Overview

Today’s fast-paced, competitive marketplace mean increasing pressure to raise profits, do more with less and operate more efficiently. Achieving these goals requires faster and improved decision-making ability across your entire organization.

Unfortunately in many large and midsize organizations, departments continue to operate in information silos. Existing operational systems often are not linked, and software packages are not integrated. Decision makers have difficulty getting consistent and accurate information that they need to make informed decisions quickly.

SAS offers an integrated business intelligence platform that provides consistent, accurate information based on a comprehensive view of the business. A suite of intuitive interfaces empowers decision makers across the organization with self-service query and reporting capabilities so they can get the information they need in time to make the right decisions and to easily communicate results.

SAS Business Intelligence integrates data from across your enterprise and provides self-service reporting and analysis at everyone’s fingertips. Decision makers spend less time looking for answers and more time driving strategic decisions.

Challenges

• Lack of timely information. With IT facing ever-increasing demands, decision makers often are unable to get the information they need when they need it.

• Inaccurate or inconsistent data. Information flows in from multiple sources and is probably not consistent.

• Difficulty accessing and manipulating source data. Business users spend too much time sorting, filtering and importing data into environments for analysis and formatting.

• Ineffective information sharing across the organization. Better decisions are impossible if employees do not have the ability to share analytical results.

• Over-dependence on silo spreadsheets. Multiple types of reports are maintained, with each department believing theirs is the accurate version.

• Pressure to comply with increasing regulatory requirements. Poor control over data access and manual, error-prone processes can lead to regulatory non-compliance.
**The SAS® Solution**

SAS Enterprise BI Server is a comprehensive, easy-to-use business intelligence software solution that integrates the power of SAS Analytics and SAS Data Integration to provide insights that drive better decisions. It includes role-based, self-service interfaces for all types of users within a well-defined IT governance framework and a centralized point of administration. This helps organizations simplify and speed business intelligence deployment. With SAS Enterprise BI Server:

- All levels of users can access, produce and distribute reports.
- Everyone can ask new questions and quickly get the answers they need.
- Results can be communicated easily with charts, graphs and maps.
- SAS capabilities for data access, reporting, performance measurement, and analytics can be leveraged directly from Microsoft Office applications.
- The full breadth of SAS Analytics can be integrated into BI applications and results made available to all.
- Business users can rely on role-based portals to retrieve the most relevant information and create personalized dashboards in just minutes.
- Users can get information anytime, anywhere from mobile devices (add-on capability).

**Benefits**

**Produce and Access Information in the Timeliest Manner**

Only SAS Business Intelligence integrates data from across the enterprise and provides self-service reporting and analysis at everyone’s fingertips. SAS Enterprise BI Server provides role-based access to data access, query and reporting capabilities, including interfaces for users most comfortable with Microsoft Office applications. Decision makers have on-demand access to up-to-date, consistent information when and where they need it, whether it’s from their desks, a conference room or mobile device.

**Ensure Source Data Is Correct and Current**

SAS Enterprise BI Server ensures that IT departments have the breadth of BI capabilities to meet the needs of every type of user, including managers looking for dashboards, groups that want to view or build reports on the Web, analysts or power users who need advanced data exploration, and IT staff members who need to deploy, manage, control and maintain the entire solution. SAS helps ensure that everyone is using consistent business rules and definitions to produce accurate information.

**Provide Data in Useful Formats Ready for Decision Making**

With consistent, ready-to-use data and easy-to-use query and reporting capabilities, business users can spend more time exploring information for strategic decision making rather than sorting, formatting and manipulating data. SAS Enterprise BI Server offers query and analysis functions that meet the needs of all users, no matter what their skill levels.

**Easily Share New Insights Across the Organization**

A single BI solution eliminates bottlenecks and silos that occur with various departments using different solutions and spreadsheets to access and report on information. With a single, dynamic visualization environment, a comprehensive library of graphics for presentations and customizable options, SAS makes it easy for users to discover previously hidden facts, investigate patterns and deliver insights. The ability to collaborate with shared information enables better decision making across the organization.

**Control Data Access and Provide Regulatory Compliance**

Through centrally managed data, security and shared metadata, SAS Enterprise BI Server delivers consistent representation and control of information by providing reliable results that can be easily traced back to the source. This alleviates the repetitive task of validating which reports or results are correct. In addition, integration with Microsoft Office allows IT to retake control of ad hoc Excel use without impeding use of this familiar environment.
Capabilities

Reporting
SAS Reporting is self-service, so all levels of information consumers can access and generate reports on their own in the time frames they require. Users can quickly access source data, easily refresh reports and make informed decisions that will steer favorable outcomes and deliver the desired results. Multiple interfaces are tailored to the different skills and business needs of individuals throughout an organization, and users can work in familiar environments (Web browsers, Microsoft Office applications and Microsoft Outlook). The need for training is minimized and results are fast.

Query and Analysis
Users can ask new questions and quickly get the answers they need. SAS provides multiple query interfaces for differing skill levels, enabling users to access and query data on their own without having to learn new skills or involve IT. SAS has the power and interoperability to query across multiple databases and platforms and to incorporate those results into reports, portals or Microsoft Office applications. Complex analysis can be performed in familiar environments as well.

Business Visualization
With SAS, it is easy to present data in charts, graphs and maps. In addition, SAS provides an extensive suite of highly interactive data presentation options to illustrate relationships that are difficult to see in spreadsheets or table formats. Animated 2-D and 3-D graphics can be produced as reports and then surfaced in the portal, as part of a PowerPoint presentation or as a freestanding graphic.

Microsoft Office Integration
SAS functionality integrates seamlessly into Microsoft Office, giving users transparent, self-service access to SAS Business Intelligence reports and analytics from within Microsoft applications such as Outlook, Word, Excel, PowerPoint and SharePoint. This allows organizations to implement business analysis standards, while making data from multiple sources easily available to users through familiar Microsoft Office tools and menus.

Integrated Analytics
SAS is the market leader in analytics, and now more users across the organization can leverage the full breadth of SAS Analytics and collaborate effectively on results. This includes analytic results or the ability to run analytic models directly from within the BI interface of choice – Web browser, portal or Microsoft Office applications. SAS analytic capabilities are the highest quality in the industry, ensuring precision and allowing for greater certainty and confidence in the results.

The SAS® Difference
SAS provides business intelligence that helps you understand the past, monitor the present and predict outcomes as you move your business ahead.

We deliver this through our technology and expertise in data integration, analytics, targeted business solutions and specific industry solutions.

- Fast. SAS provides fast access to information, reports and analysis so that users have the information they need to make informed decisions.
- Simple. SAS offers capabilities appropriate for users with different skill sets at all levels of the organization. It provides the information in familiar, easy-to-consume formats.
- Complete. SAS presents a comprehensive, fully integrated BI platform that addresses users’ needs across the organization. This makes it easier to share a consistent, holistic view of the business and enhances decision-making abilities.

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**About SAS**

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 50,000 sites improve performance and deliver value by making better decisions faster. Since 1976 SAS has been giving customers around the world THE POWER TO KNOW®.

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**Portals and Dashboards**

SAS Enterprise BI Server includes a secure, role-based portal that provides personalized interaction with information. Business users can access aggregated information via an easy-to-use, Web-based dashboard utilizing Adobe Flash Player. Point-and-click dashboard development enables users to create their own dashboards in just minutes from a variety of data sources.

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**Mobile BI**

SAS Enterprise BI Server customers can publish SAS Web reports to mobile devices by purchasing Roambi for SAS, developed in partnership with MeLlm. With this secure, scalable server solution, you can transform critical business reports and data from SAS Web Report Studio into interactive dashboards for the Apple iPhone or iPad or the RIM BlackBerry Bold or Torch. Mobilizing SAS BI Web reports empowers users to stay productive wherever they are.

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Monitor real-time, business-critical data directly in your mail client or from Web-based dashboards. This enables you to respond to alerts and share comments, collaborating to reach better decisions.