

# 2013 SAS Education

Grow with us

Training by Curriculum  
SAS® Global Certification  
Conferences and Events



[support.sas.com/training](http://support.sas.com/training)  
[education@sme.sas.com](mailto:education@sme.sas.com)

 **sas**  
THE POWER TO KNOW.®



The analytics revolution is sweeping away old ways of thinking and making things possible now that we could only dream of before. With SAS® High-Performance Analytics, you can explore millions of rows of data simultaneously. For example, marketing optimization models that previously took 20 hours to complete can now be returned in 20 seconds. And every day, more than 60,000 business, government, and university sites use SAS® software to unlock the power of analytics and big data.

What better time to join SAS professionals who, over nearly 40 years, have watched SAS technology transform the way their organizations do business. SAS Education offers the most complete and up-to-date curriculum of SAS courses in the world – see how SAS training can grow your career.

**Jim Goodnight**  
CEO

# sas education grow with us

## **Firsthand SAS® Knowledge**

Nobody knows SAS software and its advantages better than SAS personnel. And nobody has more information on new and pending developments.

## **World-Class Instructors**

SAS instructors are recognized for their outstanding teaching skills and as thought leaders in their areas of instruction. Every SAS instructor has earned a SAS Certified Professional credential. In addition, they undergo rigorous, internal certifications on a chapter-by-chapter basis before teaching your course.

## **Award-winning e-Learning**

SAS Education also offers training in three online formats. Choose from comprehensive e-courses, short e-lectures and new recorded courses.

## **Expert Instructional Design**

Our goal is to transfer knowledge and develop applicable skills. To achieve this, our courses are carefully designed using a combination of comprehensive course notes and lectures, as well as software demonstrations, question-and-answer sessions, and hands-on computer workshops.

## **Customizable Content**

Our experts will work closely with you to tailor a training path based on your individual needs. Our assessments will determine how you can get the help you need to excel in your job.

## **Rapid SAS® Deployment**

With courses at all skill levels, we meet you at your level of knowledge. After your first course, you will be productive with SAS software. Deploying SAS software has never been faster or easier.

## **Flexibility on All Levels**

Our customizable courses can be delivered how and where you need them. Over the Web or in person, at your premises or in one of our high-tech training centers, we can tailor our training to meet your needs.

## **Long-Term Customer Relationships**

We are proud of the long-term relationships we have built with our customers. Your continued and future success is our highest priority.

# table of contents

What We Offer	3	Training Paths	
Global Certification	4–5	<b>Foundation</b>	
Training and Resources	6	Programming	8
Conferences and Events	7	SAS® Enterprise Guide®	9
Special Offers and Discounts	28	<b>Advanced Analytics</b>	
Training Locations	29	Statistical Analysis	10

## How to Register

Web:  
[www.sas.com/offices/me/training/](http://www.sas.com/offices/me/training/)  
 Phone: +971 4 448 7600  
 Email: education@sme.sas.com



Business Statistics	11
Econometrics and Forecasting	12
Operations Research and Quality Control	12
Data Mining	13
JMP® Statistical Analysis	14
Six Sigma	15

## Business Intelligence

SAS® Office Analytics	16
SAS® Visual Analytics	16
Application/Technology Area	16
SAS® Enterprise Business Intelligence	17

## Information Management

Data Integration	18
Data Quality	18

## Administration

SAS® Platform	19
Application/Technology Area Solutions	19

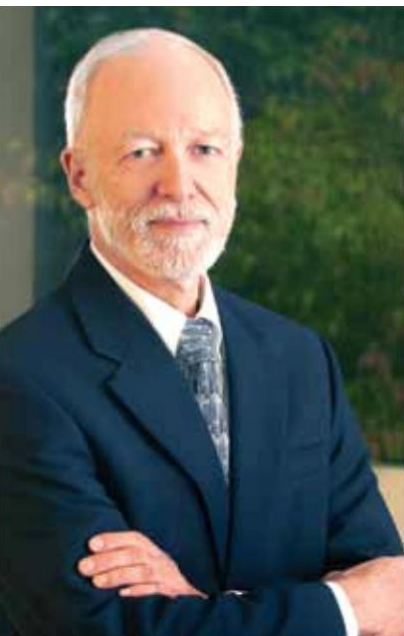
## Solutions

Customer Intelligence	20
Fraud and Financial Crimes	21
Risk Management	21
Merchandise Intelligence	22–23
IT Intelligence	24
Health and Life Science	24
Supply Chain	25
Performance Management	26–27



If you're not satisfied with your training experience, let us know within 60 days, and we'll offer you another class or refund your initial course fee.

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With the growing emphasis on big data, SAS Education has launched new courses to help you exploit the potential of your data through SAS® Visual Analytics and SAS High-Performance Analytics. Also, thanks to your feedback, we've made our current training even better, demonstrating how you can take advantage of new developments in SAS technology. We offer courses at training facilities across the country, at your site and online. I hope having these training options provides you with the flexibility to get the SAS training you need, when you need it. Each course you invest in will build upon the skill sets of your employees, yielding the analysts, programmers and administrators essential to helping your organization fully realize the power of SAS.

**Larry Stewart**  
Vice President of SAS Education

## Courses of the Highest Quality

97% of our customers rated their overall course experiences as  
**good or excellent**

"What an excellent class! It far exceeded my expectations. I walked away with many new techniques that I can use in my everyday tasks."

Clifford Berryman  
Senior Infomatics Analyst



# sas training what we offer

## Public Training

Our certified instructors deliver fundamental SAS knowledge and useful tips by combining expertly designed lectures, software demonstrations, question-and-answer sessions and hands-on computer workshops.

Join us for an interactive learning experience delivered at a SAS training facility.

## Live Web Training

Bring instructor-led training directly to your desktop while accommodating your busy schedule. Using a Web browser and your telephone, interact with a certified SAS instructor who will guide your learning and answer your questions in real time.

[support.sas.com/liveweb](http://support.sas.com/liveweb)

## Business Knowledge Series

A unique collaborative initiative between SAS and a global network of industry experts who deliver the most current information on business practices, concepts, methodology and techniques to help you get the most value out of your SAS investment.

[support.sas.com/bks](http://support.sas.com/bks)

## e-Learning

Our interactive e-Courses use audio, Flash movies and demos to dynamically present course material at your convenience.

Complementing existing course materials, SAS e-Lectures cover information not included in our standard course offerings. Short and sweet; easily viewed in one session.

New this year are SAS Recorded Courses. These are recordings of instructors presenting SAS courses that are not available in any other training format.

[support.sas.com/elearn](http://support.sas.com/elearn)

## On-Site Training Services

We offer customizable training by SAS instructors, delivered at your convenience. Choose to have us come to your location or use one of our state-of-the-art classrooms. We can set up a Live Web classroom to accommodate groups in different locations.

[education@sme.sas.com](mailto:education@sme.sas.com)



# sas global certification

## [support.sas.com/certify](https://support.sas.com/certify)

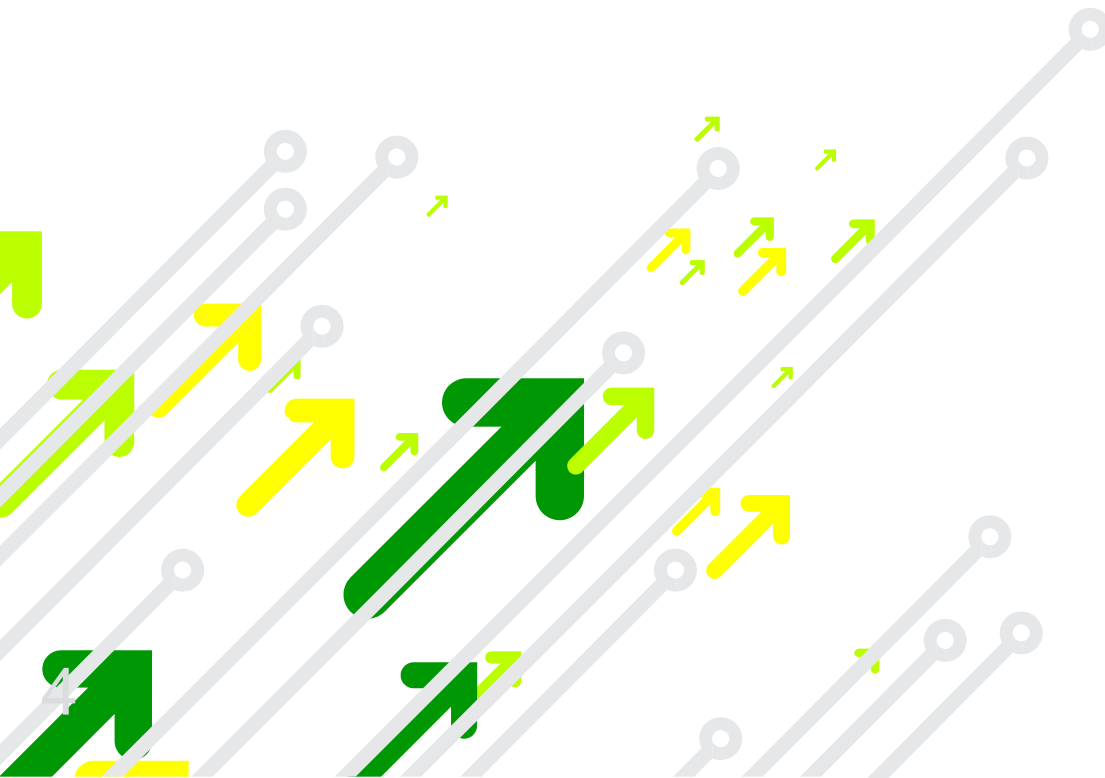
Earning the only globally recognized credential from SAS can set you, your team and your organization apart from the competition. Experience is a critical component to becoming a SAS Certified professional and SAS Education offers several training options that can help you prepare for the required examinations.



- ▮ Base Programmer for SAS®9
- ▮ Advanced Programmer for SAS®9
- ▮ Clinical Trials Programmer Using SAS®9
- ▮ Predictive Modeler Using SAS® Enterprise Miner™
- ▮ Statistical Business Analyst Using SAS®9: Regression and Modeling
- ▮ Platform Administrator for SAS®9
- ▮ Data Integration Developer for SAS®9
- ▮ BI Content Developer for SAS®9

“I have found that being a SAS Certified Advanced Programmer does put me in a distinct league. When I talk to potential employers, they point to my certification as an advantage.”

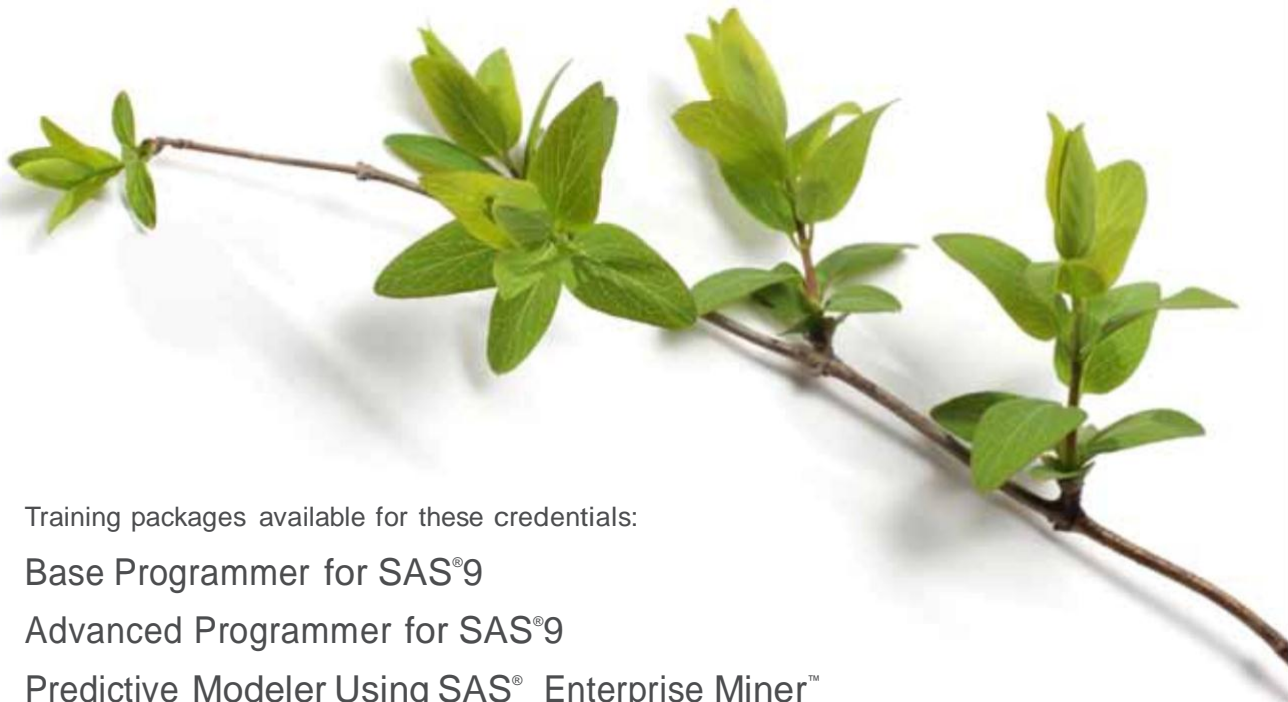
K. Parekh  
Quantitative Health Care Analyst



# certification package best value deals

## Branch out and get SAS® Certified.

Learn more for less with our Best Value Certification packages.



Training packages available for these credentials:

Base Programmer for SAS®9

Advanced Programmer for SAS®9

Predictive Modeler Using SAS® Enterprise Miner™

Statistical Business Analyst Using SAS®9: Regression and Modeling

COMING  
SPRING 2013

# training resources

## get the most out of your training experience



### Extend Your Learning

After your class, we'll send you Extended Learning content with access to learning tools such as technical papers, e-Lectures, online communications and more.

[support.sas.com/training/extended](http://support.sas.com/training/extended)

### Mentoring Services

Perfect after an on-site training class, SAS Mentoring Services enable you to become more confident with what you learned in class. Use your data and your code and gain peace of mind on your next big project.

[support.sas.com/mentoring](http://support.sas.com/mentoring)

### Self-Assessments

Wondering which course to take? We now offer online, pre-course assessments for some of our more popular training courses that will help you determine your next learning steps.

[support.sas.com/training/us/assess](http://support.sas.com/training/us/assess)

### SAS® Training Report

Subscribe to this e-newsletter to receive training news, tips & tricks from instructors, and hear about upcoming events. Update your profile and you'll get streamlined information relevant to your training needs.

[support.sas.com/training/news](http://support.sas.com/training/news)

### SAS® Training Post

Our blog features posts filled with SAS programming tips & tricks, certification advice and a place for our SAS instructors to post in-depth answers to questions they are asked in their travels.

Join the conversations, or ask a question of Miss SAS Answers. You'll be glad you did.

[blogs.sas.com/content/sastraining](http://blogs.sas.com/content/sastraining)

### Social Media

Join the SAS community online. Share your tips, recommendations and comments with other SAS users, instructors and business experts worldwide. Follow discussions and get up-to-the-minute announcements regarding events and SAS Education news.

[support.sas.com/training/socialmedia](http://support.sas.com/training/socialmedia)

### SAS® Press

Augment your SAS training with books from SAS Press. Our comprehensive list of SAS, JMP® and business titles are written by industry leaders (including SAS instructors) and cover an ever-expanding variety of topics.

[support.sas.com/publishing](http://support.sas.com/publishing)

### Regional Users Groups

Share your experiences, tips & tricks and glean insight from fellow SAS users by joining your local SAS users group.

[support.sas.com/usergroups](http://support.sas.com/usergroups)

### Curriculum Consultants

Our expert course advisors are on hand to help you choose the right course for your business needs and answer any questions you may have. Contact us at 800-333-7660 or [training@sas.com](mailto:training@sas.com).

### SAS Video Portal

Designed to answer questions about our education services, the SAS Training Video portal provides instructor tips, interviews with subject matter experts and more.

[support.sas.com/training/videos](http://support.sas.com/training/videos)

### Get a Learning Version of SAS®

SAS OnDemand for Professionals: Enterprise Guide® makes it easy to tap into the analytical power of SAS. After downloading and installing the SAS® Enterprise Guide® client, you will learn how to use the software using practice data from a series of SAS courses and books. All processing takes place on SAS servers, and the results are returned to your PC.

[support.sas.com/learnsas](http://support.sas.com/learnsas)



# conferences and events

## **Analytics 2013** CONFERENCE SERIES

**June 2013**  
**London**

**October 21–22**  
**Peabody Hotel, Orlando, FL**

Join hundreds of analytics professionals from all over the world at the Analytics 2013 Conference Series. The Analytics 2013 Conference Series, hosted by SAS, is an international series of educational events focusing on the latest trends and advances in the field of analytics. Listen to experts share case studies and real-world examples of how analytics has improved the way their organizations do business. Session topics include data mining, forecasting, high-performance analytics, fraud detection, text mining, predictive analytics and more.

**View the latest conference information at**  
[sas.com/analyticsseries](http://sas.com/analyticsseries)

## **Discovery Summit** Exploring Data Inspiring Innovation **2013**

**September 9–12**  
**Grand Hyatt Hotel, San Antonio, TX**

At this interactive forum, hosted by JMP® statistical discovery software, you will explore broad analytic concepts with world-renowned authorities in statistics, technology and innovation; participate in conversations with JMP developers and JMP users from all industries; and learn proven statistical techniques in visual and compelling ways.

**Learn more at [jmp.com](http://jmp.com)**



**2013 San Francisco**  
April 28–May 1, 2013

**April 28–May 1**  
**San Francisco, CA**

SAS Global Forum provides SAS users the opportunity to sharpen their SAS skills while sharing ideas with fellow users.

**For additional conference information, visit [sasglobalforum.com](http://sasglobalforum.com)**

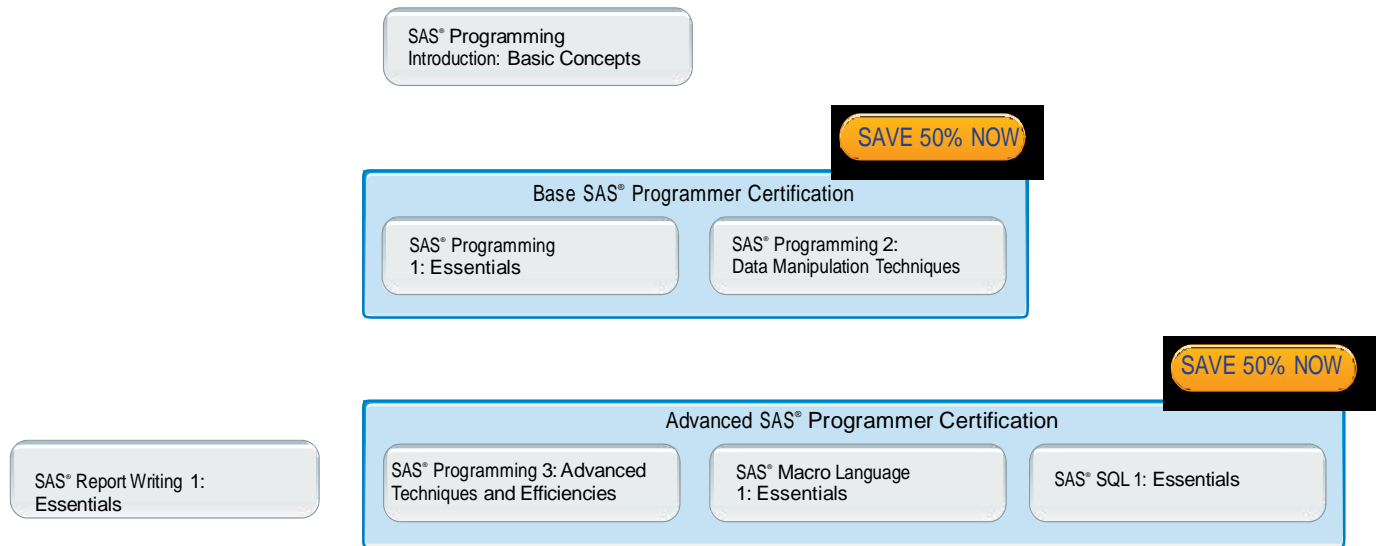
Maximize your time at SAS® Global Forum with SAS® Training and SAS® Certification!  
SAS Education will offer numerous training courses and SAS Certification exams in conjunction with SAS Global Forum.

**For more information and to register, visit [sas.com/training/sasglobalforum](http://sas.com/training/sasglobalforum)**

Learn more or register here: [www.sas.com/offices/me/training/](http://www.sas.com/offices/me/training/) Phone+971 4 4487600 Email: [education@sme.sas.com](mailto:education@sme.sas.com)

# foundation programming

Build a strong SAS® programming foundation to manipulate your data, perform complex queries and simple analyses and generate reports. Gain the knowledge needed to become certified as a Base or Advanced SAS® programmer.



## Advanced and Specialty Courses

Advanced Output Delivery System Topics

**NEW** ODS Graphics: Essentials

Processing Database and Spreadsheet Data with SAS/ACCESS® Software

Producing Maps with SAS/GRAPH®

[SAS® Certification Review: Base Programming for SAS®9](#)

SAS® Enterprise Guide® for Experienced SAS® Programmers

SAS/GRAPH® 1: Essentials

SAS® Macro Language 2: Advanced Techniques

**NEW** SAS® SQL 2: Processing Data Efficiently in Real-World Scenarios

**NEW** Using SAS® Output in Microsoft Excel

## e-Lecture Series

Modernizing Your SAS® Code e-Lectures: Advanced Topics

Modernizing Your SAS® Code e-Lectures: Intermediate Topics

SAS® Distributed Processing e-Lectures

SAS® Macro 1 e-Lectures: Additional Topics

SAS® Parallel Processing e-Lectures

SAS® Programming 1 e-Lectures: Additional Topics

SAS® Programming 2 e-Lectures: Additional Topics

SAS® Programming 3 e-Lectures: Additional Topics

SAS® Report Writing 1 e-Lectures: Additional Topics

SAS® SQL 1 e-Lectures: Additional Topics

SAS/ACCESS® Interfaces e-Lectures

The Power of CALL EXECUTE

Using Perl Regular Expressions in SAS® with the PRX Functions

## Business Knowledge Series

Data Cleaning Techniques

Healthcare Data and the SAS® System

**NEW** Healthcare Data and the SAS® System: Hands-On Programming Workshop

SAS® Functions by Example

## Recommended Certifications

SAS Certified Base Programmer for SAS 9

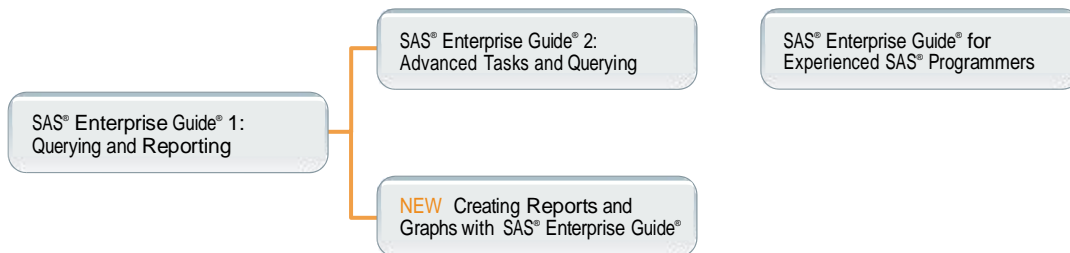
SAS Certified Advanced Programmer for SAS 9

SAS® Certified Clinical Trials Programmer Using SAS®9

**Please find more information about SAS Certification on pages 4–5.**

# foundation sas® enterprise guide®

Access the power of SAS® for quick data analysis and report generation using the SAS® Enterprise Guide® point-and-click interface.



## Advanced and Specialty Courses

SAS® Enterprise Guide®: ANOVA, Regression, and Logistic Regression

## Business Knowledge Series

**NEW** Advanced Analytics for the Modern Business Analyst

## Connect to a learning version of SAS®.

SAS® OnDemand for Professionals: Enterprise Guide® provides easy access to SAS for individuals who want to grow their SAS skills or get SAS certified.

**[support.sas.com/learnsas](http://support.sas.com/learnsas)**



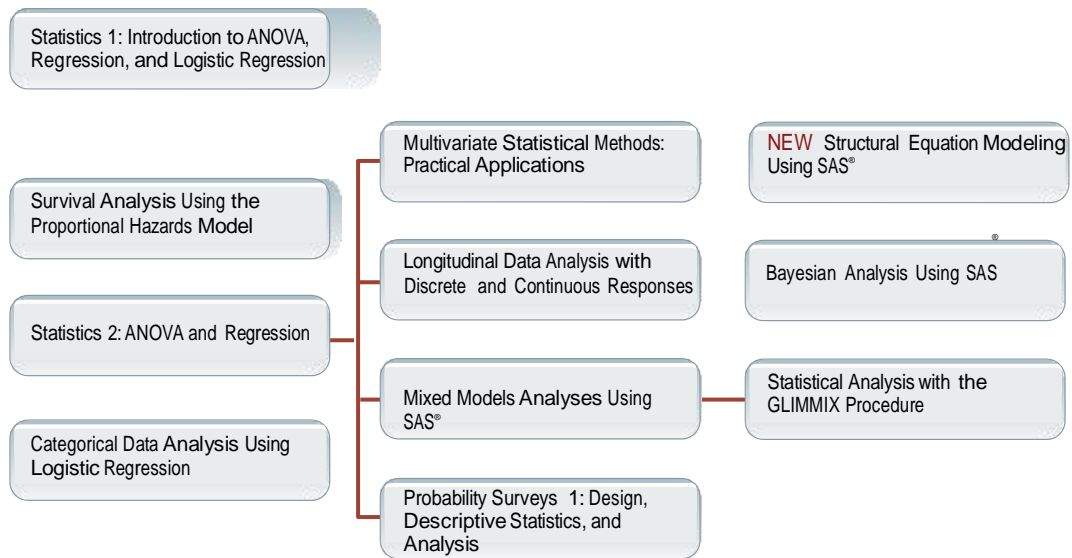
# advanced analytics

## statistical analysis

Statistically analyze and interpret data with SAS® programs or SAS® Enterprise Guide® to make data driven decisions.

[support.sas.com/paths/stat](http://support.sas.com/paths/stat)

For SAS® Programmers



For SAS® Enterprise Guide® Users

SAS® Enterprise Guide®: ANOVA, Regression, and Logistic Regression

### Advanced and Specialty Courses

- Advanced Statistical Modeling Using the NLMIXED Procedure
- Applied Clustering Techniques
- Determining Power and Sample Size Using SAS/STAT® Software
- Fitting Poisson Regression Models Using the GENMOD Procedure
- Introduction to Programming with SAS/IML® Software
- Managing SAS® Analytical Models Using SAS® Model Manager
- Neural Network Modeling
- Statistical Process Control Using SAS/QC® Software

### Business Knowledge Series

- Advanced Analytics for Customer Intelligence Using SAS®
- NEW** Advanced Analytics for the Modern Business Analyst
- NEW** Analytics: Putting It All to Work
- Applying Survival Analysis to Business Time-to-Event Problems
- Credit Scorecard Development and Implementation
- Custom Designs for Experiments
- Fitting Tobit and Other Limited Dependent Variable Models
- Imputation Techniques in SAS®
- Introduction to Statistical Concepts: Means, Standard Deviations, Confidence Intervals, and Hypotheses Testing

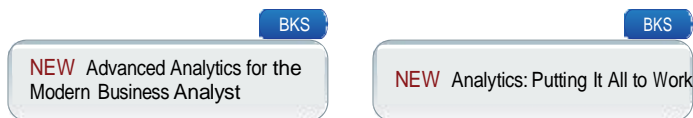
- Multilevel Modeling of Hierarchical and Longitudinal Data Using SAS®
- Multiple Comparisons and Multiple Tests Using SAS®
- Multiple Comparisons in SAS®: Classical to Modern Methods
- Propensity Score Matching, Adjustment, and Randomized Experiments
- Robust Regression Techniques in SAS/STAT®
- Stationarity Testing and Other Time Series Topics

# advanced analytics

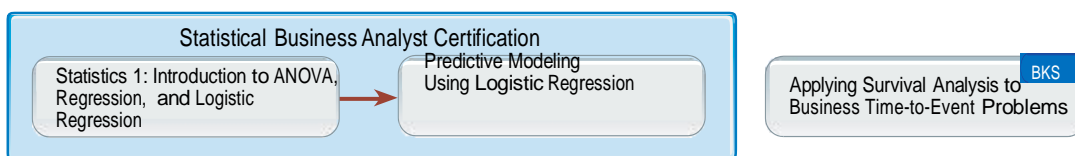
## business statistics

Statistically analyze and interpret business data for a broad range of applications. Gain the knowledge needed to become a SAS® Certified Statistical Business Analyst.

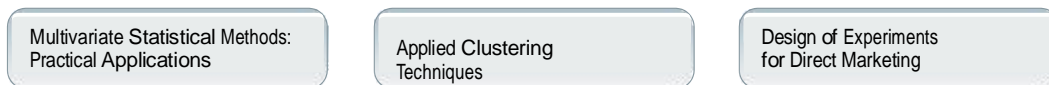
### Principles and Best Practices



### Business Analytics



### Market Research



### Advanced and Specialty Courses

- Advanced Statistical Modeling Using the NLMIXED Procedure
- Business Forecasting Using SAS®: A Point-and-Click Approach
- Categorical Data Analysis Using Logistic Regression
- Determining Power and Sample Size Using SAS/STAT® Software
- Fitting Poisson Regression Models Using the GENMOD Procedure
- Managing SAS® Analytical Models Using SAS® Model Manager
- Maximizing Campaign Efficiency with SAS® Marketing Optimization
- Mixed Models Analyses Using SAS®
- Neural Network Modeling
- Probability Survey 1: Design, Descriptive Statistics, and Analysis
- Statistical Analysis with the GLIMMIX Procedure
- Statistical Process Control Using SAS/QC® Software
- Statistics 2: ANOVA and Regression

### e-Learning Courses

- Rapid Predictive Modeling for Business Analysts
- Business Knowledge Series**
- Advanced Analytics for Customer Intelligence Using SAS®
- Credit Scorecard Development and Implementation
- Custom Designs for Experiments
- Fitting Tobit and Other Limited Dependent Variable Models
- Getting the Most Out of Testing in Direct/Internet Marketing
- Imputation Techniques in SAS®
- Introduction to Statistical Concepts: Means, Standard Deviations, Confidence Intervals, and Hypotheses Testing
- Multilevel Modeling of Hierarchical and Longitudinal Data Using SAS®
- Multiple Comparisons and Multiple Tests Using SAS®

- Multiple Comparisons in SAS®: Classical to Modern Methods
- Net Lift Models: Optimizing the Impact of Your Marketing Efforts
- Promoting Business Analytics across the Enterprise
- Propensity Score Matching, Adjustment, and Randomized Experiments
- Robust Regression Techniques in SAS/STAT®

### Recommended Certifications

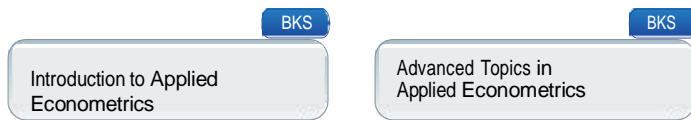
- SAS® Certified Statistical Business Analyst Using SAS®9: Regression and Modeling
- Please find more information about SAS Certification on pages 4–5.**

# Advanced analytics

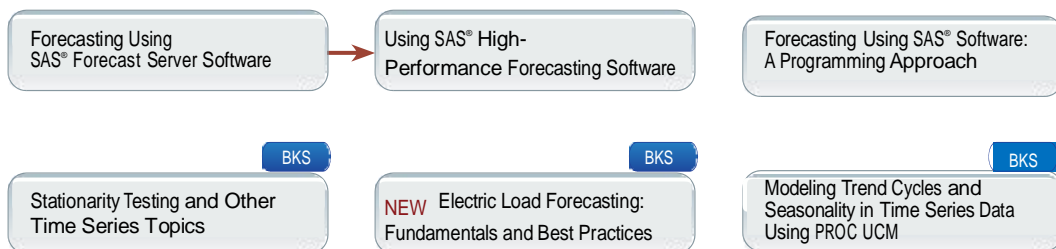
## Econometrics and forecasting

Use SAS® to develop forecasting or econometric models that will empower your organization to make informed decisions.

### Econometrics



### Forecasting



### Advanced and Specialty Courses

Business Forecasting Using SAS®:  
A Point-and-Click Approach

### Business Knowledge Series

Advanced Analytics for Customer Intelligence  
Using SAS®

Forecast Value Added Analysis

Getting the Most Out of Testing in  
Direct/Internet Marketing

# advanced analytics

## operations research and quality control

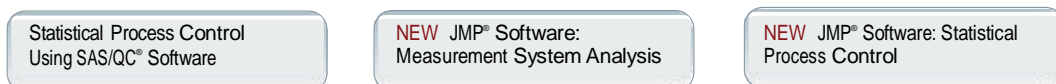
Develop mathematical optimization models to enhance manufacturing, transportation systems and supply chain. Monitor and control your processes.

[support.sas.com/paths/or](http://support.sas.com/paths/or)

### Operations Research



### Statistical Process Control



# advanced analytics

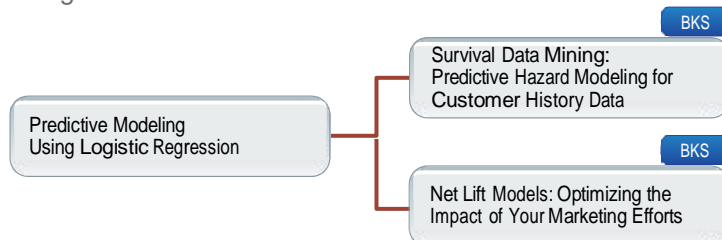
## Data Mining

Learn to use SAS® Enterprise Miner™ or write SAS® code to develop predictive models, segment customers and apply these techniques to a range of business applications. Gain the knowledge you need to become a SAS® certified Predictive Modeler.

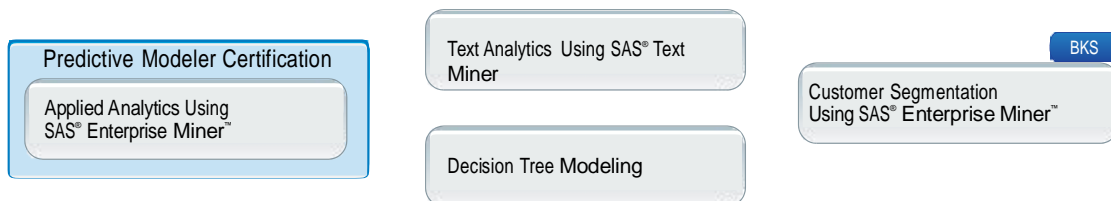
### Principles and Best Practices



### SAS® Programmers



### SAS® Enterprise Miner™ Users



### Advanced and Specialty Courses

- Advanced Predictive Modeling Using SAS® Enterprise Miner™ Applied
- Clustering Techniques Data
- Preparation for Data Mining
- Development of Credit Scoring Applications Using SAS® Enterprise Miner™
- Extending SAS® Enterprise Miner™ with User-Written Nodes
- Managing SAS® Analytical Models Using SAS® Model Manager
- Neural Network Modeling
- SAS® Enterprise Miner™: Administration

### Business Knowledge Series

- Advanced Analytics for Customer Intelligence Using SAS®
- Applying Survival Analysis to Business Time-to-Event Problems
- Credit Scorecard Development and Implementation
- Custom Designs for Experiments
- Exploratory Analysis for Large and Complex Problems Using SAS® Enterprise Miner™
- The Art and Science of Insurance Fraud Detection
- Web Analytics and Web Intelligence Using SAS®

### Text Analytics Courses

- SAS® Content Categorization Studio: Building Models
- SAS® Sentiment Analysis Studio: Building Models

### e-Learning Courses

- Rapid Predictive Modeling for Business Analysts

### Recommended Certifications

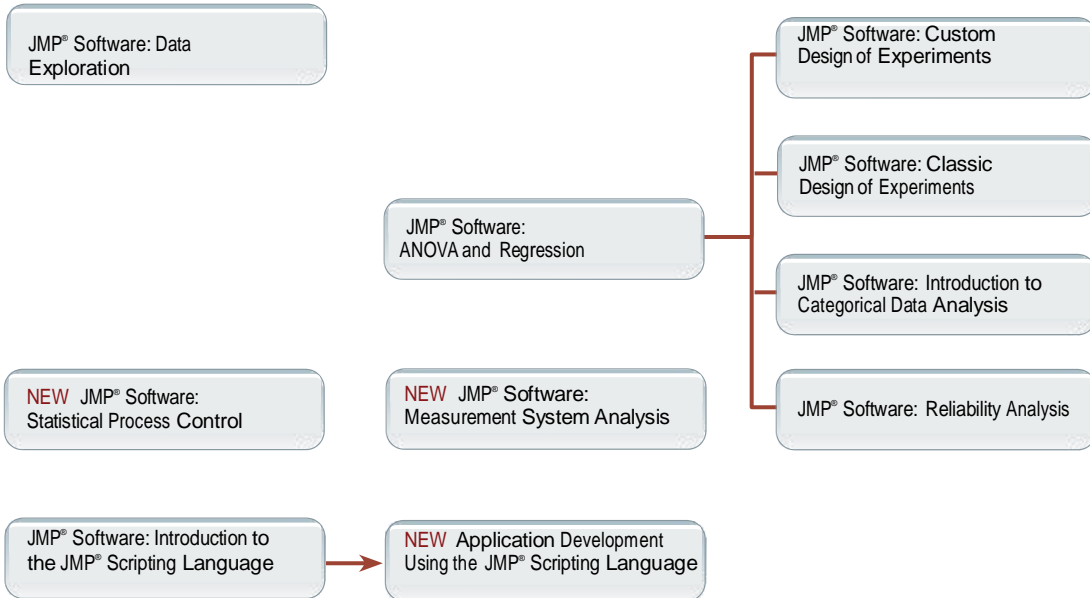
- SAS® Certified Predictive Modeler Using SAS® Enterprise Miner™

Please find more information about SAS Certification on pages 4–5.

# Advanced analytics

## Jmp statistical analysis

Improve process and product quality by using JMP® software to optimally design experiments and dynamically visualize statistical data analyses.



### Advanced and Specialty Courses

Applied Statistics for Scientists  
Applied Statistics for Engineers  
JMP® Software: Analysis of Dose-Response Curves  
JMP® Software: Stability Analysis  
Predictive Modeling Using JMP® Pro  
Product Reliability Using JMP® Software

### Business Knowledge Series

Custom Designs for Experiments  
Quality by Design (QbD) Using JMP® Software



# advanced analytics

## six sigma

Use Lean and Six Sigma techniques to remove defects, reduce work variation and eliminate non-value-added work for breakthrough process improvements.

**NEW** Lean Six Sigma for Leaders

Lean Six Sigma Green Belt Project Leader

**NEW** Black Belt Process Excellence with Lean Six Sigma

**NEW** Yellow Belt with Lean Six Sigma



### Business Knowledge Series

Learn it. Apply it. Achieve results.

Leverage the knowledge and experience of a global network of leading industry experts through:

- Focused in-depth topics on the latest business developments.
- Courses that extend traditional SAS software training.
- Interactive lectures, software demonstrations and hands-on workshops.

[support.sas.com/bks](http://support.sas.com/bks)

# business intelligence

## sas® office analytics

Leverage the power of SAS® Analytics from a familiar Microsoft Office interface. SAS® Enterprise Guide®, stored processes, and the SAS® Web Parts for Microsoft SharePoint provide additional functionality for sharing information across the organization.

SAS® Office Analytics: Getting Started

SAS® Office Analytics: Fast Track

## sas® visual analytics

Explore big data using in-memory capabilities to better understand all of your data, discover new patterns, and publish reports to the Web and mobile devices.

NEW SAS® Visual Analytics: Fast Track

## application/technology area

Create and optimize OLAP cubes for multidimensional reporting and analysis. Create advanced stored processes and stored process applications. Customize the look of SAS® Web applications.

[support.sas.com/paths/bi](http://support.sas.com/paths/bi)

Designing, Tuning, and Maintaining SAS® OLAP Cubes

Customizing SAS® Web Applications

NEW Creating Stored Processes Using SAS® 2: Additional Topics

Creating Web Applications Using SAS® Stored Processes

### Advanced and Specialty Courses

Developing Applications with SAS/AF® Software

JMP® Software: Data Exploration

SAS® Enterprise Guide® 1: Querying and Reporting

SAS® Web Tools: Static and Dynamic Solutions Using SAS/IntrNet® Software

SAS® Web Tools: Advanced Dynamic Solutions Using SAS/IntrNet® Software

### e-Learning Courses

SAS® OLAP Environment: Administration

Using SAS® Client Applications with SAS® Grid Manager

Using SAS® OLAP Cubes to Create Multidimensional Reports

What's New in the SAS® BI Clients 4.3 Release

NEW What's New in the SAS® Add-In 5.1 for Microsoft Office, SAS® Enterprise Guide® 5.1, and SAS® 9.3 Stored Processes

### Business Knowledge Series

Promoting Business Analytics across the Enterprise

### Recommended Certifications

SAS® Certified BI Content Developer for SAS®9

Please find more information about SAS Certification on pages 4–5.

# Business intelligence

## SAS enterprise business intelligence

Use the business intelligence capabilities of the platform for SAS® Business Analytics to create a comprehensive and easy-to-use environment for reporting and analysis.

### Getting Started

**NEW** Management Overview:  
Exploring the Platform for SAS®  
Business Analytics

**NEW** Getting Started with the  
Platform for SAS® Business Analytics

### Information Consumers

Accessing SAS® from Microsoft  
Office Applications

**NEW** SAS® Business  
Intelligence  
Reporting: Fast Track

OR

Personalizing the SAS®  
Information Delivery Portal

Using SAS® Web Report Studio

### Power Users

#### BI Content Developer Certification

Creating BI Dashboards Using SAS®

Creating Business Intelligence  
for Your Organization: Fast Track

OR

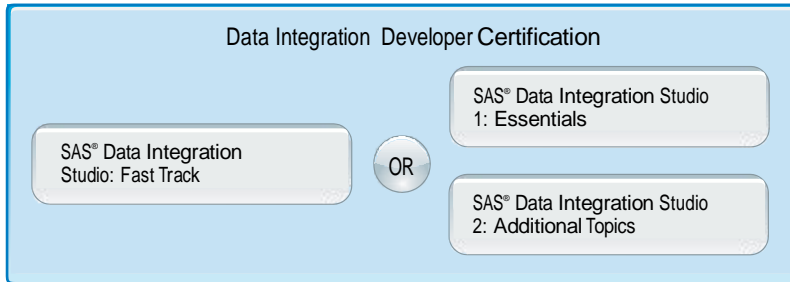
Creating Information Maps  
Using SAS®

Creating Stored Processes  
Using SAS® 1: Essentials

# information management

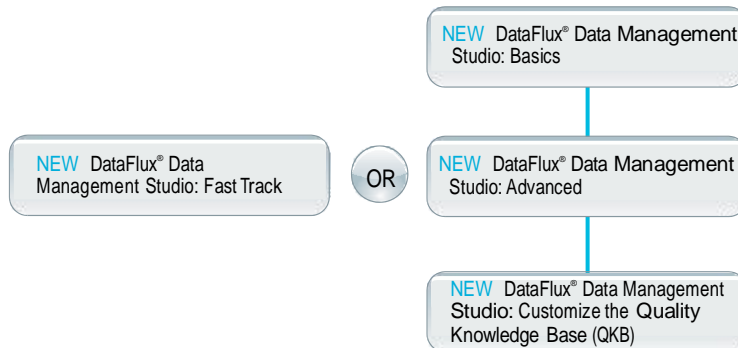
## data integration

Collect and manage data stores using SAS® Data Integration Studio.



## data quality

Profile data for inconsistencies, apply various data-cleansing techniques, and monitor data to ensure it is usable for reporting and analysis using DataFlux® Data Management Studio.



### Advanced and Specialty Courses

Designing, Tuning, and Maintaining SAS® OLAP Cubes

NEW SAS® Enterprise Scheduling with Platform Suite for SAS®

### e-Learning Courses

Accessing Data in the SAS® Scalable Performance Data Server®

SAS® Data Integration Studio: Administration

SAS® Scalable Performance Data Server®: Administration

Using SAS® Client Applications with SAS® Grid Manager

### Recommended Certifications

SAS® Certified Data Integration Developer for SAS®9

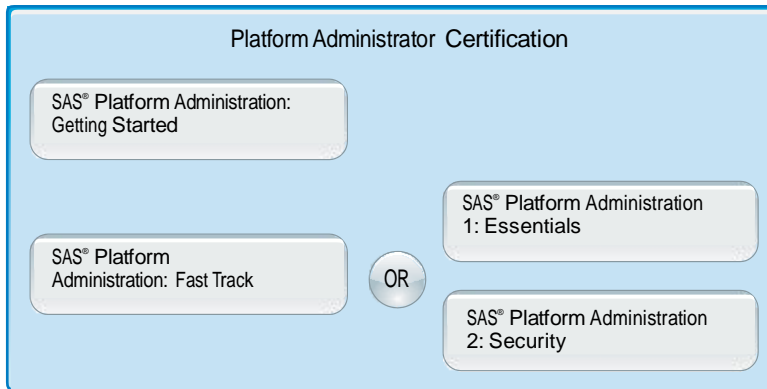
Please find more information about SAS Certification on pages 4-5.

# administration

## sas® platform

Install, configure and maintain the platform for SAS® Business Analytics.

[support.sas.com/paths/admin](http://support.sas.com/paths/admin)



**NEW** Installing and Configuring the SAS® Intelligence Platform

## application/technology area

Administer and maintain SAS® applications.

[sas.com/paths/admin](http://sas.com/paths/admin)

- SAS® Enterprise Guide®: Administration
- SAS® Data Integration Studio: Administration
- SAS® Scalable Performance Data Server®: Administration

- SAS® Grid Manager 9.2: Administration
- SAS® Enterprise Scheduling with Platform Suite for SAS®

- SAS® Enterprise Miner®: Administration
- SAS® OLAP Environment: Administration

## solutions

Administer and maintain SAS® solutions.

[support.sas.com/paths/admin](http://support.sas.com/paths/admin)

- Creating and Administering Scorecard Projects
- SAS® Retail Planning 7.2: Solution Administrator Fundamentals

- SAS® Merchandise Planning 6.1: Administration Training
- SAS® Human Capital Management Administration

### Recommended Certifications

SAS® Certified Platform Administrator for SAS®9

Please find more information about SAS Certification on pages 4–5.

# Customer intelligence

## Inbound and outbound marketing

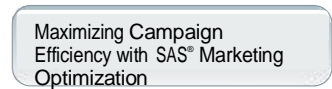
Execute and optimize channel campaign management strategies.

[support.sas.com/paths/mkt](http://support.sas.com/paths/mkt)

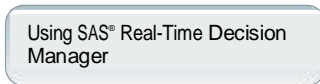
### Marketing Automation



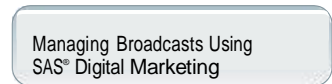
### Marketing Optimization



### Real-Time Decision Manager



### Digital Marketing



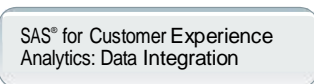
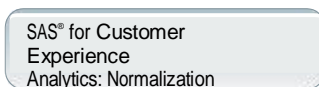
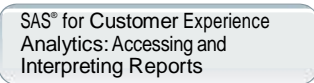
# Customer intelligence

## Online and social marketing

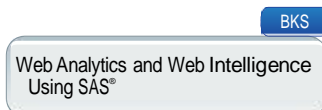
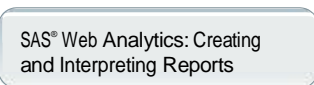
Harness the customer data coming from your online and social media channels.

[support.sas.com/paths/online](http://support.sas.com/paths/online)

### Customer Experience Analytics



### Web Analytics



### Business Knowledge Series

**NEW** Analytics: Putting It All to Work

Getting the Most out of Direct/Internet Marketing

### e-Lecture Series

Introduction to SAS for Customer Experience Analytics

# fraud and financial crimes

## fraud

Incorporate an enterprisewide strategy for dealing with all security-related matters to enable more successful detection, prevention and investigation efforts.

[support.sas.com/paths/fraud](http://support.sas.com/paths/fraud)

### Anti-Money Laundering

SAS® Anti-Money Laundering: Using the Investigation Interface

### SAS® Fraud Framework

SAS® Fraud Framework: Using the Social Network Analysis Interface

### Enterprise Case Management

SAS® Enterprise Case Management: Using the Interface

### Business Knowledge Series

The Art and Science of Insurance Fraud Detection

# risk management

## enterprise, governance, risk and compliance

Learn how to track and reduce losses, improve capital management and foster a risk-aware culture.

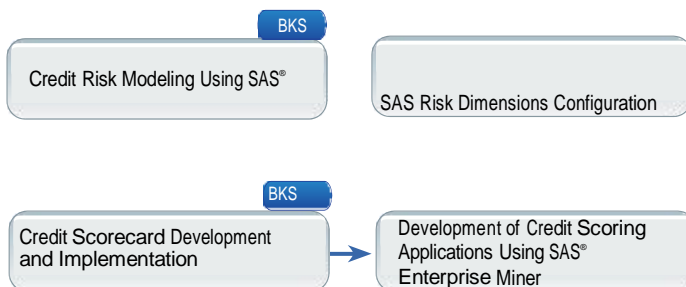
[support.sas.com/paths/risk](http://support.sas.com/paths/risk)

SAS® Enterprise GRC: Overview

## market and credit risk

Assess market, credit or operational risk to comply with internal policies or external regulations.

[sas.com/paths/risk](http://sas.com/paths/risk)



# merchandise intelligence

## merchandise planning

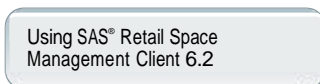
Efficiently create, deliver and execute plans to maximize sales and margins while minimizing inventory costs and improving company performance.

[support.sas.com/paths/mp](http://support.sas.com/paths/mp)

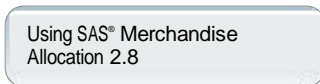
### Integrated Merchandise Planning



### Space Management



### Allocation



### Advanced and Specialty Courses

**NEW** SAS Retail Planning 7.2: Solution Administrator Fundamentals

**NEW** Using Plans in SAS Retail Planning 7.2

SAS Merchandise Planning 6.1.3: Template Manager Workshop

Setting Up SAS Merchandise Planning 6.1.3

Using PA Views and Planning Worksheets in SAS Merchandise Planning 6.1.3

Using Plan Management in SAS Merchandise Planning 6.1.3

Using SAS Demand Forecasting for Retail

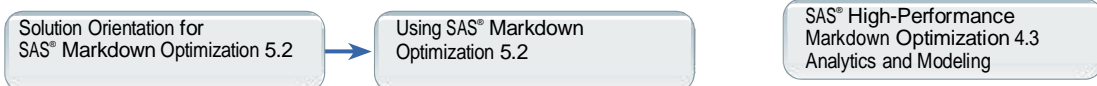
# merchandise intelligence

## revenue optimization

Leverage a complete lifecycle pricing suite built on a common demand intelligence platform to implement optimal pricing strategies.

[support.sas.com/paths/ro](http://support.sas.com/paths/ro)

### Markdown Optimization



### Regular Price Optimization



### Promotion Optimization



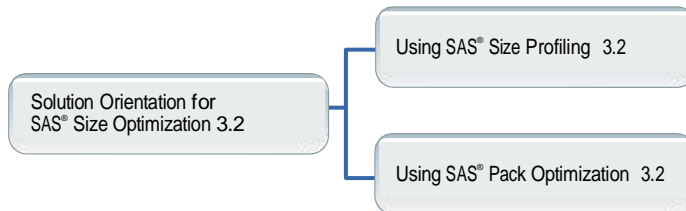


# merchandise intelligence

## size optimization

Intelligently identify and implement optimal size profiles for future ordering and allocation of merchandise to stores in the most timely and cost-efficient manner.

[support.sas.com/paths/so](http://support.sas.com/paths/so)



Write what you know.  
Leave the rest to us.  
Publish a book with SAS® Press.

Find out how to get started today.

Email **[saspress@sas.com](mailto:saspress@sas.com)**  
Call **800-727-3328**  
Visit **[support.sas.com/saspress](http://support.sas.com/saspress)**



# It intelligence

## It intelligence

Analyze, monitor and anticipate the utilization and performance of the IT infrastructure by providing an enterprise wide view of IT services and resources.

[support.sas.com/paths/it](http://support.sas.com/paths/it)

### IT Resource Management

SAS® IT Resource Management:  
Administration

SAS® IT Resource Management:  
Reporting

# health and life science

## life sciences

Organize, standardize and manage clinical research data and metadata. Efficiently develop, execute and manage the transformation, analysis and submission of clinical research data.

[support.sas.com/paths/lifesci](http://support.sas.com/paths/lifesci)

### Clinical Data Integration

SAS® Clinical Data Integration:  
Essentials

#### Clinical Trials Programmer Certification

SAS® Programming 1:  
Essentials

SAS® Programming 2: Data  
Manipulation Techniques

SAS® Macro Language  
1: Essentials

SAS® Report Writing  
1: Essentials

Statistics 1: Introduction to ANOVA,  
Regression, and Logistic Regression

### SAS® Drug Development

**NEW** SAS® Drug Development  
Essentials

**NEW** SAS® Drug Development  
for Programmers/Analysts

#### Recommended Certifications

SAS® Certified Clinical Trials Programmer  
Using SAS®9

Please find more information about  
SAS Certification on pages 4–5.

# supply chain

## after-market service

Integrate warranty data with key customer, product, manufacturing and geographic information so you can make informed, timely decisions and reduce warranty costs. Reduce contact center costs and increase customer satisfaction and retention using advanced forecasting and optimization.

[support.sas.com/paths/supply](https://support.sas.com/paths/supply)

### Contact Center Planning and Optimization

**NEW** SAS® Contact Center Planning and Optimization for Capacity Planners

**NEW** SAS® Contact Center Planning and Optimization: Analyst

### Warranty Analysis

SAS® Warranty Analysis Training

SAS® Warranty Analysis: What's New in 4.2 and 4.3

## quality

Accurately predict events that could cause outages and run assets at peak performance to boost uptime, improving performance and productivity while lowering maintenance costs and the risk of revenue loss.

[support.sas.com/paths/supply](https://support.sas.com/paths/supply)

### Predictive Asset Maintenance

**NEW** SAS® Predictive Asset Maintenance: Overview

## demand-driven planning and optimization

Manage data on millions of SKUs, gather and consolidate huge data volumes throughout the distribution chain, then transform, standardize and cleanse the data to simultaneously optimize inventory levels for every SKU at every location in your organization.

[support.sas.com/paths/supply](https://support.sas.com/paths/supply)

### Inventory Optimization

**NEW** SAS® Inventory Optimization 5.1: Using the Solution

### Demand-Driven Forecasting

SAS® Demand-Driven Forecasting: Using the Solution

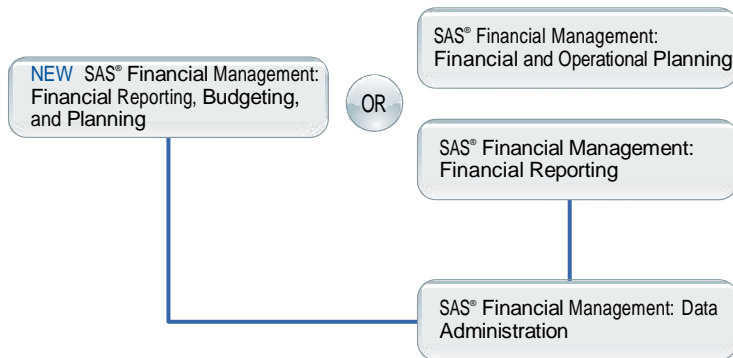
# Performance management

## Financial performance

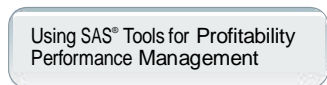
Improve the accuracy of plans and budgets and understand profit drivers to grow profitability.

[support.sas.com/paths/fm](http://support.sas.com/paths/fm)

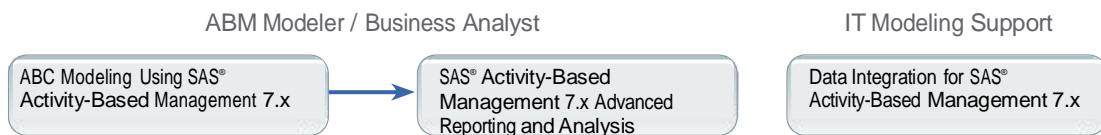
### Financial Management



### Profitability Management



### Activity-Based Management



### Advanced and Specialty Courses

Advanced Modeling Techniques Using SAS® Activity-Based Management 6.x

# performance management

## human capital intelligence

Surface relevant, holistic and predictive information that helps drive strategic human capital decisions.

[support.sas.com/paths/hcm](http://support.sas.com/paths/hcm)

SAS® Human Capital Management  
for Strategic Decision Making

SAS® Human Capital Management  
Administration

# Performance management

## Strategic performance management

Align your organization's actions to optimize strategic outcomes and bring strategy to life by visually depicting how objectives and metrics are connected.

[support.sas.com/paths/stm](http://support.sas.com/paths/stm)

Creating and Administering  
Scorecard Projects

## New from SAS Books



Carpenter's Guide to Innovative  
SAS Techniques  
*Art Carpenter*

Offers advanced SAS programmers an all-in-one programming reference that includes advanced topics not easily found outside the depths of SAS documentation.



SAS Statistics by Example  
*Ron Cody*

Structured specifically around the most commonly used statistical tasks or techniques, this book provides an easy-to-follow, how-to approach to statistical analysis.

Find more information about these and other resources to supplement your SAS training at [support.sas.com/bookstore](http://support.sas.com/bookstore)

# registration information

## support.sas.com/registration info

### Register via the Web

[www.sas.com/offices/me/training/](http://www.sas.com/offices/me/training/)

### Contact a course registrar

+971 4 448 7600

### Fax a completed registration form

+971 4 432 7220

attn: SAS Education Customer Service

### eMail a completed registration form

[education@sme.sas.com](mailto:education@sme.sas.com)

\*Registration forms can be printed off the Web.

### Registration fees

Course fees vary. Prices are listed with each course on the Web.

Because classes fill quickly, early registration is recommended.

To get the most out of your training budget, SAS Education offers several discount offers.

### Registration confirmation

Registrations are not confirmed until you receive a confirmation notice.

Confirmations are sent via email and contain all pertinent logistical information about your class.

### Cancellation policy

Information about our complete cancellation and refund policy can be found on the Web at [support.sas.com/trainingpolicy](http://support.sas.com/trainingpolicy).

### Customer Commitment

At SAS Education your learning is our top priority. As part of our commitment to growing your SAS knowledge, we guarantee to run any course that has at least one student registered four weeks prior to the course start date. Some exclusions apply. View [support.sas.com/training/guarantee](http://support.sas.com/training/guarantee) for complete details.

# special offers

## support.sas.com/training/discounts

### Bundled Discounts

#### Best Value Packages

Bundle training and certification together for up to 50% savings. See page 5 for details.

### Standard Discounts

Redeem with any public classroom or Live Web classroom course.

**Early Bird Discount** – Save 10% when you register and pay at least four weeks in advance.

**Group Discount** – Save 10% when four or more colleagues attend the same public course together.

**Publication Discount** – Save 20% on SAS books when you purchase in conjunction with a public training course.

### Academic Discounts

Employees, educators, teachers, students, faculty and staff associated with academic institutions, school districts and other education-related agencies receive 50% off training and certification. Proof of affiliation is required.

# training sites

[support.sas.com/locations](http://support.sas.com/locations)

## SAS Middle East

Dubai , UAE

Arenco tower, office 702

Media city

Phone: +971 4 4487600

## Cary, NC

SAS Training Center  
Corporate  
Headquarters

200 SAS Campus Drive  
Cary, NC 27513  
Phone 919-531-7321

Atlanta, GA  
1 Atlanta Plaza  
950 E Paces Ferry Rd  
NE Suite 3200  
Atlanta, GA 30326  
Phone 404-814-256

Austin, TX  
11920 Wilson Parke Ave  
Austin, TX 78726  
Phone 512-258-5171

Boston, MA  
Prudential Tower  
800 Boylston St  
Suite 2200  
Boston, MA 02199  
Phone 617-262-4201

Charlotte, NC  
121 W Trade St  
Suite 2200  
Charlotte, NC 28202  
Phone 704-831-5595

Chicago, IL  
Two Prudential Plaza  
180 N Stetson St  
Suite 1600  
Chicago, IL 60601  
Phone 312-819-6800

Dallas, TX  
Millennium I  
15455 N Dallas Parkway  
Suite 1300  
Addison, TX 75001  
Phone 214-977-3916

Hartford, CT  
95 Glastonbury Blvd  
3rd Floor Suite 301  
Glastonbury, CT 06033  
Phone 860-633-4119

Irvine, CA  
Jamboree Center  
5 Park Plaza, Suite 900  
Irvine, CA 92614  
Phone 949-852-8550

Minneapolis, MN  
US Bancorp Center  
800 Nicollet Mall  
Suite 2800  
Minneapolis, MN 55402  
Phone 612-349-9023

New York, NY  
The Equitable Tower  
787 Seventh Ave, Floor 47  
New York, NY 10019  
Phone 212-757-3826

Overland Park, KS  
Corporate Woods, Bldg 40  
9401 Indian Creek Parkway  
Suite 600  
Overland Park, KS 66210  
Phone 913-491-1166

Philadelphia, PA  
1550 Liberty Ridge Dr  
Suite 110  
Chesterbrook, PA 19087  
Phone 610-640-0940

## Rockville, MD

111 Rockville Pike  
10th Floor, Suite 1000  
Rockville, MD 20850  
Phone 301-838-7030

San Francisco, CA  
Post Montgomery Center  
120 Kearny St  
San Francisco, CA 94104  
Phone 415-421-2227

Seattle, WA  
Two Union Square  
601 Union St, Suite 2400  
Seattle, WA 98101  
Phone 206-682-6084

## Additional Training Facilities

SAS also holds training at the following locations.

Burbank, CA  
New Horizons CLC of SoCal  
333 North Glenoaks Blvd  
Suite 400  
Burbank, CA 91502  
Phone 818-333-4600

Dayton, OH  
Sinclair Community College  
Pontiz Sinclair Center  
444 W Third St, Bldg 12  
Dayton, OH 45402  
Phone 937-512-4588

## SAS Conferences with Training Offerings

Discoverv Summit  
Exploring Data  
Inspiring Innov 2013



Analytics2013  
CONFERENCE  
SERIES

Grand Hyatt Hotel  
600 East Market  
St. San Antonio,  
TX 78205

The Moscone Center  
747 Howard St.  
5th Floor  
San Francisco, CA 94103

The Peabody Hotel  
9801 International  
Dr. Orlando, FL  
32819

## Denver, CO

MicroTek  
999 18th Street  
Suite 300 South Tower  
Denver, CO 80111  
Phone 303-993-1500

## Des Moines, IA

Upper Iowa University  
500 Westown Pkwy  
West Des Moines, IA 50266  
Phone 515-225-1800

## Edison, NJ

MicroTek at ExitCertified  
Raritan Plaza III  
105 Fieldcrest Ave  
Suite 201  
Edison, NJ 08837  
Phone 732-225-3800

## Houston, TX

MicroTek at the TX Training & Conference Ctr  
11200 Richmond Ave  
Suite 100  
Houston, TX 77082  
Phone 281-589-1400

## Orlando, FL

MicroTek Berkshire  
2145 Metro Center Blvd  
Suite 150  
Orlando, FL 32835-7642  
Phone 407-532-4704

## Phoenix, AZ

Training to You  
2200 N Central Ave  
Suite 400  
Phoenix, AZ 85004  
Phone 602-266-1500

## Pittsburgh, PA

Cherrington Corp Ctr  
Knowledge Services  
500 Cherrington Pkwy  
Suite 110  
Moon Township, PA 15108  
Phone 317-806-6122

## Sacramento, CA

ExecuTrain of Sacramento  
1860 Howe Ave  
Suite 250  
Sacramento, CA 95825  
Phone 916-641-0600

## San Antonio, TX

American Payroll Association  
Multimedia Center  
660 N Main Ave  
San Antonio, TX 78205  
Phone 210-226-4600

## Washington, DC

MicroTek  
1110 Vermont Ave  
7th Floor  
Washington, DC 20005  
Phone 202-289-3811

## For SAS training in Canada, contact the Toronto office:

Toronto, Ontario  
280 King St E, Suite 500  
Toronto, Ontario M5A 1K7  
Phone 416-363-4424  
877-SAS-INST (727-4678) Fax 416-363-5399





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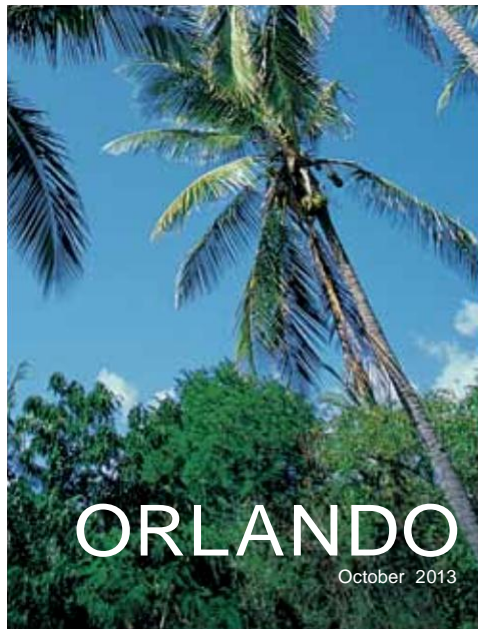


[sas.com/analyticsseries](http://sas.com/analyticsseries)

Attend the Analytics 2013 Conference Series to learn about all things analytics, including:

- |                             |                      |
|-----------------------------|----------------------|
| Data Mining.                | Data Optimization.   |
| Forecasting.                | Credit Scoring.      |
| Fraud Detection.            | Predictive Modeling. |
| High-Performance Analytics. | Data Visualization.  |
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# Analytics 2013