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Since the last edition we've held the much awaited SAS Forum International in Geneva. This annual premier event for enterprise business intelligence featured more than 140 customer presentations and forums, attracting 2000 business leaders, managers and IT professionals, making it the largest Business Intelligence conference outside the United States. However, if you didn't make it and want to catch up on the news and reviews then read the Customer Spotlight section below, which gives an insight into the three-day event. Find out some of the reasoning behind why we've been described as 'being able to boast thousands of happy customers', and if you want to know more (so we can ensure that *you* are happy) then, as usual, contact us by using the Feedback link at the foot of the newsletter. And mark your diaries now for SAS Forum International 2007, Stockholm in May.

In addition to all that, we're hoping we've made some more of you happy through our Ski to Win competition: the winners are announced in the Support and Services section. And thank you to those of you who gave us your feedback for the Customer Support feature – your comments are noted and appreciated.

Other highlights in this issue include the opportunity to get a SAS Beach Towel, information on the not-to-be-missed Special Interest Groups, and, amongst other things, the ever popular Hints and Tips section.

CORPORATE NEWS

SAS and Google Join Forces

Since the last edition, SAS has announced new technology with Google that will allow joint clients to perform contextually relevant searches through the popular Google search interface to surface information, analysis and reports from SAS® business intelligence (BI) software beginning this summer. The combination of the Google Search Appliance with the SAS® Enterprise Intelligence Platform will give users more information than ordinary keyword searches would return from an initial query, enabling them to think and act more strategically on their business intelligence knowledge.

Google OneBox for Enterprise uses the same technology that provides information on stock tickers or weather information on Google.com. In the same way that SAS has expanded access to BI information by creating targeted user interfaces for its software that match the skill levels of individual users, SAS and Google will provide joint customers who activate the OneBox for Enterprise feature of the new Google Search Appliance - announced by Google today - with a familiar, secure way to search for real-time information delivered by SAS BI software.

Google OneBox for Enterprise combined with SAS enterprise business intelligence delivers relevant search results for business users in the same way it does for any visitor to the Google website looking for information about local news, weather or restaurants. For example, when a SAS customer types a phrase such as "fourth quarter 2005 sales" into a Google-powered intranet search engine, it will return a snapshot of relevant information including reports, data, and analysis along with links to other results that could consist of the top selling products, top salespersons or top 10 customers for that time period. In this way, the powerful combination of Google search technology and the SAS

Enterprise Intelligence Platform now understands more than just what the user means and returns more than what they expect, making it easier and more accurate to make effective management decisions. All search results are filtered through existing enterprise security protocols, delivering intelligence tailored to each user's individual access rights.

"Google is excited to work with SAS to deliver business intelligence information and help employees spot trends right from their Google search box," said Dave Girouard, Vice President and General Manager of Google Enterprise. "We're aiming to make enterprise search as comprehensive and useful as web search and our partnership with SAS is a big step forward in that direction."

"SAS is committed to delivering the best business intelligence in the industry by enabling organisations to get access to relevant information when they need it," said Keith Collins, Senior Vice President and Chief Technology Officer of SAS. "The combination of SAS' business intelligence and Google's search expertise allows customers to quickly access and understand critical information by exposing associated data, analysis and reports to even more business users, broadening the value and impact of business intelligence and helping companies improve their own enterprise BI strategies."

This is the first of many technology initiatives that SAS and Google will spearhead to help organisations eliminate information silos by sharing relevant knowledge across business units. For more information, please visit the SAS UK website at www.sas.com/europe/uk.

http://www.sas.com/offices/europe/uk/press_office/press_releases/april2006/google.html

CORPORATE NEWS

SAS Dispels the EMM Myth

The phrase Enterprise Marketing Management (EMM) has been increasingly used within the marketing technology arena in recent times, with a raft of vendors claiming to provide EMM solutions. The term 'EMM', however, still appears to be confused and current definitions are vague. What exactly then is EMM? It is SAS's aim to put forward their view on what we believe true EMM is and dispel the current market myths.

According to a recent Gartner report: "Enterprise marketing management should enable marketing functions to be more-efficiently aligned to meet strategic goals and improve a company's marketing performance". On a basic level, EMM is a term pertaining to a suite of applications that attempt to address all of a marketer's technology needs.

There are several vendors in the market who purport to offer a complete EMM solution, however, many of these offerings are solely based on campaign management, marketing optimisation and marketing resource management (MRM). We agree that these components are core to an EMM offering, but to manage marketing on an enterprise level there are other fundamental components that must be included. We do not believe that this limited categorisation can offer an 'enterprise-wide' solution. True EMM requires much more.

"I'm frustrated at vendors that look to cash in on hot industry topics by creating, or taking, an acronym and bending the definition of it to fit their own product set", says Jason Goodwin, Head of Solutions Marketing Strategy at SAS. "This only serves to confuse the market, leading to uninformed decisions and unachievable ROI objectives. True EMM vendors should have a vision that covers the entirety of marketing operations". SAS already had the largest portfolio of EMM capabilities in the market, and our recent acquisition of Veridien enhances this product set. This provides us with what we believe is a true EMM offering, all integrated across the enterprise via the SAS Enterprise Intelligence Platform.

SAS' EMM solution:

Together with campaign management, contact optimisation and MRM, SAS also provides enterprises with essential capabilities that include:

- Event-based marketing,
- Channel optimisation,
- e-marketing

- e-business intelligence
- Customer value management
- Multi-channel customer management
- Marketing performance management
- Proactive analytics
- Real-time behaviour tracking
- Single customer view

All of these components are designed to integrate and maximise the value of customer relationships.

The acquisition of Veridiam provides SAS with an added range of MRM capabilities - including marketing-mix modelling, marketing investment simulations and guided analyses. The additional capabilities help companies understand the business value of investments such as advertising, promotions, incentives, direct mail, events and the Web.

Goodwin goes onto say: "SAS' acquisition of Veridiam will provide the resources and capabilities for continued industry leadership in helping marketers maximise return on marketing investment. Veridiam enhances SAS' unique ability to optimise marketing activities across the entire organisation, from inception to completion, for higher profits and business value."

When SAS refers to Enterprise Marketing Management, we refer to a complete solution which truly provides enterprise-wide result and benefits. The benefits are clear: faster, more effective marketing with lower costs and sustainable ROI. Industry analysts have also recognised this, with IDC reporting in 2005 that SAS was the clear market leader in marketing automation solutions. For more information, please visit the SAS UK website at www.sas.com/europe/uk.

http://www.sas.com/offices/europe/uk/press_office/press_releases/may2006/enterprise.html

CORPORATE NEWS

Further Links

Relevant information for the above news stories can be found at these links:

http://vocuspr.com/vocuseu/Temp/ViewAttachment/0ccd1837f59e4d0a9ae3100e90d6110b/InformationWorl_224_2_302.pdf

http://vocuspr.com/vocuseu/Temp/ViewAttachment/7167a23fe3cf4e469aa7763c5b9efd77/060504%20Techworld_Google.pdf

http://vocuspr.com/vocuseu/Temp/ViewAttachment/1938ac0c2b6f4ba190fa8f8d81e2562a/InformationWorl_224_2_302.pdf

<http://vocuspr.com/vocuseu/Temp/ViewAttachment/57c45fbc5b634849af2ee340fac1c3a9/350336660.pdf>

CUSTOMER SPOTLIGHT

Customers Join Together for SAS Forum International, Geneva

SFI saw the coming together of many of SAS customers and was a time for SAS to show their appreciation of some of the great alliances they have. Watch this space to keep in touch with what is going on with SAS and other customers – don't miss out!

http://www.sas.com/offices/europe/uk/press_office/press_releases/may2006/sfi.html

CUSTOMER SPOTLIGHT

Couldn't make it to SFI?

If you want to find all the latest information from SFI regarding customers, speakers and things that were said then follow this link! Read about each day's events in detail.

http://www.sas.com/offices/europe/uk/newsletter/feature/21jun_jul06/sfi.html

CUSTOMER SPOTLIGHT

More SAS Customer Success Stories in the UK Market Place

http://www.sas.com/offices/europe/uk/solutions/customer_successes/index.html

TECHNOLOGY & SOLUTIONS



Breakfast Briefing - How to Stop Drowning in Data, featuring Norwich Union

There is a constant pressure within Information Management departments. They are continuously dealing with vast amounts of data and requests for varied reports. Consequently, a concern has arisen regarding the potential for appearing to give inconsistent information.

SAS's Enterprise Intelligence Platform (EIP) Breakfast Briefing in association with Norwich Union Healthcare will discuss this matter and how they are attempting to overcome this problem with SAS. This approach is enabling them to evolve their information management to work smarter instead of harder. If you would like to do the same then you cannot miss this event— find out more here.

<http://www.sas.com/offices/europe/uk/events/eipbb>

TECHNOLOGY & SOLUTIONS

Introducing the SAS IT Resource Management (ITRM) Tile Chart Applet

If you are dealing with a mass of data, Tile Charts can quickly and effectively visualise trends. They can display vast amounts of information at a glance, allowing you to proactively manage information to identify performance problems or workload balancing and consolidation opportunities.

The Tile Chart Applet provides the ability to extend the value of your ITRM investment. It allows you to use the wealth of data already in your ITRM PDBs in a new way.

http://www.sas.com/offices/europe/uk/newsletter/feature/21jun_jul06/tile.html

TECHNOLOGY & SOLUTIONS



Special Interest Groups – come and join us!

If you would like the opportunity to become a SAS certified professional by taking a free SAS Certification Exam and attending one of our Special Interest Groups then read on.

On the 11 July, 8 SIGs (Special Interest Groups) in the areas of Data Management & Storage, Business Intelligence, Analytic Intelligence, and Architecture will be take place at the SAS UK headquarters in Buckinghamshire. For further information on the individual SIGs; registration; and an agenda for the day, follow the link.

<http://www.sas.com/offices/europe/uk/events/sigs2006>

SUPPORT & SERVICES

Information and Intelligence – the Evolution!

SAS Professional Services are launching their new end-to-end suite of services at the Natural History Museum in July. This seminar will also be promoting:

- Information Evolution Model (IEM) and how to use it to assess an organisation's exploitation of information
- How to use the above assessment to lay out a 'roadmap' of optimizations and improvements
- Driving these plans through by implementation of Business Intelligence Competency Centre (BICC)

This free event also includes entrance to an exclusive exhibition in the museum. More information can be found at the website.

www.sas.com/europe/uk/evolve

SUPPORT & SERVICES



Sun Yourself with SAS

The summer sun has finally arrived! The new SAS Beach Towels might encourage the sun to stay out! We're giving away free beach towels for anyone who books and attends a course with us until the end of July.

So, to claim your Beach Towel and to gain excellent SAS knowledge and professional training click on the link and register now!

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

SUPPORT & SERVICES

Winners of the Ski to Win Competition!

Earlier in the year SAS gave those of you attending SAS courses at our Marlow site the opportunity to play on a Playstation2® whilst taking your coffee breaks! However, not only did we offer you that element of fun, but we gave you a further incentive to do so – we offered you prizes for your participation! Star prizes were trips to Milton Keynes Snow Dome and a Playstation2® complete with game (SSX™ on Tour).

Thank you to everyone who entered our competition – sorry to all those of you have been unlucky this time. Keep in touch with SAS to hear about more upcoming events and competitions with giveaways and prizes! The winners of the PS2® are as follows:

- Mr Alan Jackson from Sainsbury Bank
- Mr Tom Brown from CitiFinancial Europe PLC
- Mr Jonathon Crump from HBOS Plc.

Congratulations!

Get ahead of the competition - find out more about the latest courses and offers from SAS Education Department.

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

An Overview of the XML Engine Within the LIBNAME Statement

Starting with SAS Version 8.1 the SAS XML LIBNAME Engine (SXLE) enabled us to successfully import and export an XML document. However SAS required a specific XML physical structure in order to identify columns of data from collections of rows. To overcome this, SAS introduced an add-on to SAS Version 8.2 to install an enhanced SAS XML LIBNAME engine, which provided additional options such as XMLMap, XMLDouble and the CDISC procedure. The new option XMLMap allowed us to specify a file that contained specific map syntax. This syntax told SAS how to map the XML markup into SAS data sets, variables, and observations.

The following are the XML tag names for the map syntax elements specified in the XMLMap file. The tag names are listed in the order in which you would typically code them in your XMLMap file, for information on the individual options please visit the SAS Documentation.

- SXLEMAP
- TABLE
- TABLE XPATH
- TABLE END XPATH
- TABLE LABEL
- COLUMN
- DATATYPE
- DEFAULT
- ENUM
- FORMAT
- INFORMAT
- LABEL
- LENGTH
- TYPE
- XPATH

The following examples import an XML document named MY.XML and specify the XMLMap file MY.MAP, which contains map elements including the syntax above.

The first example specifies XMLMap as an option on the LIBNAME, XML statement:

```
libname test xml 'C:\XMLdata\my.xml' xmlmap='C:\XMLdata\my.map';  
proc print data=test.my;  
run;
```

This example uses XMLMap as a data set option and also uses a fileref that is assigned to the XMLMap file:

```
filename map 'C:\XMLdata\my.map';  
libname test xml 'C:\XMLdata\my.xml';  
proc print data=test.my (xmlmap=map);  
run;
```

For the LIBNAME, XML statement, you can also use a fileref that is associated with the physical location of the XML document. For example:

```
filename myxml 'C:\XMLdata\my.xml';  
filename map 'C:\XMLdata\my.map';  
libname myxml xml xmlmap=map;  
proc print data=myxml.my;
```

run;

In SAS Version 9, specifying a separate XML map document was made production and the syntax was upgraded from Version 1.0 to Version 1.1. Also XML Atlas (Assistive Technology for Leveraging Acquisition via SXLE) was introduced as preproduction software in SAS Version 9. This is a new Java application, available only on Windows, which helps you create these XMLMap files.

XML Atlas provides a graphical interface that you can use to generate the appropriate XML markup. XML Atlas analyzes the structure of an XML document and generates basic XML markup for the XMLMap file.

In SAS Version 9.1 (and later) XML Atlas has been renamed to SAS XML Mapper and the XML engine has been improved even further to import and export an even broader variety of XML documents.

The LIBNAME Statement Syntax contains more new options:

- The ODSRECSEP= option controls the generation of a record separator that marks the end of a line in the output XML document.
- The XMLCONCATENATE= option enables you to import an XML document that contains multiple XML documents, which are concatenated into one file.
- The XMLFILEREf= option enables you to specify a fileref for the XML document that is different from the libref. If the fileref and the libref are the same, you do not need to specify the XMLFILEREf= option or the name of the XML document.
- Beginning in SAS Version 9.1, the option name XMLSCHEMA= specifies an external file that contains separate schema output.
- The XMLPROCESS= option determines how the XML engine processes character data that does not conform to W3C specifications.

The LIBNAME Statement Syntax contains the following enhancements:

- The XMLTYPE= option now supports the MSACCESS format type. MSACCESS is the XML format for the markup standards that are supported for a Microsoft Access database.
- In SAS Version 9.1, you can store and access XMLMaps as metadata objects in a SAS Metadata Repository. The following new metadata options enable you to access a particular XMLMap in a specific repository: METAPASS=, METAPORT=, METAREPOSITORY=, METASERVER=, and METAXMLMAP=.
- Beginning in SAS Version 9.1.3, the XMLTYPE= option supports the CDISCODM format type. CDISCODM is the XML format for the markup standards that are defined in the Operational Data Model (ODM). This is created by the Clinical Data Interchange Standards Consortium (CDISC), which conforms to the 1.2 schema specification. The new options, FORMATACTIVE=, FORMATNOREPLACE=, and FORMATLIBRARY= are used with the CDISCODM format type to specify transcoding preferences.
- The XMLMETA= option specifies whether to include metadata-related information in the exported markup. In SAS Version 9.1, the values for the XMLMETA= option are changed to DATA, SCHEMADATA, and SCHEMA. Prior to SAS Version 9.0, the functionality of the XMLMETA= option was performed by using the keyword XMLSCHEMA=. In SAS Version 9.0 (and later), the name of the XMLSCHEMA= option is changed to XMLMETA=.

In the XMLMap Syntax Version 1.2, the content for the DATATYPE element (which specifies the type of data being read from the XML document for the variable) is changed to conform directly to the XML Schema data types specification. For example, in earlier versions of the DATATYPE element, the form <DATATYPE>DT-8601</DATATYPE> was accepted. In version 1.2, the form <DATATYPE>dateTime</DATATYPE> is accepted.

Several ISO 8601 SAS formats and informats now support the international standard for the representation of dates and times.

The new XMLMap Manager (a plug-in used with SAS Management Console) provides centralized management of XMLMaps as metadata objects in a SAS Metadata Repository.

The XML engine's usage and reference documentation is available in one stand-alone document: SAS XML LIBNAME Engine User's Guide. From SAS, on the menu bar, select Help, then SAS Help and Documentation. From the Contents tab, select → SAS Products → Base SAS → SAS XML LIBNAME Engine User's Guide.

From the SAS web visit: <http://support.sas.com/91doc/docMainpage.jsp>

HINTS & TIPS

New Date Informats Introduced in SAS Version 9.1

Amongst the various new features of SAS Version 9.1 there are a number of new date informats, one of which is the ANYDTEw. informat. In the past you would need to know exactly what form your raw data was in before selecting an informat. The great thing about this new informat is that it can handle date values that are in a number of different forms.

ANYDTEw. Informat reads and extracts date values from DATE, DATETIME, DDMMYY, JULIAN, MMDDYY, MONYY, TIME, YYMMDD, or YYQ informat values. The ANYDTE informat extracts the date part from the derived value. If the input value is a time-only value, then SAS assumes a date of 01JAN1960.

The input values for all of the above informats are mutually exclusive except for MMDDYY, DDMMYY and YYMMDD when two-digit years are used. It is possible for input data such as 01-02-03 to be ambiguous with respect to the month, day, and year. In this case, the DATESTYLE system option indicates the order of the month, day, and year.

The ANYDTIME will extract the time part from the derived value. The ANYDTDTM informat will extract the datetime part from the derived value.

The following example shows how to read dates which have been stored in different formats.

```
/* Create test data of mixed format */
data original;
input mixdate 8.;
cards;
1022001
5012001
1022001
11032002
20060130
20050220
20010201
;
run;

/* Convert the date to character with leading zero's */

data filldata;
set original;
filldate=put(mixdate,z8.);
result=input(filldate,ANYDTE8.);
put result=;
run;

proc print data=filldata;
format result date9.;
run;
```

Obs	mixdate	filldate	result
1	1022001	01022001	02JAN2001
2	5012001	05012001	01MAY2001
3	1022001	01022001	02JAN2001
4	11032002	11032002	03NOV2002

5	20060130	20060130	30JAN2006
6	20050220	20050220	20FEB2005
7	20010201	20010201	01FEB2001

HINTS & TIPS

New Enhancements Made to the Base Compress Function

You might be familiar with the COMPRESS function as it has been around for quite a while. It allows you to remove selected characters from a character value. If you execute this function with only one argument (a character value), the default action is to remove blanks from the string. By specifying a second argument, you can specify which characters you want to remove from the string. Here is an example of how the previous SAS Version 8 of this function is used to remove all uppercase and lowercase letters, periods, dashes, and blanks from a character value:

```
data numbers_only;
  input ID $10.;
  number_part = compress(lowercase(ID), 'abcdefghijklmnopqrstuvwxyz.- ');
datalines;
12 ab c.-34
abc1 2 -.89
;
run;
```

The SAS Version 9.1 upgrade to this function allows a third argument (modifiers) that lets you specify character classes (that is, letters, digits, punctuation, white space, and so on) to remove from the character value. In addition, other modifiers change the way this function works. You can use one modifier to tell the function to remove all characters except the ones specified and another modifier to trim trailing blanks or ignore case.

The following are just a few of the more useful modifiers.

Selected list of COMPRESS modifiers (uppercase or lowercase)

a	adds uppercase and lowercase letters
d	adds numerals (digits)
i	ignores case
k	keeps listed characters instead of removing them
s	adds space (blank, tabs, lf, cr) to the list
p	adds punctuation

For these examples, char = "A C123XYZ", phone = "(908) 777-1234"

Function	Value Returned
COMPRESS("A C XYZ")	ACXYZ
COMPRESS(phone, "-")	9087771234
COMPRESS(CHAR,"0123456789")	A CXYZ
COMPRESS(CHAR,,"ds")	ACXYZ
COMPRESS(CHAR,"12345","k")	123
COMPRESS(PHONE,,"ps")	9087771234

To demonstrate the power of the COMPRESS modifiers, let's rewrite the program above so that only digits remain in the ID. It looks like this:

```
data numbers_only;
  input ID $10.;
  number_part = compress(ID, , 'kd');
datalines;
12 ab c.-34
abc1 2 -.89
;
run;
```

In this example, the 'd' modifier specifies all digits and the 'k' modifier says to remove all characters except the ones indicated.

Have a look at the SAS documentation on the COMPRESS function to see the power of these newly added modifiers.

HINTS & TIPS

Share Your Thoughts and Receive a SAS Calculator-Clock

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 Calculator-Clock!

Email: newsletter@suk.sas.com

EVENTS



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

As previously, and exclusively announced in the last edition of In the Know SAS Forum UK are welcoming keynote speaker Professor Thomas Davenport to share his immense knowledge on how to compete on analytics with us at SFUK. Please come and join us - 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://www.sas.com/offices/europe/uk/events/index.html>



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