



Issue 24 – December 2006 / January 2007

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We trust those amongst you that attended SAS Forum UK 2006 enjoyed yourselves and found the event informative – whether by listening to presentations, visiting the Knowledge Zone for mingling, trying SAS demos, browsing SAS Communications, meeting with SAS Partners, learning about Professional Services or just by trying out one of our great remote-controlled airships! For those who didn't attend then do come and join us next year.

Before that, however, we will be inviting you all to SAS Forum International in Stockholm in May. For more details, read more in our Events section. In this issue you can also read about our new customer success stories and learn about a course to help with building or monitoring scoring systems for Basel II. Plus much more!!

CORPORATE NEWS

Wolters Kluwer Chooses SAS to Deliver More Effective Marketing Campaigns

Wolters Kluwer UK, the leading information services and publishing company has chosen SAS to provide a complete marketing automation solution to enable a more strategic and tactical approach to marketing.

Wolters Kluwer UK provides legal publications and services to businesses to help them comply with tax and governance laws, which are constantly changing. Accurate data is imperative in this environment of continual change. Wolters Kluwer needed a system which provides targeted campaign management whilst ensuring data quality to avoid any legal implications.

SAS' marketing automation software, built on the SAS[®]9 Enterprise Intelligence Platform, was chosen as it will help Wolters Kluwer cleanse its current data to improve data quality and access. The data integration functionalities of the SAS solution will consolidate several separate databases of corporate information into a single customer centric database, from which highly targeted marketing campaigns can be automated. SAS' solution will also clearly manage and track the success of these campaigns.

In a pilot project of just seven weeks, SAS was able to build a consolidated customer view to run several very successful campaigns. Across the pilot project, response rates were up in all cases. The best results were seen in the Tax and Finance division, where one of the campaigns returned three times the expected revenue target. Other campaigns aimed at setting appointments for field sales, also yielded much improved results with the call ratio success increasing by 30%. All of this was attributed to improved targeting and campaign management.

SAS has been chosen as it is the only vendor able to provide a comprehensive and integrated platform that meets Wolters Kluwer UK's needs. SAS' offering also has a lower total cost of ownership over the alternative approach of 'component' purchase. Furthermore, it can be quickly implemented so that Wolters Kluwer UK can move fast to improve its current situation. It was impressed with SAS' cost effectiveness and accurate management of critical data as well as scalability and stability of software. It was further encouraged by SAS' ability to develop a roadmap showing Wolters Kluwer UK how it can grow and develop with SAS.

Wolters Kluwer believe that SAS will provide a clear understanding of the balance between customer retention and acquisition, clearly measure campaign success, reduce costs in sales and marketing activity and optimise marketing

spend. Its marketers will be self-sufficient, be able to spot new opportunities through train of thought analysis and will receive a better return on campaigns through improved targeting.

Mike Turner, Business Systems Manager of Wolters Kluwer says: "We needed to address the way in which we engaged with our customers to ensure that we were maximising the relationship we have with them. A partnership with SAS, and a strong product offering from them, has enabled us to take the first steps towards the greater understanding we need in the provision of products and services to that client base. At Wolters Kluwer we believe that this new stronger insight and our range of market leading products will drive us to reach our stated business objective of being the 'professional's first choice'."

http://www.sas.com/offices/europe/uk/press_office/press_releases/Nov2006/Wolters.html

CORPORATE NEWS

dunnhumby Chooses SAS' Data Integration Solution to Manage and Store Rapidly Increasing Volumes of Data

SAS has been selected by dunnhumby, the international marketing consultancy and services company, to provide data integration software to better manage and store its huge volumes of customer data. dunnhumby already uses SAS' analytics solutions for projects such as the Tesco's loyalty card scheme.

SAS' data integration software, part of the SAS Enterprise Intelligence Platform, has been chosen to replace dunnhumby's home-grown solution, which has become increasingly costly to maintain and develop. With dunnhumby's business rapidly increasing, a more robust, enterprise-wide solution is required. SAS' software provides a robust and efficient framework for accessing and transforming its customer data, enabling dunnhumby to automate and speed up the process, resulting in faster results and a more enjoyable job role for those involved.

SAS was chosen due to its scalability, flexibility and ability to manage and store the sheer volumes of dunnhumby's customer data. A typical client project for dunnhumby can involve working with tens of terabytes of data. SAS' solution has reduced the time taken to deliver these data solution projects from 6 - 3 weeks and decreased processing time from 24 - 8 hours. By switching to SAS, it is able to deliver a faster and more efficient service to its customers, helping them make better use of their customer data assets to pursue new business opportunities, improve loyalty, increase customer spend and drive profits.

dunnhumby recognises that in order to maintain its existing solution, it requires staff who are knowledgeable of its bespoke system and as such, has found it increasingly difficult to attract a talented workforce to support it. By using SAS, dunnhumby can open its doors to a wider net of skilled workers. This contributes to its goal of attracting and retaining more talented people into the organisation, whilst making existing staff more productive. dunnhumby aims to give its people the best technology and tools to do their jobs well. Choosing SAS helps to make dunnhumby a better place to work.

Dave Annis, UK data solutions director at dunnhumby says: "We're a client-facing team, committed to providing innovative solutions, hence our choice of SAS". He goes on to add: "We explore a client's data assets, identify gaps and suggest new business opportunities derived from the data. With SAS we can deliver a faster and more efficient service - this is our business, and we can't afford not to do it well. SAS will support our business as we expand to work with more retailers overseas, and as we extend our UK coverage into sectors such as retail banking and mobile communications."

SAS' data integration solution has already been trialled on a retail project in South Africa with positive results. The first UK trial project began at the end of August and dunnhumby's new joint venture with Casino is currently being implemented using SAS' data integration solution. The aim is for the SAS' software to be used in 10-20 projects over the next year. Giles Pavey, Group Insight Manager at dunnhumby goes onto say: "SAS has always been the analytical heart of dunnhumby. If we can work out what we want to do, we just trust we can do it in SAS. That puts us in such a powerful position."

http://www.sas.com/offices/europe/uk/press_office/press_releases/Nov2006/dunnhumby.html

SAS Positioned in the Leaders Quadrant for Basel II

SAS continued its momentum in the enterprise risk management space through strong customer growth and analyst evaluation. Currently, more than 140 financial services institutions use SAS® for credit risk and operational risk management— up 40 percent from March 2006. In addition, SAS was recently positioned by Gartner Inc. in the Leaders quadrant of the "Magic Quadrant for Basel II Software Applications, 2006" report.

According to the report, "the leaders quadrant tends to be occupied by vendors with integrated Basel II software application suites covering all the risk disciplines that have achieved a high level of market acceptance. These suites contribute to developing a common architectural approach and enable a consistent view of risk across the organisation as compared to separately designed and implemented risk-calculation engines or reporting tools. Such vendors are beginning to approach the market with a more comprehensive approach to ERM and its linkage to corporate performance management. They have robust organisational structures and professional services resources." Gartner's report evaluated SAS software's ability to execute and its completeness of vision.

SAS' customer list includes institutions such as Bankdata (Denmark), Barclays (UK), BB&T (USA), Caisse Nationale des Caisses d'Epargne (France), Commerzbank (Germany), Grupo Santander (Spain), HypoVereinsbank (Germany), Kookmin Bank (Korea), Landsbanki (Iceland), National Australia Group (Australia), Northern Rock (UK), Raiffeisen Zentralbank (Austria), Volkskreditbank AG (Austria) and Vseobecna Uverova Banka (Slovakia).

Financial services firms are adopting risk management systems in response to government regulations and industry standards. SAS helps its customers to go beyond compliance and manage risk strategically through risk-based performance management. By doing so, firms can derive real business value from their compliance initiatives and exploit risk for maximum competitive advantage. Implementation of regulations such as the Basel II accord should be viewed as a step in the continuing process of improving risk management as part of an overall enterprisewide risk management initiative.

"Erste Bank has decided in favour of the SAS Risk Management solution," said Günther Krähan, Program Manager at Erste Bank. "With its standard industry solution, SAS delivers about 85 percent of our specific requirements for the risk-weighted assets calculation. Also the accompanying SAS support during implementation is most professional."

"SAS' customers supplied information to Gartner for its Magic Quadrant report," said Peyman Mestchian, SAS' Director of Risk Management in the Europe, Middle East and Africa (EMEA) region. "We believe the results testify to SAS' vision, execution and long-term vendor viability. We feel that we are best positioned to service this market with our comprehensive risk management offering, which includes both platform and application levels that delivers integrated, enterprisewide risk intelligence."

"The SAS credit risk framework allows us to measure and manage our risk data faster and more accurately," said Peter De Neer, Risk Manager at Fortis Lease (Belgium). "And this is fully in line with both the Basel II accord and our pan-European scope."

Source: David Furlonger and Douglas McKibben, "Magic Quadrant for Basel II Software Applications, 2006," Gartner Research, November 22, 2006.

http://www.sas.com/offices/europe/uk/press_office/press_releases/Nov2006/Quadrant.html

CUSTOMER SPOTLIGHT



Swansea University Achieves Benefits by Degrees

Becoming one of the UK's top 20 academic institutions for teaching quality, and being voted the UK's 'best student experience' doesn't happen by chance. It's the result of many factors: offering the right courses, delivering them in the best ways, and having the funding to attract and retain the highest calibre staff and students. SAS is helping Swansea University in each of these areas. The software provided will help monitor and report on academic performance and enable detailed analyses of students and more. Read why Neil Lucas is "surprised more universities don't use SAS for funding returns".

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

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

Want to follow in Swansea University's footsteps and tell us YOUR story? Please email us with your ideas at ukcustomersuccess@suk.sas.com

More SAS Customer Success Stories in the UK Market Place can be found on the website - including recent additions from **dunnhumby** and **Wolters Kluwer** – or go to Corporate News section [bookmark pls Tarv] for these latest tales of success with SAS!

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

TECHNOLOGY & SOLUTIONS



Successes of SAS Forum UK 2006

For those amongst you who we had the pleasure of welcoming to SAS Forum UK, at the Birmingham Metropole last month, we would like to once again offer our thanks for coming along. We hope everyone enjoyed the two days and benefited as much as we did. Thanks also for the terrific response on the evaluation forms – by filling them in you are helping us make SAS Forum UK even better, and furthermore, giving us ideas for future events. For those of you who could not join us for a great two days of networking and idea sharing - presentations can be found at this link - <http://www.sas.com/offices/europe/uk/events/userforum/presentations.html>

Similarly, if you attended and didn't get the opportunity to meet any of our partners - more details can be found here - <http://www.sas.com/offices/europe/uk/events/userforum/partners.html>

Finally, don't forget to register your interest for next year on the link below. <http://www.sas.com/offices/europe/uk/events/userforum/index.html>

SUPPORT & SERVICES

Are you Involved in Building or Monitoring Scoring Systems for Basel II?

If so, you may wish to attend our 'Developing Credit Risk Solutions for Basel II using SAS®' course. Join Professor Bart Baesens, lecturer at the School of Management, University of Southampton as he discusses the challenges financial institutions face to build effective and high-performing credit scoring systems in the context of the recently put forward Basel II requirements. And don't forget about our Airship giveaway. Find out more...

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

SUPPORT & SERVICES



Up, Up and Away for the Airships!

Last issue we let you know about our exclusive giveaway when you book and attend a public course with SAS before the end of December. For doing so you can get your hands on a remote controlled airship – the perfect gadget to either entertain yourself with or give as a Christmas present. So far the airships are proving very popular indeed and the offer still runs till the end of the month. But don't delay or you'll miss out!

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

HINTS & TIPS

Tips on Troubleshooting your SAS® Intelligence Servers

The usage notes mentioned below gives useful tips on objects, names and locations, including descriptions and notes to help you troubleshoot your SAS Intelligence Server environment.

The Sasnotes website can be found at:

<http://support.sas.com/techsup/search/sasnotes.html>

Then type in "Intelligence Servers" in the search box to view the following usage notes.

SN-013078: SAS Intelligence environment log and configuration Files to assist you in troubleshooting (part I)
(SAS Software Navigator, Configuration Wizard, Metadata Server, Object Spawner, Workspace Server, Stored Process Server, and Batch Server)

SN-013084: SAS Intelligence environment log and configuration files to assist you in troubleshooting (part II)
(Share, OLAP, and Connect servers and Portal)

SN-013087: SAS Intelligence environment log and configuration Files to assist you in troubleshooting (part III)
(SAS Services Application, Web Report Studio, Web Report Viewer, LSF, and JobScheduler)

SN-013135: SAS Intelligence environment log and configuration files to assist you in troubleshooting (part IV)
(Xythos, Java client applications, SAS Management Console, ETL Studio, Enterprise Miner, Information Map Studio, OLAP Cube Studio, Campaign Management Studio, and SAS Add-in for Microsoft Office)

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To access the site, go to: <http://print.google.com> and type your query, i.e. <logistic regression sas> or <inheritance spawner>.

You will find almost all books printed by SAS, containing the above strings, including SAS Manuals and SAS published books.

For help on using Google Book Search, have a look at the following website:

<http://print.google.com/intl/en/googleprint/help.html>

HINTS & TIPS

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Enter the keyword or phrase you're looking for into the Google Book Search box.

Click on a book title and you'll see information about the book plus Sample Pages or a Full Book View. Many pages, but not all, are scanned images; hence it is not possible to copy and paste the text.

You can do new searches within the book using "Search within this book," or click on any of the "Buy this Book" links to go straight to an online bookstore where you can buy it.

To access the site, go to: <http://print.google.com> and type your query, i.e. <logistic regression sas> or <inheritance spawner>.

You will find almost all books printed by SAS, containing the above strings, including SAS Manuals and SAS published books.

For help on using Google Book Search, have a look at the following website:
<http://print.google.com/intl/en/googleprint/help.html>

HINTS & TIPS

Troubleshoot - When invoking SAS the splash screen comes up but then just disappears... When invoking SAS the splash screen comes up but then just disappears...

Microsoft added DEP to Windows 2003 server SP1, Windows X64, and Windows XP SP2. DEP is Data Execution Prevention, and it stops executables (.exe files) from running in an effort to thwart virus attacks. More importantly, DEP also stops SAS executable files that need to run.

Note: In Windows XP SP2, DEP is not the default. However, it can be turned on, so, be aware if an .exe does not run under it.

SAS will try to invoke and the splash screen will appear but then it will quickly disappear again.

The problem occurs because the applications have not been added to Windows Control Panel>Data Execution Prevention. With computers that contain AMD Opteron 64 or Intel EM64T chips, Data Execution Prevention is unique to these chips and protects applications at the hardware chipset level.

To circumvent the problem, do the following:

1. Select Start>Control Panel, and double-click System.
2. Click on the Advanced tab.
3. Under Performance, click Settings.
3. Click on the Data Execution Prevention tab.
4. Now choose your DEP configuration:

Choice 1

Click Turn on DEP for essential Windows programs and services

or

Choice 2

1. Click Turn on DEP for all programs and services except those I select.
2. Click Add and add the applications (such as SAS) that you do not want DEP-enabled.

For further information, please have a look at the following SAS documentation:

<http://support.sas.com/techsup/technote/ts717/ts717.html>

SN-013965: SAS fails to start on Opteron (AMD 64) or EM64T machines.

SN-016408: SAS 8.2 might not invoke under Windows Small Business Server 2003.

SN-016583: Data Execution Prevention (DEP) may interfere with SPDS processes.

SN-016443: Data Execution Prevention (DEP) may interfere with SAS OLAP processes.

All Hints and Tips for this issue written by our team at SAS.

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

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/>

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