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We are getting closer to the key user event of 2004, SAS Forum UK, which takes place on the 3-4 November in Birmingham. We are expecting hundreds of users from various industries across the UK and it's a great chance to hear current news from the world of SAS, network with your peers and learn from their successes.

SAS Forum UK kicks off on the 3 November with an afternoon of Special Interest Groups (SIGs) and a Welcome Reception in the evening, where you have the chance to meet your fellow attendees and share experiences. The main conference takes place on the 4 November with a full day agenda split into three parallel running streams featuring presentations by both SAS experts and customers. Register online today to receive further information!
<http://www.sas.com/uk/events/userforum/index.html>

Perhaps you would like to present ((link to guidelines page)) this year? Presenting at SAS Forum UK is your chance to add your insights to the discussion and an excellent opportunity to raise the profile of your project(s) amongst your peers in the SAS community. Presentations can be about a solution to a specific business or technical challenge, or they can describe in broader terms how you are using SAS software. Either way, SAS users are keen to hear about your knowledge and experiences.
http://www.sas.com/uk/events/userforum/cfs_ov.html

CORPORATE NEWS

SAS Prescribes Solutions for the National Patient Safety Agency

The National Patient Safety Agency (NPSA), the Special Health Authority created to help the National Health Service (NHS) in England and Wales to learn from problems affecting the safety of NHS patients, has selected SAS UK, to provide comprehensive, in-depth analysis of the data collected by its advanced incident reporting system, the National Reporting and Learning System (NRLS). Patient safety-related information from other NHS reporting systems will be included in the analysis.

With an estimated 900,000 patient safety incidents occurring in the NHS each year, there is a need to identify problem areas and promote best practice across all areas and care settings of the NHS. The new NRLS depends on a culture of incident reporting being fostered by local NHS organisations, NHS staff, patients and carers across both countries.

Using SAS analytics, the NPSA can analyse data on each patient safety incident to identify connections between them. The system allows the NPSA to use modelling to highlight areas in which similar incidents have occurred, and to identify scenarios that should be avoided, minimising patient risk. The insights and knowledge developed through the use of this

system will be used to develop best practice solutions and shared across the NHS so that patient safety can be improved and lives can be saved.

Susan Williams, Joint Chief Executive of the NPSA, said: "The NPSA's success depends on identifying ways of achieving tangible patient safety improvements. To do this we need detailed analysis of the data we receive from all staff across the health service so that we can build a clearer picture of the issues affecting patient safety in England and Wales. SAS is key to the process as it is helping us to dramatically reduce both the time and cost of identifying related incidents, as well as providing us with a level of analysis we previously did not have. We believe that as the results of our analysis are implemented and reporting rises, the number of serious incidents will begin to decline."

Andy Cooke, Director, Public Sector Division, SAS UK said: "From its inception nearly three decades ago, SAS has always had a close working relationship with the healthcare industry, understanding its unique needs and providing powerful data management and analytic software to help the industry better understand the huge amounts of data it generates. The work we are carrying out with the NPSA will ultimately touch every one of us in some way, and SAS is proud to be contributing to such a ground-breaking new approach."

Initially, users will be internal statisticians and analysts at the NPSA. However, the NPSA is already planning a further release customising SAS' easy-to-use interface to allow non-statisticians at the NPSA access to SAS' intuitive yet powerful analytical tools.

CORPORATE NEWS

SAS Forum International 2004 – Bringing Technology and Leadership Together



With more than 2,800 attendees from 66 different countries, SAS Forum International 2004 - the premier annual event for enterprise intelligence - kicked off on Tuesday, June 15 in Copenhagen. Dr. Joseph E. Stiglitz, Professor of Economics and Finance at Columbia University and a Nobel Prize Laureate, delivered his keynote presentation, "Leadership with Confidence," during the SAS in the Board Room plenary session.

"In a world of increasing uncertainty, information was key not only to prosperity, but to survival," Stiglitz stated. "Gaining this information fast is crucial and mastering new technologies is at the center of the ability to lead with confidence."

A rare experience

SAS Forum International was three intense days of discovery, inspiration and business opportunity for the attending delegates. For many, the chance to hear presentations from - and mingle with - globally influential people like Stiglitz and Thor Pedersen, the Danish Finance Minister, was a major highlight.

During the Business Plenary, Art Cooke, President of SAS International, explained that, "While there were many approaches to implementing BI [business intelligence] strategies, they each come with different benefits and costs. The most important advantages SAS offers over other vendors are lower TCO [total cost of ownership] and faster time to intelligence."

Mogens Weinreich, Managing Director of SAS Denmark, highlighted how necessity has forced organisations to move from an ERP-focused strategy - which is designed to help automate daily tasks, but delivers little in terms of competitive differentiators - to an intelligence strategy for true insight for managing growth and innovation. Weinreich calls this the "Enterprise Intelligence Platform" approach.

Something valuable for everyone

With streams of related presentations on the first day dedicated to each type of executive, streams grouped by industry on the second day and technology-themed streams on the third day, the conference offered relevant topics to everyone. During the event, system architects were able to build on their existing skills by attending interactive demonstrations of the very latest developments at the SAS Knowledge Centres.

Awards, achievements and accolades

Dr. Jim Goodnight, CEO of SAS, presented the SAS Enterprise Intelligence Awards for innovative achievements in harnessing The Power to Know. This year's winners were:

- Large Enterprise -- Barclays Consumer Finance Group UK.
- Small to Medium Sized Business -- Hjemmet Mortensen.

- Academic Intelligence Award -- Warsaw School of Economics.
- Government -- Slovenian Ministry of Labor, Family and Social Affairs.

Goodnight shared his vision on the future of technology's value. "In 2003, SAS continued an unbroken record of revenue growth and profitability, with worldwide revenues up 13.5 percent to US\$1.34 billion. IT spending is projected to increase between 3 and 5 percent in 2004, and the intelligence space is clearly the important one for future IT investments."

More SAS Forum International News:

- SAS Stakes Claim for Leadership in Performance Management
http://www.sas.com/uk/press_office/press_releases/june2004/performance_mgmt.html

- SAS International Unveils Winners of Enterprise Intelligence 2004 Awards
http://www.sas.com/uk/press_office/press_releases/june2004/ei_awards.html

- SAS Tags RFID as Intelligence Opportunity
http://www.sas.com/uk/press_office/press_releases/june2004/rfid.html

SAS Forum International 2005 will take place in Lisbon, Portugal.

SAS® Helps the UK's Diabetes Trials Unit Change Treatment Worldwide

Recent years have seen a sharp rise in the incidence of Type 2 diabetes, also called non-insulin dependent diabetes, and the serious complications that often result. Hence the importance of work carried out by the Diabetes Trials Unit (DTU). Headed by Professor Rury Holman at the Oxford Centre for Diabetes, Endocrinology and Metabolism, in the University of Oxford, the DTU is one of Europe's largest clinical diabetes research groups. Part of the Nuffield Department of Clinical Medicine, it has two main activities: running clinical trials involving different treatments for Type 2 and analysing results to understand the condition better. A key focus is finding ways to avoid complications that can include blindness, kidney failure, heart disease, stroke and nerve damage resulting in amputation.

"Results provided through our use of SAS have helped to change the way Type 2 diabetes is treated worldwide."

- Dr. Carole Cull, research lecturer, Diabetes Trials Unit - University of Oxford

"SAS is our main tool for research and analysis," says Dr. Carole Cull, research lecturer for DTU. DTU researchers have gathered data from thousands of patients over 20 years, building a unique data store that has international significance. "Results provided through our use of SAS have helped to change the way Type 2 diabetes is treated worldwide," Cull adds. Medical practitioners, researchers and healthcare planners have been able to improve their treatment and approaches.

Enhancing quality of life

Type 2 diabetes develops when the pancreas fails to produce enough insulin, or when the insulin produced doesn't work properly. Along with diet and exercise, treatments aim to get a patient's blood glucose and blood pressure levels as close to normal as possible, to improve their wellbeing and, critically, to avoid complications (when treated, Type 2 alone is not usually the primary cause of mortality). Previously, the condition tended to affect people over age 40; however, children, teenagers and people in certain ethnic groups are now being diagnosed, and the condition has been linked to factors like obesity. The research is therefore vitally important in helping alleviate the misery caused by complications for patients, their families and carers.

The "output" of the DTU's work is twofold: publishing trial reports on the efficacy of drugs and providing more descriptive analyses. "We're particularly interested in how the condition progresses and the various intervention treatments available," says Cull. "Through our research we want to improve quality of life in a general sense. This means exploring different aspects and treatments to see how complications can be prevented. Something like a stroke or deteriorating eyesight will seriously affect someone's quality of life. We also look at side effects that can result from treatments."

The DTU's use of SAS, which began in 1988, is centred on a unique store of data gathered in the UK Prospective Diabetes Study (UKPDS), a 20-year project involving more than 5,000 patients. "We wanted to see whether more intensive treatment would prevent the onset of complications," says Cull. "This hypothesis was shown to be true, with patients receiving more intense therapy returning to more normal blood glucose levels and experiencing lower rates of complications, particularly eye and renal problems." The results, first published in 1998, have been widely reported, with more than 60 reports appearing in journals such as *The Lancet* and the *BMJ* (British Medical Journal). "Almost every number in every paper is generated using SAS," says Cull.

Massive amounts of data

A key reason for using SAS is the large data volumes - some 20 gigabytes representing over 85 million records - and SAS' capabilities in data handling and cleansing. While other tools could have supported analysis, few could handle such volumes. Allied with this is the quality of both the data and results: with SAS, the DTU has confidence in its output.

Cull continues, "In the UKPDS we used SAS in two main ways. First, we based standard analyses and modelling of trials data on, for example, predefined clinical end-points or the efficacy of certain treatments, using approaches like linear regression and multivariate regression models. Second, SAS was great for the more sophisticated approaches like Cox modelling; it's particularly good at time-dependent co-variables, for example. You can ask also more descriptive questions, like 'What happens to a specific group of people as Type 2 progresses?'"

"We're increasingly moving into genetics, to see if genes are connected with the onset of complications," Cull adds. "All of this requires the sophisticated computing SAS provides." Another factor, she says, is that "the FDA prefers to see analyses carried out using SAS, and that helps when it comes to getting regulatory approval for products."

"SAS is widely used in academia: in the journals you only have to count the number of times you see 'work was done using SAS.' I have more confidence that the researchers have produced the correct analyses if they're carried out with SAS. I'm reassured because they've used SAS."

Changing the clinical landscape

"After we published we saw a material phase shift in the clinical community in how Type 2 diabetes was treated," says Cull. For instance, the National Institute for Clinical Excellence (NICE) now recommends intensive therapy from the start, while Consultants at all levels now follow guidelines put in place following the team's work. "This was a big trial and the results were really quite clear, so most people believed us."

SAS is particularly good at handling different data types, and provides many of the facilities the DTU team needs. "In academia as opposed to commercial research," says Cull, "you need the flexibility to ask non-standard questions and try out different approaches; SAS provides this." Researchers can work in a more discursive fashion as well as doing straightforward analyses. "And once you know SAS," she adds, "it's very simple to do something - you don't have to write lots of code. This is especially useful if, like me, you're an applied statistician."

Another valuable feature is error checking. "If you do something wrong - if the data selected doesn't fit the requirements for a particular analysis, say - SAS usually tells you," says Cull. "This is also useful when training people." Speed is another factor. The university has decentralised its computing so users have major data sets on their desktop PCs. In a recent job, each run took only 10 minutes using SAS - other packages might take three days. As for the future, "we're hoping SAS Enterprise Guide® will enable us to customise our output and produce graphics in a far easier way; something that's very important in an academic environment," says Cull.

She concludes, "Across the world, people involved in treating diabetes all talk about the UKPDS and our work, and we really believe it has resulted in a far better outlook for patients."

Programming is Dead – Long Live Programming

SAS[®]9 The programming interface of the SAS[®] System has been the mainstay of most SAS users for 27 years. All this is due to change. In this article we will examine the role of SAS[®] Enterprise Guide[®] as the new front end to SAS.

How much do we have to write code now? 90% of code that needs to be generated can be done through the point and click interface that is SAS Enterprise Guide. So what of the other 10%? SAS Enterprise Guide has exactly the same Enhanced Editor and log window as the traditional interface, only when you have finished with the tricky, complex additional code you can step straight back to the drag-and-drop environment to generate the results.

If you could reduce the time to generate 90% of your code by a factor of 10 then how much will your productivity increase? You can spend more time analyzing the results you generate or generating more results depending on your role, either way you are working smarter rather than harder!

These are not the only benefits of the SAS Enterprise Guide environment. Output from multiple procedures and processes often need to be bundled together to form a single report and SAS Enterprise Guide provides a simple wizard to let you do that and publish the completed reports afterwards.

A summary of data management features:

- Graphically or programmatically subset data to reduce the results to acceptable sizes and to identify the data you require.
- Parameterise data to interactively filter the information required for intelligent decision making.
- Provides a Select and Sort interface to organise information for easy viewing. Users can format existing variables and create new calculated variables.
- Visually build calculated variables from a comprehensive list of SAS functions.
- Change column order.
- Ability to preview generated query code, check the query syntax validity or copy the code for reuse in other applications.

A summary of reporting and analytical tasks:

- Descriptive reports and analysis: basic listings, summary statistics tables, one-way frequencies tables, correlations tables and graphs, and tabular or graphical distribution analysis.
- Graphs: area chart, bar chart, box plot, bubble plot, donut chart, line plot, map graph, pie chart, radar chart, scatter plot, surface plot and contour plot.
- Analysis of Variance (ANOVA) predictive models
- Regression models
- Multivariate relationship models

SAS Enterprise Guide will also comment and document the work you do.

SAS Enterprise Guide can change the way you work and interact with the SAS System, making a programmer more productive and valuable and allowing non-programmers access to the power of SAS. It is just one of the new point-and-click interfaces available in SAS[®]9. Please contact Pete Snelling (peter.snelling@suk.sas.com), Business Intelligence Product Manager, to find which would be right for you and your team and to learn more about SAS Enterprise Guide.

Managing Enterprise Intelligence – Dull but Worthy?

According to Mark Smith of Intelligent Enterprise Magazine “the ability to manage BI is critical for managing total cost of ownership”. In this SAS white paper, Managing Enterprise Intelligence with the Total Cost of Ownership in Mind, we look at the challenges addressed and benefits delivered by the SAS centralised management framework.

http://www.sas.com/uk/newsletter/feature/10aug_sep04/managing_ent_intell.pdf

Make the Breakthrough with SAS®9

Thousands of leading organisations in all industry sectors are already leveraging the unique capabilities of the SAS®9 Intelligence Platform, helping them drive revenue growth and profitability.

If you to want to learn about SAS 9.1 and help your organisation enjoy the benefits, then attend one of the following seminars or courses:

New Features in SAS 9.1 Seminar – 1 day

Get an overview of the new features and enhancements in a one-day seminar. Comprehensive technical notes are provided.

Changes and Enhancements in SAS 9.1 Hands-On Course – 2 days

This course focuses on enhancements to Base SAS procedures, new SAS functions, SAS Version 8 compatibility, the new SAS libname engines to Microsoft® Access and Excel and Perl regular expressions (for complex character string manipulation). It also explains how the threaded kernel enhances performance by allowing parallel processing and when this is used.

Introduction to the SAS Business Intelligence Client Tools – 2 days

Attend this course for a hands-on overview of SAS 9.1 foundation technology, data warehousing, intelligent storage

Calling All Marketing Analysts

The Institute of Direct Marketing Certificate in Applied Marketing Analytics

SAS® is the software of choice for analysts working with marketing data.



A new qualification developed by the Institute of Direct Marketing (IDM) in conjunction with SAS provides both a detailed understanding of direct marketing and of the statistical concepts required for sound marketing analysis. By attending the course and obtaining the qualification, you will understand the drivers within direct marketing and the vital role of data analysis in this rapidly growing discipline.

Skills are in high demand in marketing analytics so the IDM Certificate will not only improve your organisation's capabilities but also increase your own marketability. You will learn:

- The strategic application of direct marketing in both business and consumer markets
- Forecasting, planning and measuring for direct marketing
- The purpose of the marketing database and the role of data
- How direct marketing is used for acquiring, developing and retaining customers
- Direct marketing media and creativity
- The use of SAS® Enterprise Guide software for marketing analytics
- The real-world application of statistics using direct marketing data

No prior knowledge of SAS is necessary to benefit from this course though you will need an understanding of basic mathematical concepts (e.g. calculating percentages). Some familiarity with basic statistical concepts such as variability may also be useful.

The course will include ten days' instruction split between SAS Marlow and the IDM's headquarters in Teddington, and the qualification will be awarded following two assessments and a final exam. The first course will start on 21 September, with the final exam in March. To register and to find out more, please visit <http://www.sas.com/uk/education/curriculums/analyst.html>

Extend Your SAS® Knowledge – and Keep Dry this Autumn!

There's a great free SAS golfing umbrella waiting for you if you book and attend a follow-on public SAS training course between now and 30 September 2004. You must have already attended at least one public SAS course in the United Kingdom to qualify. Simply write the word "BROLLY1" on your booking form, or if you are booking online, write "BROLLY1" after your name.

<http://www.sas.com/uk/education/promotion/index.html>

HINTS & TIPS

How Can I Traffic Light My SAS Output?

Have a look at the following website for examples showing you how to traffic light SAS output created using a number of different reporting methods. The examples have been created for version 8 and beyond.

http://support.sas.com/rnd/base/topics/templateFAQ/Template_special.html#s30

Here are some useful links to other sample documents and programs:

Technical Support Documents (Also known as TS Docs and Technical Notes) - Documents that address specific programming problems, processes, product changes, or provide other helpful information.

<http://support.sas.com/techsup/tnote/technote.html>

FAQ - A collection of the questions most commonly asked of our Technical Support Staff.

<http://support.sas.com/faq/>

<http://support.sas.com/techsup/faq/>

<http://support.sas.com/techsup/faq/products.html>

<http://support.sas.com/documentation/installcenter/installfaq.html>

SAS Sample Programs - Check this page for a variety of samples, technical tips, and how-to advice.

<http://support.sas.com/sassamples/index.html>

<http://support.sas.com/sassamples/quicktips/index.html>

http://support.sas.com/techsup/sample/sample_library.html

Within SAS --> Help --> SAS System Help --> Sample SAS Programs and Applications.

FTP Site - Get fixes, technical information, and sample programs from our FTP site.

<http://support.sas.com/techsup/ftp/download.html>

HINTS & TIPS

How Can I Install SAS 9.1 in the Same Way as I Have Installed Previous Releases of SAS?

We still have the SAS Setup CD but we also have a new CD called SAS Software Navigator (SSN). The reason we created the SSN is to take advantage of the platform independence that Java has to offer.

To install SAS 9.1 Foundation in its simplest form, you can bypass the new SSN CD by just inserting the SAS Setup CD and perform the following steps, outlined in the Technical Support document TS695.pdf:

<http://support.sas.com/techsup/technote/ts695.pdf>

HINTS & TIPS

Share Your Thoughts & Receive a SAS Fleece!

Are there areas that you would like to see covered in Hints & Tips or do you have a hint & tip of your own that you would like to share with other readers? Please contact us with your ideas and if we publish your hint & tip, we will send you a SAS fleece!

Email: newsletter@suk.sas.com

SAS Forum UK 2004 – Birmingham, 3-4 November



The annual SAS Forum UK provides the perfect opportunity to hear current news from the world of SAS - hear about the latest SAS technology developments, exchange best practices with other users and learn how they are using SAS software. This year the forum will take place over two days. The main conference on the 4 November will be preceded by an afternoon of Special Interest Groups (SIGs) on the 3 November and an Opening Night Reception, where you have a chance to meet your fellow attendees and share experiences.

Don't miss out – register online today to receive further information: <http://www.sas.com/uk/events/userforum/index.html>



Call for Speakers Live!

Presenting at SAS Forum UK is your chance to add your insights to the discussion and an excellent opportunity to raise the profile of your project(s) amongst your peers in the SAS community. SAS users are keen to hear about your knowledge and experiences, so apply now using the online application form: http://www.sas.com/uk/events/userforum/cfs_ov.html

DID YOU KNOW?

SAS Sponsor the World's Foremost Extreme Kayaker

SAS UK sponsor Shaun Baker, currently the world's top extreme kayaker and holder of four official Guinness World Records: "World Freefall Kayak" record, a pure vertical drop of 19.7 metres; two "World Speed Altitude Descent" records over heights of 75ft and 50 metres; and his recently achieved "Kayak Land Speed Record – on Snow". He has also clocked up in excess of twenty first descents of major waterfalls and whitewater rivers worldwide. These include some of the largest falls in Iceland and the Alps, one of which has now been named "Shaun Baker Falls". Despite his obvious passion for the extreme, he is also drawn to the competitive art of Whitewater Freestyle Kayaking (he has won the UK National Championships 9 times) and continues to organise one of the world's largest annual whitewater events, "SAS Thames Weir Rodeo/Hurley Rodeo", on the Thames at SAS UK headquarters.

NEXT ISSUE:



Find out exactly what's in store for you at the SAS Forum UK 2004.



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