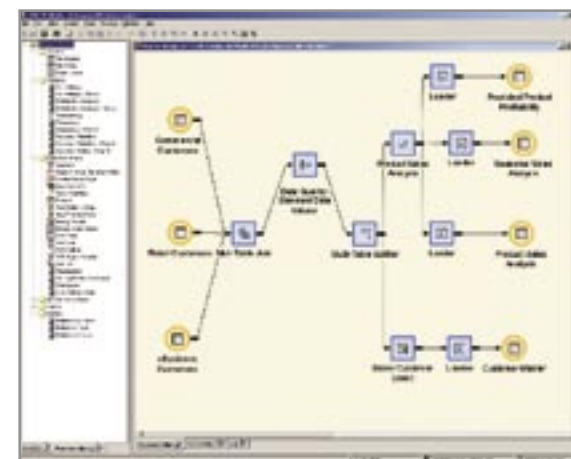
SAS®9 Enterprise Intelligence Platform, **the one for you.**

SAS offers ready templates and patterns designed to provide the breadth and depth required for a comprehensive Enterprise Intelligence Platform. Here are a few examples of the platform components.



Centrally manage your enterprise intelligence infrastructure

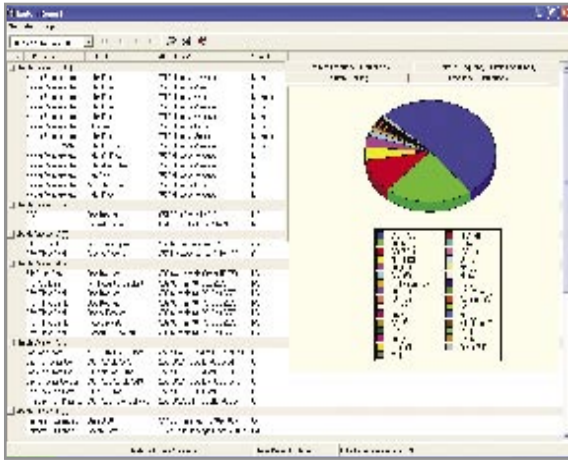
An integrated platform brings obvious savings in daily operations. The IT architect can work on the entire platform within the same environment, which increases efficiency. SAS Management Console also handles data, metadata, servers, users, scheduling, even in a network, and binds it all together. Security, integration and authorization are systematized and provide one general overview of the entire knowledge process.



Simplify data integration processes

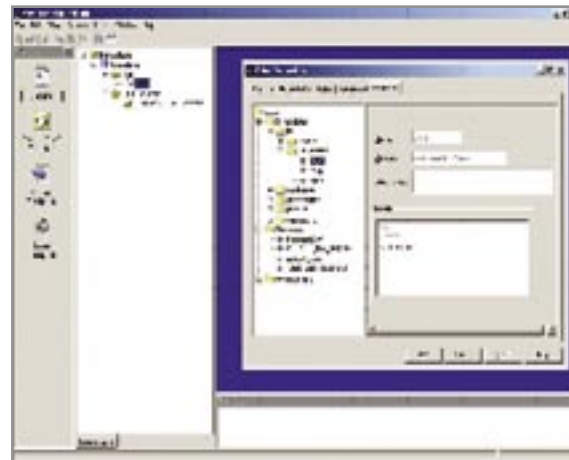
SAS Data Integration Studio is an efficient, template-oriented productivity tool with which the IT architect designs extraction, data transformation and the mapping of data. Built-in wizards enable users to create the entire ETL process by pointing and clicking. Furthermore, functionality can be increased with the organization's own transformations making it possible to develop once and reuse. Among the other technological sophistications are XML support, security, tracking and high performance.

SAS®9



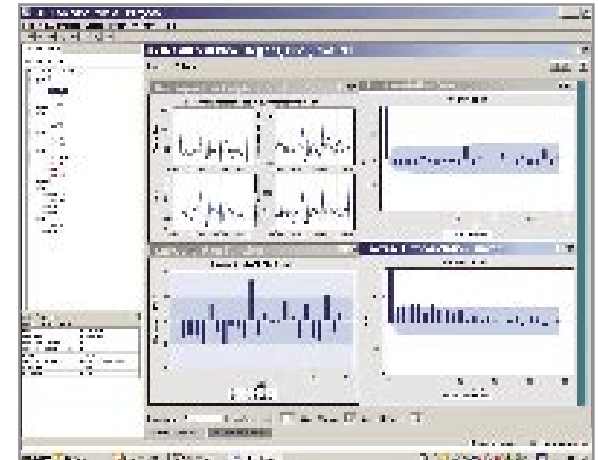
Increase data quality

Our approach to overcoming the challenges surrounding data quality is to ensure that non-technical employees can perform the most important data quality tasks. SAS Data Quality creates an overview of data quality and presents a number of options for cleaning data. Profiling, parsing, standardization, matching, standardization tables and mapping are all possible activities in the cleaning process. Afterwards, the quality process can be automated directly in SAS Data Integration Studio.



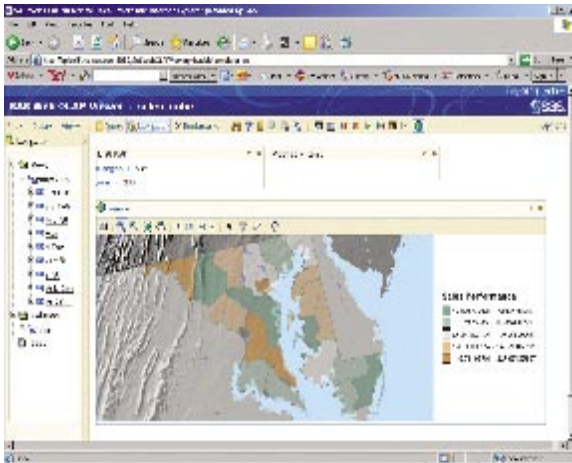
Quickly access presummarized data

Flexibility, performance and security are the three storage pillars for business intelligence, analysis and knowledge. SAS OLAP Server is one example of storage included in SAS[®]9. Storage of data is optimized for knowledge and business intelligence with a capacity to handle thousands of users and multiple terabytes of data. Quick access to large volumes of data is the objective for the storage technologies in SAS[®]9. Underlying parallel technology and SAS' multiprocessing architecture deliver superior capacity. SAS OLAP Server, SAS SPD Server and SAS data sets provide the range of storage options in SAS[®]9.



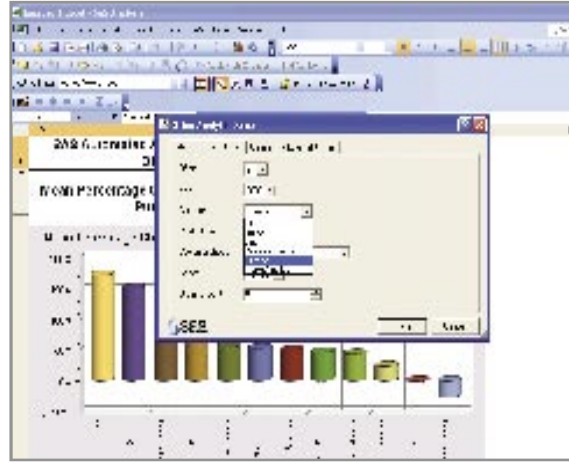
Employ trusted analytics for greater insight

SAS analytics give you *The Power to Know*[®] how to integrate data from across your enterprise, then quickly transform that data into shared insights. We offer an integrated suite of analytics software unmatched in the industry, and delivered to you in a single environment. This allows you to formulate and evolve your analysis as needed to obtain the best results and discover new insights more quickly and easily, helping you reduce uncertainty, predict with precision and optimize performance.



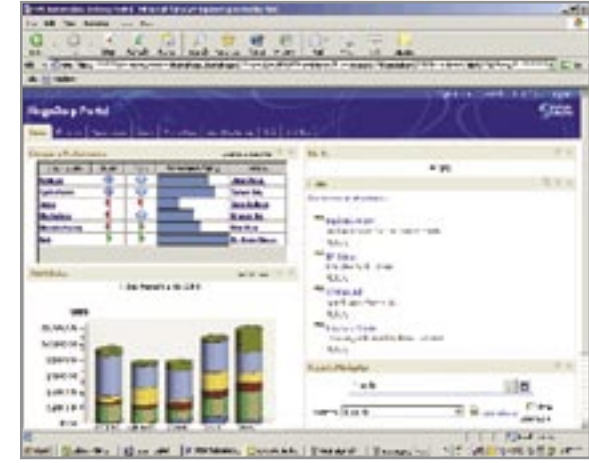
Explore and analyze data on the Web

Business users need the ability to formulate and ask questions, explore consistent data and get their own answers without constantly involving IT. SAS Web OLAP Viewer for Java provides a Web interface that lets users look at data from multiple angles, drill down into detail data and save their information for easy Web-based report creation, while giving IT central control over the data. Everyone uses consistent data and has the power to create accurate insights. SAS Web OLAP Viewer for Java is a Web application that is deployed once on the Web application server. All authorized users can access the OLAP Viewer from their Web browsers without downloading any components to their local machines.



Leverage the power of SAS® with Microsoft Office

Reporting, graphics and analyses alone are not enough. Often, results need to be presented in a report or sub-results transferred to spreadsheets. A full integration between Microsoft Office and our platform delivers this functionality. From MS Office, users have direct access to all SAS functionality on a server, including all analytical tools. Users are provided with consistent data, full analytical reports and access to SAS applications via the MS Office package, and SAS reports are directly incorporated into Word and Excel. The organization is free from random and inconsistent information in disconnected spreadsheets. With Excel as the user interface for SAS, it becomes possible to access millions of rows of data and overcome the limitations of Excel.



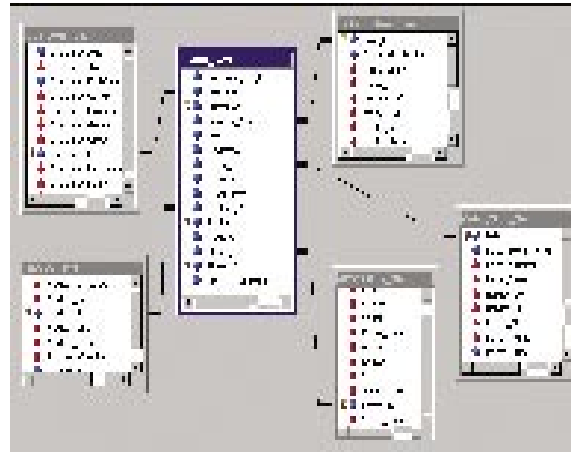
Deliver information throughout the enterprise

SAS Information Delivery Portal makes knowledge available to Web users and distributes valuable information in an integrated partnership with the organization's other intranet and extranet solutions. Role-based security and access controls ensure that individual users gain direct access to all relevant applications and information. Information users have access to SAS®9 and can point and click their way to valid reports. The free access to a structured data layer creates new knowledge in the organization, while the IT department experiences less pressure. With SAS Information Delivery Portal, users can select and deliver the necessary knowledge and information so executives and employees can make better decisions.



Deliver Web-based reports

As data volumes rise and business users demand accurate information they can use, IT must find a way to provide query and reporting capabilities to increasing numbers of non-technical users in a cost-effective manner. SAS Web Report Studio is an intuitive query and reporting application specifically designed for business users who want a fast, simple way to view, author and share reports on the Web. It enables users at all levels to take advantage of powerful analytics and reporting from their Web browsers. And as a zero-footprint, server-based interface, it is centrally deployed and managed by IT.



Empower business users with easy data access

Most business users do not have the programming experience needed to extract data from different data sources. In addition, security and data integrity standards must be maintained so it is not possible to provide everyone with open access to data sources. Yet, it is tough for IT departments to keep pace with the growing demand for data and reports. SAS Information Map Studio enables IT to provide common sets of information in terms that are understood by business users. Core business rules can be defined and distributed to all users in the same manner. Business users can then use the information maps to create queries and build the reports they need without IT intervention.

“We chose SAS because it allowed us to collect diverse information from multiple sources, to organize data into information according to the dimensions of analysis which are specific to our business, and to deliver the information in flexible and user-friendly formats to a wide variety of users. SAS helped us evolve our business intelligence process to achieve all of our requirements.”

*Irving Tyler, Chief Information Officer,
Quaker Chemical Corp.*



At Briggs & Stratton

SAS platform powers executive decision making

As the world's largest manufacturer of air-cooled gasoline engines, Briggs & Stratton powers lawn equipment, pressure washers and generators for thousands of original equipment manufacturers around the world. But when it comes to setting the stage for advanced data warehousing and state-of-the-art business intelligence, Briggs & Stratton turns to SAS.

A SAS customer for nearly 20 years, Briggs & Stratton has a long history of using SAS to transform operational data into strategic intelligence. "Even though we have disparate pieces of software that actually operate the business, including SAP R/3 and Oracle, we use SAS for our business intelligence endeavors," says Grant Felsing, the company's decision support manager.

The IT department began building its data warehousing infrastructure in 1988; by 1995, SAS software supported 15 extract engines and more than 4,000 reports. In 1998, Briggs & Stratton invested in SAP R/3, but the new ERP system essentially wiped out its entire reporting infrastructure. Felsing again turned to SAS. While SAP R/3 updated the company's operational environment and removed the bulk of its legacy systems, it also removed most of the sources for the company's advanced data warehouse. Because the company had come to rely on daily access to this information, it had to reacquire all of its business intelligence as quickly as possible.

"SAS, as a company, really stepped up to the plate for us to resolve the situation," says Felsing. "We moved from a legacy mainframe environment to Unix-based servers, and SAS added the insight and business reporting we needed on top of SAP R/3 to make the system complete." Now, Felsing says his team can concentrate on providing executives with a more strategic level of information.

Informing executives, empowering managers

According to Felsing, SAS takes data from dozens of operational sources throughout the company and uses that information to tell a story. "With SAS, we're not just presenting rows and columns; we're presenting a complete story that will inform executives."

Using SAS, Felsing's team created an executive management system that presents high-level business intelligence in a scorecard format. Everything is delivered with SAS graphics and SAS reports; executives select and modify reports, so they can recognize very quickly when an unusual or unexpected event has occurred.

Operational managers use a similar decision support application that provides a range of metrics for major product lines. Sales managers can run reports to understand how well their products are selling around the country. Manufacturing supervisors use the information to optimize production levels based on customer inventory and demand. Supply chain managers can quickly compare inventory levels with sales and shipment levels to see whether all areas are aligned with company expectations.

Using SAS, Felsing's team also has developed a system for tracking historical information and monitoring quality trends, facilities operations and failure rates for each engine series. In fact, Felsing says the manufacturing team was able to identify and address a million-dollar quality issue as soon as the SAS application was implemented. "Identifying that one problem at such an early stage in production may have saved us more than \$1 million alone, and that's just the tactical savings. Without SAS, our managers wouldn't have had the ability to pinpoint the problem for at least four more months."

The strategic benefits – such as fewer warranty claims and enhanced customer satisfaction – can be even more important than the immediate financial gains, explains Felsing. "Finding problems early not only helps the bottom line," he says, "but it helps you with your entire customer satisfaction level. And there really isn't anything more important to our company."

Whether developing analytic applications, early-warning systems or executive dashboards, Felsing is confident that SAS will always provide the solutions that meet his requirements. "With SAS, I'm able to do anything my company needs very quickly and inexpensively," he says. "SAS puts me in the position to draw on a very high level of expertise, and the quality of the software is an enormous benefit to me and to Briggs & Stratton. Because of our partnership with SAS, I've been able to serve my company at a level that I would not be able to with any other platform."



Business solutions on top.

With the platform in place, you'll have the infrastructure for getting the desired business solution up and running quickly.

We've incorporated nearly three decades of experience with our customers' information needs to create complete business solutions that are 100 percent integrated into the SAS®9 Enterprise Intelligence Platform. Business rules as well as best practices are incorporated for specific industries. This means faster implementation, lower TCO, efficient operations and focused, high-quality knowledge delivered to decision makers.



Line-of-business solutions

SAS® Performance Management

KPI Reporting • Balanced Scorecard
• Performance Management

SAS® Financial Intelligence

Financial Reporting, Consolidation and Planning
• Activity-Based Management • Sarbanes-Oxley

SAS® Risk Intelligence

Anti-Money Laundering • Credit Risk Management • Operational Risk Management
• Basel II

SAS® Customer Intelligence

Credit Scoring • Customer Retention
• Customer Segmentation • Interaction Management • Marketing Automation
• Marketing Optimization • Web Analytics
• Analytic Intelligence

SAS® Supply Chain Intelligence

Sourcing Data Quality • Spend Analysis
• Procurement Scorecard • Sourcing Strategy
• Demand Intelligence • Optimal Distribution
• Production & Service Quality • Warranty Analysis

SAS® IT Intelligence

IT Charge Management • IT Resource Management • IT Service Level Management
• IT Value Management

Industry solutions

• Automotive • Banking • Energy & Utilities
• Financial Services • Healthcare • Insurance
• Life Sciences • Manufacturing
• Telecommunications



Think big, start now.



Maybe you recognize some of the problems discussed above. And as an IT executive, you see the point of handling many, maybe all, knowledge tasks with one platform. The good news is, you can start small and think big. Start thinking about investing in a component for any of the sections of the platform. We ensure that all components are integrated, scalable and

open. Of course SAS can work with other tools – there's no need to throw anything away. But remember, best-of-breed is dead in this context and architecture, platform and business solutions are the right concepts to consider when thinking big about delivering intelligence to decision makers at all levels in the organization.

SAS can help you with the task of embedding your IT strategy into your organization's business strategy. We work with you to clarify which knowledge is needed to gain competitive advantage. Our customer-focused support stands ready with ongoing assistance, just as our training centers ensure optimal user value. At SAS, we are all passionate about what we do so let us help you start thinking big now!

www.sas.com

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 more than 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*®.

THE POWER TO KNOW®

