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The fourth quarter of the year is already upon us – the nights are dark and Christmas cards or decorations are now a regular part of the shopping experience. It doesn't seem that long since SAS Forum International 2006 in Geneva, but SFI 2007 has now been announced and will be taking place in the city of Stockholm. For more details, please check out our website at <http://support.sas.com/events/sasforuminternational2007/>

However, much sooner and now just days away is SAS Forum UK– make sure you don't miss it! Book your place now before it's too late - hear key speakers Professor Thomas Davenport, Gloria Miller. Join SAS partners and your peers; come and visit the Knowledge Zone – including the *In the Know* stand. Visit the website to register - <http://www.sas.com/offices/europe/uk/events/userforum/index.html>

We have also managed to pack some fun giveaways into this newsletter: find out about our Sudoku puzzle (and what it can win you!), or find out how you can get an early Christmas present from SAS in the form of an Airship! Read on....

CORPORATE NEWS

Waitrose Chooses SAS Forecasting

In August, John Lewis Partnership announced it had chosen SAS' forecasting solution, over five other competitors, to better manage its supply chain in its food stores. Built on SAS®9 Intelligence Platform the system enables Waitrose to forecast demand on products based on information derived from the past history of each item and also the number of fundamental variables, events and holidays. A Waitrose spokesperson commented that they anticipate return on investment, as well as reduced wastage and increased revenues. The start of implementation will coincide with the major Christmas retail period and the system is planned to be fully rolled out to all stores during 2007.

Extensive trials led Waitrose to believe benefits could be gained if forecasts were improved, in particular around events and promotions. Rob Thompson, Head of Supply Chain at Waitrose said: "SAS' event forecasting enables us to incorporate knowledge about our business into the forecasting process and enables us to forecast the demand for thousands of items quickly and accurately. We anticipate that the return on investment we will achieve on reduced wastage and increased revenues will be significant."

Waitrose assessed six companies using the following criteria; the product suitability, compatible company and culture, and also that the chosen company had a good understanding of Waitrose's business. SAS fulfilled all these criteria, in particular because of the flexibility, speed and accuracy of its forecasting software. SAS will be forecasting 20,000 stock keeping units, across many branches.

Following installation, the system was trialled in three branches and received unprecedented positive feedback from those Waitrose branch managers. One fruit, vegetable and horticulture manager claimed SAS' solution had cut his order amendment rate by half. Furthermore, a fresh food manager for Waitrose stated "I did not think it [SAS' forecasting software] could do it, but now I leave the ordering alone" whilst another pointed out that "levels in the chiller have reduced

and stock rotation is now much improved". Other positive comments include: "my stock levels have significantly reduced and my direct-to-shelf hit rate is much higher".

The system will now be implemented into more stores this year so it can be fully trialled over the main event in retailing, Christmas. Following this it is hoped the system will be fully rolled out to all stores during 2007.

"Forecasting impacts Waitrose's whole business, from the provision of goods to the branches, where stock is held in store-rooms and on the shelf. The capability to forecast accurately throughout the supply chain is critical to the company's ability to satisfy customer demand, and ultimately to the bottom line of their business," said John Dalton, managing director of SAS UK. http://www.sas.com/offices/europe/uk/press_office/press_releases/august2006/waitrose.html

CORPORATE NEWS

SMEs to Benefit from New SAS Integrated BI Offering

SAS has made a significant step and is now transferring its experience in the enterprise intelligence market to SMEs (Small and Medium Enterprises). With a new strategy based on providing SMEs with the bigger picture, instead of individual tools with different interfaces which result in isolated solutions to isolated problems, SAS' solution is unique and also offers consultancy for implementation, support and training on the products. This consultancy enables the package to be easily installed, customised and ready to use within a week.

SAS now provides a package for integrating, managing and analysing data, and then deploying that intelligence across the business. SAS' package differs from other vendors' SME BI products, as its strategy is based upon providing SMEs with the bigger picture, rather than individual tools with different interfaces, which result in isolated solutions to isolated problems. Uniquely, SAS' offering comes with consultancy for implementation and support and training on the products, enabling the package to be easily installed, customised and ready to use within one week. SMEs will also be able to benefit from SAS' predictive analytical capabilities.

SAS already dominates the market at the enterprise intelligence level, and now aims to build upon this by transferring its experience into the SME market. SAS recognises that SMEs need the same level of decision-making as their larger counterparts. Without an integrated approach to data integration and BI, SMEs are being forced to make too many non-informed 'gut' decisions increasing their risks and decreasing overall performance.

Since its move into this space, SAS has already closed its first deal with investment management firm, Millennium Global Investments Ltd., to meet its complete BI needs. Richard Macaskill, Millennium Global's IT strategy manager states:

"As a rapidly expanding investment management firm, Millennium has had to address the scalability of its reporting, internal analytics and data processing across the enterprise. Where other BI providers offered solutions to only some of our challenges, only SAS had the breadth of tools and the consolidation of technologies to truly allow us to scale. The integrated environment provided by Enterprise Guide in particular allows us to concentrate on addressing the complexities instead of 'gluing' together the pieces. As we continue to grow and diversify our business, having SAS' enterprise class software gives us confidence that we will have the technologies to meet our needs."

James Allardyce has been hired by SAS to head up the new division and establish the SME practice. James is tasked with shaping SAS' SME strategy, driving SAS' penetration into the market and building a substantial team to push forward the initiative. James joins SAS following a sales career spanning 20 years, most recently as the SME focused sales manager at IBM and as sales manager for Wall Data. Whilst at Wall Data, he successfully implemented a channel model for mid-market companies, which was instrumental in increasing UK Sales from \$4m to \$9m in two years.

John Dalton, CEO of SAS UK said: "We are extremely excited about the move. This is about seeing an opportunity in the market and knowing that we can fill that gap with our technology. Benefiting from the use of business intelligence should not be limited to enterprise level companies. The demand from SMEs is there and we see that they want to get more out of the information they hold. Our technology will give them the ability to make the best decisions to positively impact their bottom line. James has an excellent background in selling into the SME market and we're confident that with his experience and SAS' advantageous offering we can certainly bring something new, and of value, to the market. http://www.sas.com/offices/europe/uk/press_office/press_releases/august2006/sme.html

CUSTOMER SPOTLIGHT

Share your Experiences – join other reputable companies telling their success stories!

Would you like to join other customers and be the star of a success story? If your company has effectively deployed SAS technologies or is using an interesting application of SAS within your business, we can work with you to share your knowledge and best practice with other SAS customers.

We offer a range of opportunities from conveying your company's story via the website, or appearing in the customer spotlight section in this newsletter, to speaking at SAS user conferences during the year.

If you have something to share then do not hesitate to get in touch to discuss the options, we'd love to hear from you.
http://www.sas.com/offices/europe/uk/corporate/success_form.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

12 days to go....until SAS Forum UK!

Since it was first announced months ago, we've kept you up to date with information on the key speakers Professor Thomas Davenport and Gloria Miller, and hopefully encouraged you to register for this not-to-be-missed event for SAS users. This forum is for YOU! It's not too late to register now if you haven't already. Attendees will have the opportunity to understand the scope of SAS' capabilities and offerings through customer case studies, networking with peers and the SAS partner community. Amongst other things there will be a Knowledge Zone featuring partner and practice specific presentations (also including a stand for *In the Know*), a certification lab and a great party to look forward to – plus much more. Come and join us! Register or find out more at the link.

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

TECHNOLOGY & SOLUTIONS

High Performance BI – break some records of your own!

Do you store large amounts of data? Are you supporting large user bases? If you'd like to see an improvement in data-warehousing performances, or get a lower disk footprint and reduce maintenance overheads you should look into SAS® IT Intelligence Storage. SAS hold the world record for bulk data load and understand that the ability to loads all your data in the batch window is critical. Take inspiration from **Shaun Baker**, SAS sponsored extreme kayaker – a wonderful pioneer of extending capabilities and improving performances. We like to echo this principle in our solutions such as through data storage - read more at the link.

<http://www.sas.com/offices/europe/uk/solutions/intelligence/>

SUPPORT & SERVICES

Rise Above the Competition with SAS

Throughout the fourth quarter (October to December) we'll be offering a radio-controlled indoor Airship to anyone who books and attends a course. With Christmas parties being booked and shops already stocking Christmas cards you can tell that Christmas is on its way – so here is the perfect, novelty Christmas present for all you gadget lovers. And for those of you who aren't keen then maybe the idea of entering a competition for a hot air balloon trip takes your fancy? If any of these ideas grab you and you would like to book a course with SAS then follow the link.

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

We Can Solve Your Puzzles, But Can You Solve Ours?

In the last edition of *In the Know* we let you know about the new SAS Support number - 0845 402 9907 – for all your SAS needs now on a low cost number. This number has now launched so we can solve all your problems quickly, easily and now conveniently too. In celebration we're giving you the chance to enter a competition! This is for all SUDOKU lovers - there is a chance to solve a puzzle and, the first 25 successful applicants will win an Electronic Sudoku Game. So, click through and get going! Don't worry if you've never played before, we'll explain how.

http://www.sas.com/offices/europe/uk/services/cust_support.html

HINTS & TIPS

Whilst using DDE, Have You Ever Wanted to Add Colours, Change Fonts and Font Sizes in Your Excel Spreadsheet via SAS?

(Suggested by Jason Thornton at Halifax PLC and written by SAS Customer Support, UK)

How to create a formatted Excel spreadsheet using DDE follow the link and see an example using specific details within a coding which you can then use for the particular formatting you require.

The example below demonstrates how to create a formatted Excel spreadsheet using DDE. The code creates sample data and then writes it out to DDE having formatted the text using different fonts, font sizes and colours.

The colours numbered up to 16 have been outlined below although numbers above 16 can also be selected.

i.e. 0 or 1 = **Black**, 2 = White, 3 = **Red**, 4 = Light Green, 5 = **Blue**, 6 = Yellow, 7 = Pink, 8 = Light Blue, 9 = Brown, 10 = Green, 11 = Dark Blue, 12 = Dark Green, 13 = Dark Pink, 14 = Pale Green, 15 = Grey, 16 = Dark Grey.

```

/* Set options */
options noxwait noxsync;

/* Create some test data */
data aklsales;
  input type $1-10 area $12-26 year 28-31 value 33-40;
  cards;
Art Deco   Mount Eden      1938  250000
Art Deco   Mount Albert    1935  284000
Villa      Mount Eden      1920  425000
Town House Ponsonby      1992  225000
Villa      Epsom          1932  338000
Flats      Mount Roskill   1970  212500
;

/* Start up Excel - Change the directory structure below to where Excel.exe is installed
on your machine */
x ' "c:\program files\Microsoft office\office10\excel.exe" ';

/* Wait for application to start up */
data _null_;
  x=sleep(5);
run;

/* Create a spreadsheet and format the cells using the following attributes in order
from left to right.
i.e. Font, Size, Bold, Italic, Underline, Strike -Through, Colour, Outline and Shadow.
To turn an option on, change the value FALSE to TRUE. */

filename cmds dde 'excel|system';
filename pop dde 'Excel|D:\temp\[example.XLS]Sheet1!R1C1:R13C5';

data _null_;
  file cmds;
  /* Send save as command */
  put '[save.as("D:\temp\example.XLS")]';
  /* Select and format title cells */
  put '[select("sheet1!R1C1:R1C4")]';

```

```

put '[format.font("Century Gothic",20,FALSE,FALSE,TRUE,FALSE,3,FALSE,FALSE)]';
put '[select("sheet1!R2C1:R2C1")]';
put '[format.font("Times Roman",16,FALSE,FALSE,TRUE,FALSE,1,FALSE,FALSE)]';
  put '[select("sheet1!R11C1:R11C4")]';
put '[format.font("Century Gothic",20,FALSE,FALSE,TRUE,FALSE,3,FALSE,FALSE)]';
put '[select("sheet1!R12C1:R12C1")]';
put '[format.font("Times Roman",16,FALSE,FALSE,TRUE,FALSE,1,FALSE,FALSE)]';
/* Select and column headings */
put '[select("sheet1!R4C1:R4C5")]';
put '[format.font("Times Roman",12,FALSE,FALSE,TRUE,FALSE,5,FALSE,FALSE)]';

data _null_;
  set aklsales end=last;
  file pop notab;
  if _n_=1 then do;
    /* Set up report and column headings */
    put "Central Realty Limited";
    put 'Housing Sales for the Central Auckland Region.';
    put ' ';
    put 'Type' '09'x 'Area' '09'x 'Year' '09'x 'Value';
    end;

    /* Pass data */
    put Type '09'x Area '09'x Year '09'x Value;
    if last then do;
    put "This is a footnote";
    put 'Housing Sales for the Central Auckland Region.';
    end;
  run;

data null ;
  file cmds;
  put '[save()]';
  put '[close()]';
  x = sleep(3);
  put '[quit()]';
run;

```

HINTS & TIPS

Keep Up with What's New in SAS®9.

(Written by SAS Customer Support, UK)

Find out what's new with SAS®9 - see what a SAS® Online Tutor can do, learn about SAS Support for Microsoft Windows Platform and more!

SAS®9: What's New Information?

Have a look at the following website to quickly find SAS®9 documentation and product updates.

<http://support.sas.com/software/91x/toc.htm>

What is SAS OnlineTutor®?

SAS OnlineTutor® is self-paced training for programmers. It is installed on individual workstations or on a network, and delivers cost-effective computer-based SAS training to multiple users across your organization.

<http://support.sas.com/training/elearn/catalog/olt/index.html>

SAS Releases SAS® Base Programming Certification Exam for SAS®9

The SAS Certified Professional Program is proud to announce the release of the SAS Base Programming Exam for SAS®9. The successful completion of this new exam is required to earn the [SAS Certified Base Programmer Credential for SAS®9](#).

<http://support.sas.com/certify/sas9.html>

SAS® Support for Microsoft Windows Platforms

This documentation site provides you with an overview of the Microsoft Windows operating systems, both workstations and servers, which are supported under recent SAS releases, from SAS 8.2 to SAS 9.1.3.

<http://support.sas.com/documentation/hosts/pc/>

How to Move the Axis to the Middle of the Graph Using the Annotate Facility

(Written by SAS Customer Support, ITALY)

The Annotate facility enables you to generate a special data set of graphics commands from which you can produce graphics output. This data set is referred to as an Annotate data set. You can use it to generate custom graphics or to enhance graphics output from many SAS/GRAPH procedures.

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For documentation on the Annotate Facility please visit the SAS OnlineDoc:

<http://support.sas.com/documentation/onlinedoc/index.html>

The example code below uses the annotate facility to move the axis to the middle of the graph when using Proc GPLOT.

```

/* Set-up graphics environment */
goptions reset=all cback=white border;

/* Create the sample data set, A */
data a;
input xvar yvar;
cards;
1 10
2 20
4 40
5 60
6 80
9 50
10 30
;
run;

/* Create the annotate data set, ANNO which draws the reference lines */
data anno;
length function $ 8;
retain xsys '2' ysys '3' color 'black' when 'a';
do i= 1 to 10 by .25;
  if i/int(i)=1 then do;
    tickhght=2;
    text=left(put(i,2.));
  end;
  else do;
    tickhght=1;
    text='';
  end;
  function='move'; x=i; y=42; output;
  function='draw'; x=i; y=42-tickhght; output;
  function='label'; x=i; y=45; output;
end;
run;

/* Create the title, axis and symbol definitions */
title1 "How to move the axis into the middle of the graph";
axis1 origin=(15,15)pct major=none minor=none length=60pct offset=(2,2) label=none
value=none;
axis2 origin=(45,15)pct major=(h=-1) minor=(n=4 h=-.5) length=60pct offset=(2,2);
axis3 origin=(15,15)pct major=none minor=none order=(1 to 10 by 1) length=60 pct
offset=(2,2) label=none value=none;
symbol1 i=j v=dot c=blue;

/* Create the graph */
proc gplot data=a;

```

```
plot yvar*xvar / href=5.5 vref=40 vaxis=axis1 haxis=axis3 frame anno=anno;  
plot2 yvar*xvar / vaxis=axis2 ;  
run;  
quit;
```

HINTS & TIPS

Share Your Thoughts and Receive a SAS Penknife

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 penknife – with many useful tools!

http://www.sas.com/offices/europe/uk/newsletter/feature/23oct_nov06/axis.html

Email: newsletter@suk.sas.com

EVENTS

SAS Forum International 2007 – Stockholm, 22-24 May 2007

Take a look at the new website for SAS Forum International and learn about the splendid Stockholm location, what you can do if you want your organisation to present their ideas about how they use our Enterprise Business Intelligence and much more... Register your interest now by clicking on the link. In addition to this, make sure you keep reading *In the Know* for further announcements.

<http://support.sas.com/events/sasforuminternational2007/>

Events

Don't Miss Web Seminars! – the Webcast Index

If you want to know what webcasts are live online in the next month or so (or even today!) then the easiest way to find out is by looking at the Webcasts Index on the Events pages. Found on the main (US) website, the page gives a breakdown of what the webcasts will cover and, also, gives technical help to enable you to access the webcasts with ease.

<http://www.sas.com/apps/webcast/index.jsp?code>

For more details on events please go to the website:

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

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http://www.sas.com/offices/europe/uk/newsletter/subscription/rec_subscription_form.html



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