



SAS[®] Enterprise Intelligence Suite for Education

Everything you need to go from data to decisions

Imagine that all decisions about the learning environment – from the district operations to teacher recruitment to an individual student’s learning plan – could be made using facts, not instinct.

SAS gives K-12 leaders the ability to consolidate, cleanse and analyze vast amounts of raw data, turning it into usable insight. Our technology brings together data on student achievement, finances, human resources, facilities, transportation and other information to provide a clear picture of the organization so you can make informed decisions. In addition, SAS takes you beyond the reporting of historical data and gives you the power of predictive analytics, enabling you to determine probable future outcomes.

Intelligence that benefits education

Educators at all levels are under increasing pressure to take a holistic view of their organizations. At the same time, a silo-based and often redundant infrastructure prevents most educators from seeing the big picture. The volume of

available information, coupled with data irregularities, is simply overwhelming.

With budget shortfalls and calls for greater accountability, school and district administrators need greater insight to move forward while reducing costs, implementing efficient and effective academic programs, and maintaining trust. Institutions need to share a single version of the truth to ensure that they’re moving confidently, collectively and successfully into the future.

Many institutions are establishing enterprise architectures to address these issues. An enterprise architecture is a “blueprint” for a common computing system across the enterprise, based on a vision that bridges “where it is” to “where it wants to be.” The SAS Enterprise Intelligence Suite for Education strengthens enterprise architecture by adding the intelligence advantage – access to the information that is needed to make the most informed decisions.

**THE
POWER
TO KNOW[®]**



What does the SAS® Enterprise Intelligence Suite for Education do?

The SAS Enterprise Intelligence Suite for Education is a core set of tools for integrating, managing and analyzing data, and then deploying information across your school or district. It brings together the knowledge necessary for making informed decisions, taking you beyond the reporting of historical data to give you the power of predictive analytics.

Why is the SAS® Enterprise Intelligence Suite for Education important?

This solution consolidates planning or historical information on demand, ensuring that current, consistent and reliable information is always available for decision makers. Whether the answers needed involve information about faculty, staff, students, finances, facilities, research or data from any function, SAS gives you the power to access relevant, reliable, consistent information.

For whom is the SAS® Enterprise Intelligence Suite for Education designed?

The SAS Enterprise Intelligence Suite for Education was designed specifically to help education leaders manage and improve data driven performance management to best support teachers, student learning and collaborative success.

At SAS, we understand the critical role of accurate, timely data and how integrating that information results in intelligence that benefits education. After all, our solutions have been helping education improve learning, services and institutional management for more than 30 years.

Learning, leading and succeeding

K-12 education becomes more complex each year, and both opportunities and challenges are plentiful. Student populations continue to fluctuate and diversify, exhibiting a wider range of needs than at any other time in history. The requirements posed by today's global economy are changing the expectations for students. All students must leave K-12 at higher levels of attainment if they are to realize or exceed the life choices comparable to those afforded their parents.

It's simply not good enough for our educational system to operate as it has in the past. Current educational issues require more rigorous measurement of effectiveness and a more strategic allocation of resources.

The good news is that today's technology can strengthen the delivery of both. And during this dynamic time, educators are asking a variety of questions, including how they can:

- Improve student achievement and increase graduation rates.

- Better prepare students for college and the work force.
- Recruit and retain the best teachers.
- Pinpoint which teachers (especially those who are highly qualified) are most likely to leave a school or district.
- Ensure that students are performing at their highest level and determine which programs help individual students make progress.
- Develop and manage a complex budget.
- Provide students with safe and efficient bus transportation, nutritious food, up-to-date libraries, cutting-edge technology resources and secure facilities.

The SAS® Enterprise Intelligence Suite for Education

The SAS Enterprise Intelligence Suite for Education is a core set of tools for integrating, managing and analyzing data, and then deploying information across your school or district. It brings together the knowledge necessary for making informed decisions, taking you beyond the reporting of historical data and giving you the power to look ahead using predictive analytics.

The SAS Enterprise Intelligence Suite for Education offers unmatched data integration, data cleansing, easy-to-use reporting and unparalleled analytics. Only SAS addresses the entire process



of translating raw data into useful, trusted and timely information for fact-based decisions. It bridges the gap between what you have – masses of inconsistent data from a variety of sources – and what you want to achieve: consistent, reliable and trustworthy data you can use to make decisions that can help improve student performance.

The SAS Enterprise Intelligence Suite for Education includes three main components: data integration, business intelligence and analytics.

Data integration

Data quality is critical to the success of any data driven performance management initiative. Bad data in one system can easily and rapidly propagate to other systems. SAS Data Integration provides a single environment that seamlessly integrates data quality within the data integration process. That means schools and districts can transform and combine disparate data and remove inaccuracies to create consistent, reliable information.

SAS also provides the ability to leverage all data from virtually any source. With SAS, your student information system, enterprise resource planning systems, benchmark assessment systems, instructional learning systems and operational systems can all feed into a single central repository. From there, you can use our tools to explore relationships

between and among all aspects of your institution – and maybe even find some links you didn't know existed.

Key benefits

- Speeds the delivery of credible information by embedding data quality for accurate and reliable reporting.
- Reduces costly errors by preventing the propagation of bad data and correcting mistakes at the source.
- Keeps data current and accurate with regular auditing and cleansing.
- Provides an enterprisewide view by standardizing data from multiple sources and reducing redundancy to support more accurate reporting, analysis and decisions.
- Adds value, credibility and validity to existing data by generating and/or appending information from other sources.

Business intelligence

All schools and districts have data. Everyone wants to use that historical data to drive change and make good decisions. How can all users access the data they need, quickly derive the intelligence they seek and not create their own unique versions of the truth?

The fact is, historical reports give you plenty of hindsight, but no foresight and limited insight. SAS Business Intelligence leveraged with SAS analytics allows you to understand the past,

monitor the present and predict the future as you move your school or district ahead.

SAS gives you the information you need when you need it, and in the format you need. It integrates data from across your school or district and delivers Web-based reports to all types of users in your school, district and community, including teachers, principals, administrators and parents. Users can view summaries of large volumes of data quickly, interactively and from multiple angles, and they can drill down for more detailed data as needed – all based on the user-specific profile.

Web-based and desktop reporting options open the world of SAS intelligence to all types of users with varying needs and skills, speeding better decision making while relieving the burden on IT staff.

Key benefits

- Improve the productivity of your administrators by giving them immediate access to the information they need without going through IT.
- Maintain security by ensuring each user's access to information is filtered according to assigned security privileges.
- Facilitate teacher utilization by providing information in a user-friendly format.
- Increased consistency and streamlined administration through data

access, analysis and reporting in a single system.

- Minimized risk and optimized performance through powerful query and reporting and unmatched analytics.

Analytics

SAS analytics allow you to integrate data from across your school or district, and then quickly transform that data into shared insights about the road ahead. What's more, you can quickly link SAS to your existing IT environment to reach your immediate objectives and extend the power of SAS to meet your evolving analytical needs.

SAS analytics also enable you to analyze huge quantities of data to make discoveries, solve complex problems and deploy results – all in less time than you'd expect.

Key benefits

- Increase revenue and meet No Child Left Behind requirements by lowering drop-out rates.
- Improve adequate yearly progress by reallocating resources to schools with the greatest need.
- Maintain and increase your highly qualified teacher population by managing teacher retention and improving teacher recruitment.

- Optimize resources and revenues by forecasting student enrollment, population growth patterns and student performance.
- Improve return on investment by allocating resources toward a data driven intervention rather than toward one based on instinct.

The SAS advantage

No matter where your school or district is on the path toward evolving its information capabilities, SAS can adapt to your situation and drive your intelligence evolution to the next level, while leveraging and extending the value of your existing IT investments. Through our proven track record of customer successes and best practices, we help you deliver the right information to the right people at the right time to help you make a difference in students' lives.

With more than 30 years of experience, SAS is the acknowledged industry leader and innovator in business intelligence, advanced analytics and data management. SAS solutions and services empower you to transform raw data – from any source and across every channel – into vital intelligence you can use to make critical decisions about student performance and achievement, program effectiveness, faculty and staff effectiveness, resource allocation and the overall future of your school or district.



**THE
POWER
TO KNOW.**

SAS Institute Inc. World Headquarters +1 919 677 8000

To contact your local SAS office, please visit: **www.sas.com/offices**

SAS and all other SAS Institute Inc. product or service names are registered trademarks or trademarks of SAS Institute Inc. in the USA and other countries. © indicates USA registration. Other brand and product names are trademarks of their respective companies. Copyright © 2007, SAS Institute Inc. All rights reserved. 102912_415521 .0207