



Business Impact

“We must avoid our historical pattern of drawing down too fast and getting too small, especially since our record of predicting the future has not been very good. As we make difficult resource decisions, we must be thoughtful in understanding the risk we incur to our nation’s future security.”

General Raymond Odierno
United States Senate Armed Services Committee
Confirmation Hearing
July 21, 2011

Challenges

- **Acquire:** It is difficult to create agile forecasts and models to accurately depict complex future force manning requirements.
- **Train:** No mechanism exists that can match individual aptitudes with skill requirements and training programs to ensure force readiness and career path development.
- **Distribute:** The capability is needed to create models to optimize distribution by grade, skill and unit priority to meet force structure requirements and ensure mission capability.
- **Evaluate:** Consistency needs to be maintained in the personnel evaluation system to ensure the most professional and capable force.
- **Retain:** Developing programs that ensure force readiness requires modeling the retention and reenlistment effects of career variables such as deployments and duty station changes.

How can we best acquire, train, distribute and retain military personnel to meet a broad spectrum of mission needs?

YOUR GOAL: Ensure that manning and skill requirements are met to support defense missions in the short, medium and long term.

Global unrest has characterized the post-Cold War era. Growing asymmetric threats and non-state actors, as well as the continued presence of traditional adversaries, require an increased level of personnel agility and broader skill sets. Today’s military units require a complex interaction of elements to be effective and personnel systems must constantly adapt to changing force structure requirements driven by end strength adjustments and changing mission sets.

Skills, cohesion and leadership must be honed individually and collectively over time, taking decades to develop. Time has proven that no shortcut exists for competent development. Recruiting and training personnel to meet force structure demands is a complex, dynamic process that requires skilled modeling and demand forecasting. Today’s military personnel challenges are compounded by budget pressure, an evolving threat environment and a highly complex system. Personnel professionals must gain efficiencies while maintaining effectiveness and agility. The need for advanced analytics in defense workforce planning has never been more acute.

OUR APPROACH

SAS provides a comprehensive military personnel solution to meet the full range of force readiness and mission requirements. We approach the problem by providing software and services to help you:

- **Ensure data accuracy in a timely manner.** SAS provides data management across disparate systems and platforms by integrating data quality within data integration and analytic projects. Transform and combine disparate data, remove inaccuracies, standardize on common values and cleanse data to create a strategic, trustworthy and valuable asset that enhances personnel decision making.
- **Sustain proper force size and capability.** Understand current and future force manning requirements and forecast demand based on changing force structure requirements, skill needs and service end strengths. Ensure unit manning priorities are met. Forecast recruiting mission fulfillment based on historic trends, regional demographics and economic variables.
- **Understand social perceptions of recruiting messages.** SAS uses popular social media to provide insights on prospects that are likely to serve, allowing recruiters to increase recruiting response rates, minimize low yield contacts and evaluate messaging effectiveness in a timelier manner.
- **Reduce training costs by maximizing training resource utilization.** Gain insights into factors contributing to successful completion of the training program and identify individuals at higher risk of attrition earlier in the training cycle.
- **Retain top performers and anticipate career path adjustments.** Career path modeling and factor analysis provide insight as to which programs and benefits foster force retention.

With SAS® data management, advanced analytics and reporting, leaders at both the service and headquarters levels can more accurately meet changing manpower requirements.



THE SAS® DIFFERENCE: A trusted provider for military decision making

With our superb data management capabilities, ability to scale to the largest data sets and advanced forecasting capabilities, SAS can address the most complex, data-intensive challenges facing military personnel agencies today.

- **Superb data management.** The military personnel system is characterized by many disparate data systems and data quality challenges. SAS allows users to cleanse, standardize and consolidate data for a holistic view of the total force.
- **Scale across multiple data sets.** The military personnel system encompasses tens of millions of records. SAS' ability to handle huge volumes is unsurpassed by our competitors. Customers with massive amounts of data rely on SAS' ability to scale with their missions.
- **Predictive analytics and forecasting leadership.** SAS predictive analytics and data mining software are recognized by our customers and industry analysts as best in class. We continue to push the boundaries on different ways to approach problems that take our users and their organizations to the next level of analytic insight.

Since 1976, SAS has used advanced computational statistics to identify anomalies/trends and predict outcomes to solve complex numerical-based problems. With mission-focused user experiences, those complex algorithms are applied to data management, forecasting and modeling solutions for the military personnel community.

CASE STUDY: A Military Personnel Agency

Situation

Facing drastic budget cuts, a military personnel agency faced shortages in critical Military Occupational Specialties, the need for skill realignment to meet the demands of new equipment, rising retiree entitlements and severe grade imbalances. It realized it needed to be more efficient in recruiting and training, but with so many conflicting sources of data, it lacked the insight for proper planning and decision making.

Solution

SAS delivered a solution that integrated SAS products with a solid implementation plan. Collecting data from many personnel data sources, the SAS solutions cleanse, standardize and integrate the data so that both routine and ad hoc analytical processes can be run to forecast availability against current and emerging requirements.

Result

With SAS, the customer expects to streamline manpower utilization while improving the delivery of key technical skills to operational units, rendering an overall planned reduction of about 5 percent of total personnel through:

- Improved manpower planning.
- Increased agility in skill development.
- Significant taxpayer savings.
- Increased insight and decision-making value from personnel data systems.

What if you could ...

Acquire and Distribute

What if you could seamlessly integrate data across all of your personnel systems for better force planning and distribution of skills?

Train

What if you could increase training throughput and reduce attrition?

Evaluate

What if you could understand how your recruiting message is being received by your target audience?

Retain

What if you could identify top performers early on in their careers and forecast retention rates?

You can. SAS gives you THE POWER TO KNOW®

SAS FACTS

- SAS solutions are currently in use in the personnel agencies of all four branches of the US Department of Defense.
- SAS was selected as the solution of choice to support recruitment and retention goals by the UK Ministry of Defence.
- SAS has been a successful solution provider to the military personnel community for more than 25 years.
- SAS is the leader in business analytics software and services, and the largest independent vendor in the business intelligence market. Through innovative solutions delivered within an integrated framework, SAS helps customers at more than 55,000 sites improve performance and deliver value by making better decisions faster.

Learn more about SAS software and services for defense:
www.sas.com/defense



SAS Institute Inc. World Headquarters +1 919 677 8000

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