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Welcome to the first In the Know of 2007 and Happy New Year to you all! The year is off to a busy start at SAS, as it probably is for all of you. Currently, our biggest news is the kick off of the 2007 RBS Six Nations Tournament and our involvement for the second year - there are a lot of new things happening including an online blog written by a rugby hero, an online game, and importantly, the whole purpose for our collaboration with the tournament – the game statistics and analysis. Read all about it in the Corporate News section.

Also in this edition read about the latest Education giveaway - get your year off to a healthy start whilst educating yourself with SAS. Additionally, in the Technology section you can learn how to colour code your SAS files for more efficiency. However, the general favourite cannot be forgotten - we have three more interesting tips in the Hints and Tips, section including how to check the status of your SAS/SHARE services. And there is much more to be discovered, so read on...

CORPORATE NEWS

RBS 6 Nations - SAS Blog to be Written by Martin Bayfield (and much more...)

February of this year will once again see SAS as the official data and competitive intelligence partner of the RBS 6 Nations Championship. This is the second year that SAS are collaborating with the world's biggest annual rugby tournament and we are bringing fans and data enthusiasts an exciting array of features surrounding the games. One of the most dominant of these, and new to this year, is a blog written by Martin Bayfield (former England International and British and Irish Lion). Beginning on the 1st February he will give his critique and opinions, and focus on the highlights of each match. This will, of course, tie in with the all important SAS statistics and analysis.

Bayfield was part of the legendary England rugby team that won the 1992 Five Nations Grand Slam and is holder of 31 England and 3 Lions caps. The blog, which begins on 1st February, will closely follow the championship, giving Martin's own unique take on the progress of the matches, team selection, performance and his bet on which team will be taking home the trophy. To keep up with his views and tournament highlights, please visit: www.sas.com/rugby.

Martin states: "The RBS 6 Nations Championship is a great tournament and I look forward to it immensely. For two months, it captures the hearts of all the competing nations, and I'm really excited to contribute to it.

My blog gives me the chance to share my views on the highs and lows of all the 2007 action. As a commentator, I react immediately to the facts SAS provides, whilst for my blog I will have time to analyse the SAS information more fully. It will be interesting to see what impact this has on my opinion post match!"

As the official data and competitive intelligence partner, SAS will continue to provide the BBC with comprehensive on-screen data analysis of the matches. SAS will also provide a live data feed of match intelligence to BBC Interactive, so fans at home can access real time competitive intelligence by simply pressing the red button.

On the day, SAS generated pre and post match data and analysis will be distributed to participating unions and team coaches, as well as to over 300 journalists from the local, national and international press.

Alastair Sim, Director of Strategy and Marketing for SAS, UK & Ireland commented: "The RBS 6 Nations championship is a great sporting occasion and we're proud to be sponsoring it for the second year running. This past year has enabled SAS to develop a successful partnership with the 6 Nations, enabling us to highlight at a global level SAS' expertise in creating competitive intelligence."

Dave Kavanagh, Commercial Manager of 6 Nations, added: "Over the 2006 tournament, SAS proved it could deliver valuable data and competitive intelligence in a very challenging environment and that it understands the complex requirements of the greatest annual rugby tournament in the world. The data and analysis generated by SAS will also be a vital indication of team form in the run up to the 2007 Rugby World Cup. We are extremely happy with our partnership with SAS and hope that it continues to prosper. "

About Martin Bayfield

Martin Bayfield, former England international and British and Irish Lion, made his debut for England in 1991 and played for the first team until 1998 when a serious neck injury forced him to retire from the game. He has won the Rugby Football Player of the Year title and gained 31 international caps, playing in the 1992 and 1995 Grand Slam sides. He was part of the 1995 World Cup Squad to play against South Africa and also played in all three tests on the British Lions' tour to New Zealand. Martin has also represented the Barbarians, Midlands and British Police sides and previous clubs include the Metropolitan Police RUFC and Bedford RUFC. Martin now commentates for Radio 5 Live, presented the World's Strongest Man, is the anchor for Channel 5's NFL coverage, and acts in the Harry Potter films.
http://www.sas.com/offices/europe/uk/press_office/press_releases/Jan2007/sixnations.html

Online Stats

So, look out for our name on screen if you are watching the matches, but also take a peep online at our coverage of the tournament and exactly how and why we can provide RBS 6 Nations with the information.

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

Online Game

Finally don't forget to see if you can make it as a rugby 'pro' by playing our online game – prizes are up for grabs! Pit your rugby skill against the opposition with the chance of winning a SAS rugby shirt. Based on the RBS 6 Nations Championship, the game features caricatures of burly rugby players, primed and ready to tackle the competition; all you have to do is choose which country to play for. Watch out for the SAS insights as you play!

<http://www.theintelligentgame.com/index6.html>

CUSTOMER SPOTLIGHT

Mutual and Federal Cuts Time to Intelligence

Mutual & Federal (M&F) is part of the Old Mutual Group and one of South Africa's leading insurance companies. They serve personal, commercial and corporate markets in South Africa and neighbouring countries via brokers, who offer clients personal service and advice when purchasing policies and practical assistance in the event of a claim. Embarking on a strategic programme with SAS in 2003, M&F then went on to create a BICC (Business Intelligence Competency Centre) in 2005. Read their story at the below link.

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

More SAS Customer Success Stories in the UK Market Place can be found on the website - including recent additions from **dunnhumby** and **Wolters Kluwer**.

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

TECHNOLOGY & SOLUTIONS

New Tools for Colour Coding SAS BI Log Files

Do you ever find yourself searching for something you know is in a log file, but find there is just too much else in the file to find it? There is a solution to this problem available to users of SAS®9.1 or higher on Windows. Two tools can help you analyse log files more easily – the *SAS BI Color Coding Application* and the *Object Spawner Request Summary Report Application*.

<http://support.sas.com/news/feature/1q2007/bilog.html>

TECHNOLOGY & SOLUTIONS

SAS/GRAPH Dashboard Samples

If you want to make effective decisions based on key performance information then Dashboards are an easy way to do this. We've put together 10 examples of how to create dashboard indicators for display in SAS BI products – all the examples are downloadable. Featured indicator graphics included are: *Dial Meter Indicators* and *Bar Chart Indicators*.

<http://support.sas.com/rnd/datavisualization/dashboards/index.html>

SUPPORT & SERVICES

Kick Start 2007 with SAS Education!

Following on from the huge success of the Airship Campaign in the last quarter of 2006, SAS Education team has now launched their new promotion, complete of course with the usual fun-filled giveaway. Aptly themed for the start of the year, the new campaign is offering a free 'Get fit kit' (containing meters to measure calories, blood pressure and fat percentage, plus a health brochure) to anyone booking and attending a public course between the 7th January and 31st March 2007. More information can be found on the newly updated Education website.

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

SUPPORT & SERVICES

Education Website Gets a Makeover

If you would like up to the minute information about our training courses, support services and qualifications designed to give you the knowledge, expertise and assistance you need to leverage your use of SAS then click through to the new SAS Education Website. Even if you are unsure where to start you can simply match your job role to one of the examples shown on our interactive roles page. Alternatively, browse through our list of role based courses. Finally, once you know what you want to embark on, either call or email us – details can be found on the website. Furthermore, we've recently mailed out our bi-yearly brochure – to subscribe to this please register online.

New look Education Website

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

Education Brochure

<http://www.sas.com/offices/europe/uk/education/custserv07.pdf>

HINTS & TIPS

Make Changes to Your Old Code to Make it More Efficient in SAS®9

(Suggested by Sandra Heath, Morgan Stanley)

With most companies making the transition from SAS®8 to SAS®9, it is useful to know what changes we could make to our old code to make it more efficient in SAS®9 with all of the new functions and architecture.

Have a look at the SAS website "Lead Your Organization to SAS®9" for a comprehensive view on how best to migrate from SAS®8 to SAS®9.

<http://support.sas.com/rnd/migration/index.html>

If you are a SAS specialist or IT professional, the Migration Community is your field guide for successfully migrating your organization to SAS®9.

Here you can find essential guidance for:

- Converting SAS files to the new release.
- Preserving customizations made in users' applications.
- Ensuring validation with current applications and business processes.
- Minimizing disruptions to routine operations.

Along with technical instructions and cross-release compatibility information, you will find tips, best practices, case studies, references to SAS documentation, and more, which will help you to migrate with minimal cost.

HINTS & TIPS

How to check the status of your SAS/SHARE services

(Written by Bryan Beverly, BAE Systems Information Technology)

This application addresses the problem of needing to know the status of SAS/SHARE services.

Specifically, this program:

- 1) Captures the status of a SAS/SHARE service using PROC OPERATE
- 2) Checks to see if the service is active
- 3) Sends an email and text message if the services are not running

Note: Although this application is designed for a UNIX environment, it could be modified for Windows or other platforms.

```
%macro share_chk(share=,server=);

/*create a text file to capture the share server interrogation status*/
x "rm /some/directory/share.txt";
filename share "/some/directory/share.txt";
proc printto print=share new;
run;

/*execute the PROC OPERATE and send the results to the text file*/
proc operate server=&share. Pf=print;
run;

/*reset the output window*/
proc printto;
run;

/*read in the status flag and send email/text message if a service is not
detected*/
data one (keep=flag);
  infile share pad missover;
  input var1 $char100.;
  if _n_=3;
  if substr(var1,1,4)='PROC' then flag=1;
  else flag=0;
  call symput('flag',flag);
run;

%if &flag=0 %then %do;
  data _null_;
    set one;
    filename outbox email "your@email";
```

```

file outbox
cc = ("8005551212@txt_messaging.srvc")
subject="Please Check the &SHARE SAS/Share Services on &server";
put "The &share SAS/SHARE services on &server were flagged";
put "as not running on &sysday.,&sysdate., at &systeme.";
run;
%end;

%mend share_chk;

/*invoke the macro for the services of interest*/
%share_chk(share=unixshr1,server=mysun1);
%share_chk(share=unixshr2,server=mysun1);

```

HINTS & TIPS

Name that Tune using the SAS CALL SOUND Routine!

Here's some example code that illustrates how the dataset and the call sound routine can be used to generate a song!

```

/*Define Length of 4/4 Note*/
%let BaseLength=2000;

data Noten;
  Length Note $5. Mode $1. Type $4.;
  retain BaseLength &BaseLength
         Staccato_Lag 0.2;
  BaseFreq=440;
  label Note='Note'
        Type='Type of Note, e.g. 1/4'
        Mode='Mode (Staccato/Legato)'
        Staccato Lag='Short break before note to
                    perform staccato'
        BaseFreq='Frequency of base-note A'
        Length='Length of Note'
        BaseLength='Length of Time ';
  /*Define Array containing Scale*/
  array Scale(0:11) $3 temporary
    ('A' 'AIS' 'H' 'C' 'CIS' 'D' 'DIS' 'E' 'F'
     'FIS' 'G' 'GIS');
  /*Get file defined in macro-var file*/
  input Note Type Mode;
  /*Get the length of a Note in ms from input
  Character Column 'Type' in format x/y*/
  if index(Type, '/') then
    length=Baselength*
      input(scan(Type,1, '/'), 8.)/input(scan(Type,2, '/'), 8.);
  else length=Baselength*input(scan(Type,1, '/'), 8.);
  Note=upcase(Note);
  select(Note);
    when('DES') Note='CIS';
    when('ES') Note='DIS';
    when('GES') Note='FIS';
    when('AS') Note='GIS';
    when('B') Note='AIS';
    otherwise;
  end;
  /*If Note contains a plus or minus sign the tone should be x octave
  higher or lower according to the integer x following
  the sign. This is performed by multiplying the
  base Frequency BaseFreq by 2**(sign*x) */
  AnyPlusOrMinus=indexc(Note, '-', '+');
  if AnyPlusOrMinus then do;
    higherOrLower=input(substr(Note, AnyPlusOrMinus+1), 1.);
    if substr(Note, AnyPlusOrMinus, 1)='- ' then
      higherOrLower=-1*higherOrLower;
    BaseFreq=BaseFreq*(2**(higherOrLower));

```

```

    Note=scan(Note,1,'+-');
end;
/*If PAUSE then perform break of length LENGTH*/
if Note='PAUSE' then do;
    /*Delay for Length*/
    start=time();
    end=start+Length/1000;
    do while(time() < end);
    end;
    drop start end;
end;
/*Now create the Frequency (if not PAUSE)
and sound. Frequency increases by factor
2**(1/12) for each halftone*/
else do i=0 to 11;
    if Note= Scale[i] then do;
        Frequency=BaseFreq*(2**(i/12));
        if mode='S' then do;
            /*if Staccato then Delay for Staccato_lag
before creating sound*/
            start=time();
            end=start+(Length*Staccato_Lag/1000);
            do while(time() < end);
            end;
            drop start end;
            /*Correct Length by Staccato lag*/
            Length=Length-Length*Staccato_lag;
        end;
        call sound(frequency,Length);
        /*Finish do-loop*/
        i=12;
    end;
end;
cards;
h      1/16  L
a      1/16  L
gis-1  1/16  L
a      1/16  L
c      1/8   L
PAUSE  1/8   L
d      1/16  L
c      1/16  L
h      1/16  L
c      1/16  L
e      1/8   L
PAUSE  1/8   L
f      1/16  L
e      1/16  L
dis    1/16  L
e      1/16  L
h+1    1/16  L
a+1    1/16  L
gis    1/16  L
a+1    1/16  L
h+1    1/16  L
a+1    1/16  L
gis    1/16  L
a+1    1/16  L
c+1    1/4   L
a+1    1/8   S
c+1    1/8   S
g      1/24  L
a+1    1/24  L
h+1    1/24  L
a+1    1/8   S
g      1/8   S
a+1    1/8   S
g      1/24  L
a+1    1/24  L
h+1    1/24  L

```

```

a+1 1/8 S
g 1/8 S
a+1 1/8 S
h+1 1/8 S
a+1 1/8 S
g 1/8 S
fis 1/8 S
e 1/8 S
PAUSE 1/8 L
h 1/16 L
a 1/16 L
gis-1 1/16 L
a 1/16 L
c 1/8 L
PAUSE 1/8 L
d 1/16 L
c 1/16 L
h 1/16 L
c 1/16 L
e 1/8 L
PAUSE 1/8 L
f 1/16 L
e 1/16 L
dis 1/16 L
e 1/16 L
h+1 1/16 L
a+1 1/16 L
gis 1/16 L
a+1 1/16 L
h+1 1/16 L
a+1 1/16 L
gis 1/16 L
a+1 1/16 L
c+1 1/4 L
a+1 1/8 S
h+1 1/8 S
C+1 1/8 S
h+1 1/8 S
a+1 1/8 S
gis 1/8 S
a+1 1/8 S
e 1/8 S
f 1/8 S
d 1/8 S
c 1/4 L
c 1/16 L
h 1/16 L
a 1/16 L
h 1/16 L
a 1/8 S
PAUSE 1/8 L
;
run;

```

HINTS & TIPS

Share Your Thoughts and Receive a SAS RBS 6 Nations Rugby Shirt

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 SAS 6 Nations Rugby Shirt.

Email: newsletter@suk.sas.com

EVENTS

IT Intelligence SIG – 6 March, SAS UK Headquarters, Marlow

A day of learning and idea sharing based around IT Intelligence – managing your data at a low cost with minimum risk with case studies and a live demo. To find out more click below...

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

EVENTS

SAS Partner Summit – 7 March, British Museum, London

A new event for our Partners – this day will provide an understanding of the SAS sales and partner strategy for 2007, and an overview of the SAS product portfolio. Plus, in the afternoon an educational opportunity in the SAS Partner Academy. Find out more below...

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

EVENTS

SAS Analytics Seminar - 28 March, Marlow

Join SAS and industry experts for a free seminar to learn how your organisation can compete by using SAS analytics. The day's agenda has been divided into a morning session on Data Mining and Model Management and an afternoon session on Forecasting. There is an option to attend both sessions or just one. Find out more on the website.

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

EVENTS

SAS Conferences in 2007 – Your chance to learn and network...

SAS Global Forum - 16–19 April, Orlando

Join your fellow SAS software users at SAS Global Forum 2007. At this annual SAS users group conference, formerly known as SAS Users Group International (SUGI), you'll have the unique opportunity to network with other SAS users and SAS staff from around the world. This special conference is a great opportunity for SAS professionals to come together and exchange insights, best practices and expertise with the people who develop and deliver SAS products, solutions and services.

<http://support.sas.com/events/sasglobalforum/2007/index.html>

SAS Forum UK - November, Birmingham

In 2007 this conference will expand to address the interests of a broader audience with content for Technical and Business delegates and an increased focus on the needs of individual industries. Watch out for more information and go to the link below to register your interest and let us know if you would be interested in taking the stage and delivering a presentation!

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

Finally.... SAS Forum International has evolved this year and is now...

SAS Forum: An Executive Conference – 22-23 May, Stockholm

The event will bring together senior executives and business leaders from across all industries and government sectors, from over 50 countries with a theme of Innovation and Performance.

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

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



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