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In this issue of In the Know we are pleased to announce SAS Forum UK, which is to be held at the Birmingham Metropole in November. For more details about this, and to hear about the great key speaker we have for this event, don't delay in reading more at the bottom of the newsletter. A link can be found for you to register for this event too. So please join us for two days of innovation and best practice knowledge sharing, as you spend time with the cream of the crop when it comes to hands-on SAS experience across the enterprise! This is not the only exciting announcement – read in our Corporate News about our alliance with Solaris which was publicised earlier this month.

This edition, we are also giving you the chance to present us with some feedback about the technical or customer support facility here at SAS. If you take a few moments to send us your thoughts, opinions, ideas, and advice on the service you have received when using the customer support team, then you will be entered into a draw to win an MP3 player.

You can also read more of our Hints and Tips as well as learning about our recent White Paper releases. All this as well as much more! Finally, do not forget to register for SAS Forum International 2006 in Geneva: a link can be found in the Events section, so click through and register now. It's as simple as that!

CORPORATE NEWS

Sun and SAS[®] Announce Business Intelligence Software Support for Solaris on X64 Platforms

This month Sun Microsystems and SAS announced that SAS would be porting its data integration, business intelligence and analytic intelligence software to the Solaris[™] 10 Operating System (OS) running on x64 servers. This gives SAS customers the ability to use popular features found only on this Solaris system. Find out more by following this link.
http://www.sas.com/offices/europe/uk/press_office/press_releases/april2006/sun.html

CORPORATE NEWS

SAS and Bull's Strengthen Partnership in ERP Space

SAS and Bull are strengthening their partnerships through implementation of Business Intelligence in Europe in ERP (Enterprising Resource Planning).
http://www.sas.com/offices/europe/uk/press_office/press_releases/april2006/bull.html

CUSTOMER SPOTLIGHT

U.S. Bank Enhances CRM Efforts with Great Success Using SAS®

Read this great U.S. success story and find out about how SAS®9 technologies helped expand U.S. Bank's customer insight platform, which has created a great investment for everyone involved. Using the [SAS Marketing Automation](#) and [SAS Interaction Management](#) components of SAS Customer Intelligence they have moved their business forward.

<http://www.sas.com/success/usbank.html>

TECHNOLOGY & SOLUTIONS

Knowledge - the Path to IT Governance and Trust

We've all heard the phrase 'knowledge is power' and here is an article that really proves it. Good IT governance is an amalgamation of best practice and very strong knowledge gathering tools. We have a new white paper (March 2006) by Bloor that focuses on our IT Intelligence solutions. Read more about this idea below and, also find the link to the paper.

IT governance is an area of utmost importance to most, if not all, organisations in these times when businesses are absolutely dependent on their IT systems. Good IT governance combines excellent best practice in the area of operational procedures in the management of IT, coupled with very strong knowledge gathering and information reporting tools. Management without knowledge will never provide the best results or an optimised business.

When it comes to the generation, monitoring and reporting of valuable, useable knowledge from IT activities, SAS supplies an unrivalled range of offerings via the SAS IT Intelligence solutions. The SAS IT Intelligence solutions provide 'best practice' IT Balanced Scorecards (i.e. based on CoBIT and ITIL), Activity Based Management, Demand Management, Service Level Management and Analytical engines. All of these come with the aim of not only monitoring and communicating IT value, but also to help optimise the IT environment in order to support business objectives. This relates to ideas from a paper published by Bloor Research in 2005, 'Measuring the Business Value of IT Services', positioned the requirements for organisations today to undertake IT value management and linked these requirements with many components in the SAS IT Intelligence solution set.

It is fair to conclude that IT value management is unavoidable if an organisation wishes to prosper. This is especially the case now that IT systems are becoming considerably more flexible and capable of responding to new service demands in rapid timescales that, until now, were previously considered impossible to meet. However, with such infrastructure and resource allocation, flexibility will become a fundamental need to accurately assess any significant change in IT activity allocation, the effect these changes will have on existing service commitments and, perhaps most importantly of all, the net business value of any material alteration.

In a world of flexible IT, the requirement to accurately analyse asset resource allocation, coupled with activity based resource consumption will ensure that change management and the modelling/prediction of the net business value differential of such potential changes will become routine matters. As, indeed, shall be the need to communicate effectively and frequently with the consumers of IT services in terms that are easily understood. IT governance and business trust in IT are intimately linked with IT value management providing the information to make IT and business work together to deliver top line value to the organisation.

For further information on IT Governance, download this year's whitepaper from Bloor Research: "Knowledge - the path to IT governance and trust" by Bloor Research, March 2006 (PDF: 169KB)
http://www.sas.com/news/analysts/bloor_it_0306.pdf

Read the whitepaper on SAS 9.1 and the zSeries mainframes and see what's new!

SAS 9.1 and the zSeries mainframes are a combined powerful platform that not only improves the running of existing applications, but also makes possible the implementation of next generation BI solutions. Click on the link to connect to the PDF version.

http://support.sas.com/documentation/whitepaper/technical/zseries_jun04.pdf

SUPPORT & SERVICES

The Institute of Direct Marketing Certificate in Applied Marketing Analytics



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. 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. Click through to find out more about what you will

learn.

The new qualification from the IDM (Institute of Direct Marketing) in conjunction with SAS will improve your abilities to produce 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. 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. To register and to find out more, please visit <http://www.sas.com/uk/education/curriculums/analyst.html>

SUPPORT & SERVICES

New Course Available: Developing Credit Risk Solutions for Basel II using SAS®

In the modern world, financial institutions face the challenge to build effective and high-performing credit scoring systems in the context of the recently put forward Basel II requirements. This three-day course will elaborate on all required steps ranging from data pre-processing to model implementation, and illustrate how they can be efficiently automated using the SAS® Enterprise Miner™.

Developing Credit Risk Solutions for Basel II using SAS®

The course aims at providing a sound mix of both theoretical and technical insights, as well as practical implementation details. These are illustrated by several real-life case studies.

So, if you are involved in building scoring systems (e.g. for Basel II) and/or are responsible for monitoring their behaviour and performance; then this is the course for you.

Your lecturer Prof. Dr. Bart Baesens is assistant professor (Lecturer) at the School of Management from the University of Southampton. His research focuses on the use of data mining and machine learning techniques for credit scoring and customer relationship management (CRM) applications. His findings have been published in various journals and presented at international conferences.

For more information, follow this link:

<http://www.sas.com/offices/europe/uk/education/courses/basel2.html>

To make a booking, follow this link:

http://www.sas.com/apps/wtraining2/courseDetails.jsp?course_code=BASEL2&ctry=GB

SUPPORT & SERVICES

Enterprise Advantage Scheme: A Great Way to Buy Training

If you're looking to buy training in bulk and benefit from substantial discounts, then the Enterprise Advantage Scheme (EAS) is for you. The idea is simple, buy a year's worth of vouchers (EAS units) up front and then use them to buy any of our Education services. To find out more about what your EAS units will get you, read on.

What Can I Use My EAS Units For?

Public Courses

A public course is charged at one EAS unit per person per day; therefore a typical three day course will cost three units per delegate.

Custom Events

A custom event is charged at five EAS units per day, for up to six delegates. Any required course development or preparation is then charged at one unit per day.

Seminars

Seminars are charged at one EAS unit per person per day.

SAS Training Centre Rental

Two EAS units will hire you one of our state-of-the-art training rooms for one day.

Other Options

You can also use your units for:

- Trainer's kits
- Workshops
- Personal training or skills transfer
- Training Needs Analysis
- Training Programme Management

How Much Will I Save?

You can buy EAS units in sets of 30, 60, 90, 120 or a combination of these sets. Savings are calculated on the basis of standard public course prices. Actual savings will vary depending upon what you use your units for.

EAS Units	Price	Saving
30	£11,340	£1,260
60	£21,420	£3,780

90	£30,240	£7,560
120	£37,800	£12,600

To book an EAS package, simply contact one of our business development managers on 0845 402 9902.

For more information and full terms and conditions, please visit www.sas.com/uk/education and follow the EAS link.

SUPPORT & SERVICES

Send us your Comments about SAS® Customer Support and Win an MP3 Player

As part of our ongoing process to improve how we support you, we're very interested in obtaining your views about our technical support helpline and customer support. Give us your comments about the service that we currently offer, as well as how you think we could improve. Feel free to write about any of your experiences with our technical support help line.

This will help us in our ongoing improvement of this service, and will help us to achieve our goal of making customer support an invaluable aid to you. In addition to helping us improve, all respondents will be entered into a draw to win an MP3 player.

<http://www.sas.com/offices/europe/uk/services/feedback.html>

HINTS & TIPS

How to Send Data via Email which is Stored in a Variable within a SAS Dataset.

Here is a tip for quickly and efficiently sending information in SAS variables within a SAS dataset to company email addresses.

The variable New_Sales is the variable we want to extract from our dataset called Sales_dataset.

Virgin.net uses this code as part of a daily job to quickly send high level sales information to directors with no manual intervention!

```
filename Sales_email ("me@me.com" "me2@me.com") subject="Sales Update";
data _null_;
set Sales_dataset;
file Sales;
put "Automated Message from the Reporting Team: The number of Sales yesterday was"
New_Sales;
run;
```

HINTS & TIPS

Use the New Base Perl (PRX) Functions PRXMATCH and PRXPARS to Cleanse Postcode Data

We've discovered a useful way to get a little help with our work by using the PRXMATCH function. It has allowed you to create a much more succinct code, which does away with the creation of unnecessary fields and, furthermore, dispenses with the need for numerous data checks.

/ This program assumes postcode is in one field*

Variable names used in this code:

```
**** Postal_code          *****
**** Postcode_Format      *****
**** Postcode_fault       *****
**** P1 P2 P3 P4 P5 P6 P7      *****
**** Output = Postcode_cleansed *****
```

Please note this program will remove any records with invalid postcodes

This program makes use of PRXMATCH and PRXPARS.

SAS Version 9 is required.

Built by REW - 20/02/2006

```
*/
```

```
data work.abc;
input postcode $8.;
cards;
RG109UU
RG9 1T
CV1 5HW
CV 7AA
;
run;
```

```
%let Data_set =work.abc; /*Dataset with postcode to be checked*/
%let postcode_field =postcode; /*Add your input UPPERCASE postcode field*/
```

```
data &Data_set; /*remove 'spaces'*/
set &Data_set;
Postal_code=compress(&postcode_field,');
run;
```

```
data &Data_set; /*Identify the format of the postcode*/
format Postcode_fault $10.;
length P1 P2 P3 P4 P5 P6 P7 $1.;
set &Data_set;
If prxmatch("/[A-Z]/",SUBSTR(Postal_code,1,1))THEN P1='A'; else P1='N' ;
If prxmatch("/[A-Z]/",SUBSTR(Postal_code,2,1))THEN P2='A'; else P2='N' ;
If prxmatch("/[A-Z]/",SUBSTR(Postal_code,3,1))THEN P3='A'; else P3='N' ;
If prxmatch("/[A-Z]/",SUBSTR(Postal_code,4,1))THEN P4='A'; else P4='N' ;
If prxmatch("/[A-Z]/",SUBSTR(Postal_code,5,1)) and ^prxmatch("/d/",SUBSTR(Postal_code,5,1))
THEN P5='A'; else P5='N';
If prxmatch("/[A-Z]/",SUBSTR(Postal_code,6,1))THEN P6='A'; else if length(strip(Postal_code))>=6
and SUBSTR(Postal_code,6,1)=' ' then P6=' '; else if prxmatch("/d/",SUBSTR(Postal_code,6,1)) then
P6='N';
If prxmatch("/[A-Z]/",SUBSTR(Postal_code,7,1)) THEN P7='A';else if SUBSTR(Postal_code,7,1)=' '
then P7=' ';
else if prxmatch("/d/",SUBSTR(Postal_code,7,1)) then P7='N';
Postcode_Format=P1||P2||P3||P4||P5||P6||P7;
run;
```

```
data &Data_set; /*Check postcode to see if it complies with a valid layout*/
```

```

format Postcode_fault $10.;
set &Data_set;
if Postal_code=' ' then Postcode_fault='Missing';
Else If strip(Postcode_Format) not in('ANNAA'
'ANNNAA','AANNAA','AANNNAA','ANANAA','AANANAA')
then Postcode_fault='invalid';
Else if substr(uppercase(Postal_code),1,1) in ('Q','V','X') then Postcode_fault='1';
Else if substr(uppercase(Postal_code),2,1) in ('I','J','Z') then Postcode_fault='2';
Else if substr(uppercase(Postal_code),3,1) not in ('A','B','C','D','E','F','G','H','J','K','S','T','U','W')
and prxmatch("/[A-Z]/",SUBSTR(Postal_code,3,1)) then Postcode_fault='3';
Else if substr(uppercase(Postal_code),6,1) in ('C','I','K','M','O','V') then Postcode_fault='6';
Else if substr(uppercase(Postal_code),7,1) in ('C','I','K','M','O','V') then Postcode_fault='7';
else postcode_fault="";
run;

```

```

/*
PERFORM COUNTS AND DATA CHECKS BEFORE RUNNING NEXT SECTION
*/

```

```

data &Data_set; /*keep records with valid postcode layouts and those without a postcode_fault*/
set &Data_set;
where Postcode_Format in ('ANNAA' 'ANNNAA','AANNAA','AANNNAA','ANANAA','AANANAA')
and Postcode_fault="";
run;

```

```

data &Data_set; /*output corrected postcode format (with spaces)*/
length Postcode_cleansed $8.;
set &Data_set;
If Postcode_Format='ANNAA' then Postcode_cleansed=substr(postal_code,1,2)||
' ||substr(postal_code,3,3);
If Postcode_Format='ANNNAA' then Postcode_cleansed=substr(postal_code,1,3)||
' ||substr(postal_code,4,3);
If Postcode_Format='AANNAA' then Postcode_cleansed=substr(postal_code,1,3)||
' ||substr(postal_code,4,3);
If Postcode_Format='AANNNAA' then Postcode_cleansed=substr(postal_code,1,4)||
' ||substr(postal_code,5,3);
If Postcode_Format='ANANAA' then Postcode_cleansed=substr(postal_code,1,3)||
' ||substr(postal_code,4,3);
If Postcode_Format='AANANAA' then Postcode_cleansed=substr(postal_code,1,4)||
' ||substr(postal_code,5,3);
run;

```

```

data &Data_set (drop=Postcode_Format Postal_code Postcode_fault P1 P2 P3 P4 P5 P6 P7);
/*Tidyup*/
set &Data_set;
run;

```

For more information on Perl expressions, visit Newsletter [Issue 11, October - November 2004](#):

http://www.sas.com/offices/europe/uk/newsletter/feature/11oct_nov04/base.html

How to get X and Y

This handy hint is seen in the following code: it demonstrates how to get page numbering in Page X of Y format when you have both graphs and tables in the same PDF output. The program uses BASE datastep and ODS code to generate the page numbering and display the output correctly.

```
/* sample code */
options nodate nonumber;
goptions device=activex;
ods listing close;
ods noresults;
ods escapechar='*';

/* create the file with YY */
footnote j=r 'Page *{thispage} of YY';
ods pdf file="c:\temp\pagenumb.pdf" compress=0;

%macro pdf_code;

symbol v=plus;
proc gplot data=sashelp.class;
  plot weight*height;
run ;quit;

proc print data=sashelp.air;
run;

%mend pdf_code;
%pdf_code;

ods pdf close;

/* get the number of pages */
data _null_;
infile "c:\temp\pagenumb.pdf" trunccover;
length line $32000;
input line $char.;
if index(line,'YY') then do;
  page=index(line,'Page');
  of =index(line,'of');
  num=substr(line,page+4,of-page-4);
  call symput('num',trim(left(num)));
end;
run;

/* create the file with the number of pages */
```

```
ods results;  
ods pdf file="c:\temp\pagenumb.pdf" compress=0;  
footnote j=r "Page *{thispage} of &num";  
%pdf_code;  
ods pdf close;
```

For information on exporting SAS/Graph output in PDF format have a look at:

<http://support.sas.com/techsup/technote/ts659/ts659.html>

HINTS & TIPS

Share Your Thoughts and Receive a SAS® Fleece

Are there topics 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 fleece!

Email: newsletter@suk.sas.com

EVENTS

SAS® Forum UK 2006, Birmingham Metropole - 1-2 November

The date for SAS Forum UK has now been announced and we are delighted to reveal that the keynote speaker will be Professor Thomas Davenport, who will be sharing his immense knowledge on how to compete on analytics. This ties in superbly with the overall Forum theme of Building the Intelligent Enterprise. Day two of the Forum will provide an excellent kick-off from a key player and thought leader on harnessing and utilising information as a key asset across your organisation!

Mark these dates on your calendar and register your interest now, so that we can send you an invitation and keep you informed about agenda updates.

<http://support.sas.com/events/sasforuminternational2006/home.html>

SAS® Forum International 2006, Geneva – 16-18 May

A reminder about our key event in Europe – this is a must for discovering how other leaders and professionals in your industry are using SAS and *The Power to Know* to push their business forward.

<http://support.sas.com/events/sasforuminternational2006/home.html>
