



SAS® Business Intelligence for Midsize Business

Make users self-sufficient and reduce costs with a fully integrated set of business intelligence capabilities from a single vendor

What does SAS® Business Intelligence for Midsize Business do?

SAS Business Intelligence for Midsize Business provides a fully integrated, complete portfolio of business intelligence (BI) capabilities – avoiding the need for multiple vendors and complex, multisystem integrations. Through a single metadata server and integration with an easy-to-use Microsoft Office interface, the solution provides self-sufficiency to business users across the organization while allowing IT to maintain data consistency and security.

Why is SAS® Business Intelligence for Midsize Business important?

The solution frees IT from maintaining data, security and metadata in multiple places and formats, and eliminates reliance on multiple vendors – avoiding the need for complex integration projects and reducing total cost of ownership. Business users can independently derive insights from their data without IT assistance, while working within a well-defined and centrally controlled IT framework. Integration with the familiar Microsoft Office interface allows users of all skill levels to independently perform data integration, analysis and reporting tasks – promoting adoption of BI across the business. Integrated metadata lets users easily trace results back to the source, ensuring reliability.

For whom is SAS® Business Intelligence for Midsize Business intended?

The solution is designed for small and midsize businesses seeking an affordable BI solution that's easy to deploy and use.

Most small to midsize businesses have large amounts of data residing in multiple systems and formats across the organization. Inability to quickly access and analyze this data makes most business users too dependent on IT for running queries that produce useful information – or forces them to make decisions based primarily on intuition. This situation adds pressure on limited IT resources that are already stretched thin to perform routine system maintenance and integration tasks.

SAS Business Intelligence for Midsize Business is an affordable, easy-to-use solution for young, growing businesses that need to integrate data from across the organization and provide self-service reporting and analysis capabilities to users of all skill levels. Because it includes a complete portfolio of BI capabilities, there's no need to implement complex solutions from multiple vendors that offer limited capabilities. With one comprehensive BI solution from SAS, small and midsize businesses can reduce total cost of ownership and free valuable IT resources to focus on more strategic business needs.

To help you take full advantage of its functionality, the solution includes user training and 24/7 technical support. It integrates with a familiar Microsoft Office interface, so more people can adopt the solution without needing additional training.

Key Benefits

- Make business users self-sufficient.** Business users interact with data in a point-and-click environment to surface relationships, find facts and investigate patterns – to make faster, better decisions without depending on IT. Out-of-the-box tools make it easy to perform analyses, run queries and build reports.
- Free IT from tedious tasks.** A single, centrally managed metadata server provides consistent metadata, business rules, data and security definitions, eliminating the need for maintenance in multiple places and formats. A full BI portfolio avoids complex, multivendor system integrations and deployments.
- Rely on accurate, consistent data.** With data that delivers a single version of the truth and is easily traced back to the source for proof of reliability, you can speed information discovery and improve results.
- Monitor and manage organizational performance.** A secure, role-based portal controls user access to information. Dashboards display KPIs to show organizational performance at a glance, while automated alerts help you monitor performance and take corrective action if needed.
- Reduce cost and complexity.** A comprehensive, consolidated portfolio of BI capabilities simplifies and lowers the cost of licensing, integration, maintenance, training and support, and delivers a breadth of BI capabilities to address all types of users' needs.



Solution Overview

Portal and customizable dashboards

To help you share information and manage performance, SAS Business Intelligence for Midsize Business provides a secure, role-based portal and customizable dashboards. Graphical or tabular displays within the dashboards show key performance indicators (KPIs) at a glance and allow users to drill down to more detailed information as needed.

Business visualization

The solution provides extensive visualization capabilities that help you take full advantage of your information assets. It offers dynamic, interactive visualization

environments, a comprehensive library of graphics for presentations and customizable graphic generation. Business users can run queries and interact with data in visual environments to explore ideas, investigate patterns and discover previously hidden facts – gaining insights and surfacing relationships that are not easily discovered in tabular formats – without constantly relying on IT.

Web-based reporting and distribution

With SAS Business Intelligence for Midsize Business, users can build, view and interact with reports within the constraints set by IT. The solution provides robust report writing and presentation/layout capabilities that match user skill

levels to speed report creation. Interaction capabilities allow multiple data views, supporting the data manipulation needs of business users at all skill levels. The solution includes drill-down and online analytical processing (OLAP) analysis capabilities and can combine with ESRI geospatial mapping capabilities for highly visual representations of data explorations.

Using role-based definitions for users, IT can centrally manage administrative functions related to report authors and viewers, as well as the data that report authors can use when building reports. The solution includes report-bursting capabilities that enable easy distribution to a broad audience. With bursting capability, users can create a single report and distribute different views to different people based on preassigned information access guidelines.

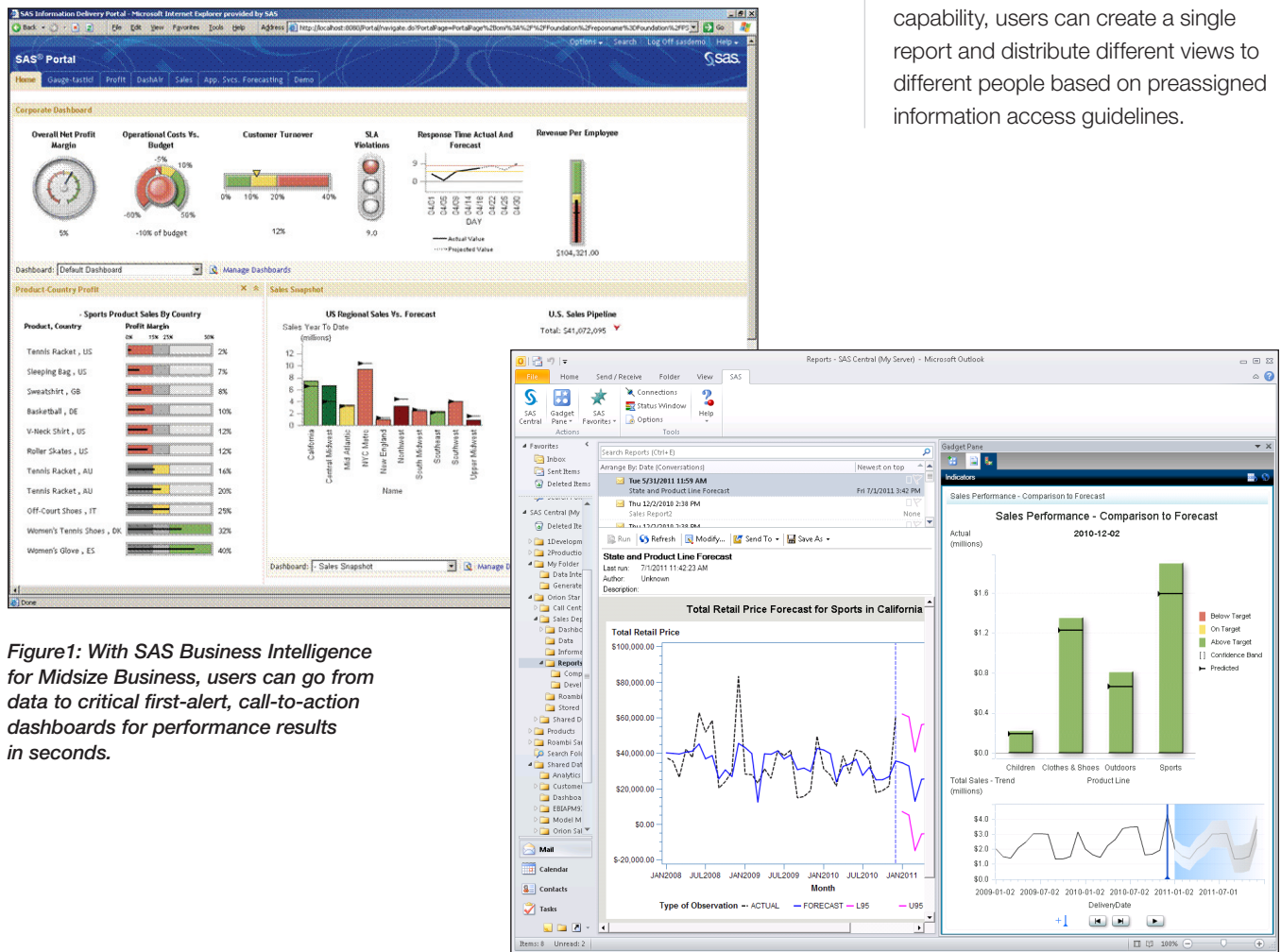


Figure 1: With SAS Business Intelligence for Midsize Business, users can go from data to critical first-alert, call-to-action dashboards for performance results in seconds.

Figure 2: SAS Business Intelligence for Midsize Business offers integration with Microsoft Outlook, which allows reports and stored processes to be viewed and refreshed from within Outlook. Users can also view KPIs from within the SAS gadget pane and forward these indicators via email.

Query and analysis

The solution's query and analysis capabilities are tailored for different skill levels so users can access and query data autonomously without having to learn new skills or engage IT. With SAS, it's possible to access virtually any data source, so users can interoperate with and query across multiple databases and platforms.

Microsoft Office integration

Through integrated menus and toolbars, users can transparently leverage the power of SAS for data access, reporting and analytics directly from Microsoft Office. Business users can analyze data that exceeds the data size limitations of Microsoft Excel and then seamlessly surface results to decision makers using Microsoft Word, Excel, PowerPoint or Outlook. Recipients can update embedded results from Microsoft Office documents as needed. Through integration with Outlook, a "gadget pane" enables users to easily view KPIs, reports and graphs from within the email client. Because data is centrally maintained, IT can oversee and validate the data that's used for reports – ensuring the information is current.

Key Features

Portal and customizable dashboards

- Use a Web-based interface with point-and-click wizards to create, delete and reorder pages, add and remove content, and modify page layout to organize content in your personal workspace.
- Use a comprehensive search facility to locate all content types within IT-set security confines.
- Use customizable graphical or tabular dashboards to easily understand key indicators and then link to more detailed information.
- Enjoy easy access to many types of content – reports, advanced data explorations, and other structured and unstructured content – all from one location, based on IT security guidelines.
- Use drag-and-drop administration for data-to-dashboard design capabilities in seconds.

Business visualization

- Use critical first-alert, call-to-action dashboards to highlight performance results.
- Gain interactivity through high-resolution, engaging visualization of KPIs, forecasts and Adobe Flash-based indicators.
- Enhance preview data visualizations with formats, KPIs and graphics that help ensure accuracy in dashboard output.
- Enable links to reports, SAS Stored Processes, portal objects and URLs, and include embedded parameters for "deep linking."
- Create desktop alerts to monitor an indicator's value.
- Allow users to create dashboards using Adobe Flash builder in WYSIWYG fashion from a variety of data sources, including SAS Information Maps.
- Deliver a role-based, secure, customizable and extensible environment.

Web-based reporting and distribution

- Provide a Web-based, interactive interface for both report creation and report consumption.
- Create a quick view of data so users can select a data source and display the default view in one simple step.
- Let users choose data items from a nontechnical, IT-provided view known as an information map.
- Allow users to build, load, organize, view and save reports based on OLAP cubes and/or relational data from one or more data sources.
- Provide wizard-based report creation with enhanced graphs and skins. Users have access to a gallery of common, predefined layouts and custom templates for a quick start.
- Give experienced report authors the option to start with out-of-the-box capabilities or a blank page, creating custom reports with their own filters and calculations.
- Use a common prompting framework to create reports that allow prefiltering based on the data, eliminating the need to constantly recreate reports and filters as new data is added.
- Provide relational and multidimensional drill-down data exploration capabilities, enabling users to rotate, filter, reorganize, sort, toggle totals, export to various target formats and more.
- Print reports to PDF, or export formatted tables and graphs (or simply data), to Excel.
- Deliver enhanced scheduling, filter options and prompts.
- Save predefined reports and information with report archiving.
- Share reports with large, diverse audiences through report-bursting capabilities.

Query and analysis

- Query and report with ease using wizard-driven query capabilities within the reporting environment that's designed for users of all skill levels.
- Obtain new views that define answers to questions through a zero-footprint, Web-based, interactive user interface.
- Explore and analyze OLAP cubes by drilling down through hierarchies, or by expanding or collapsing entire levels.
- Slice and dice multidimensional data by using a special slicer dimension and by applying filters at any level of a hierarchy.
- Explore data following ragged or unbalanced hierarchies that model the types of actual hierarchies many businesses experience.
- Obtain detailed information for every cell (drill through) with the option to export to Excel.
- Rank multidimensional data to identify top performers or losers (ties can be handled).

Business metadata management

The solution gives IT the opportunity to translate data structures into terms that business users can understand and use, and to define business rules in a consistent manner. With these data structures, IT can control which data and what volume of data can be retrieved. As a result, IT maintains control without infringing on users' flexibility or productivity. SAS business metadata allows the use of business logic in addition to Structured Query Language (SQL) to derive needed data.

Guided analysis with SAS® Enterprise Guide®

SAS Business Intelligence for Midsize Business empowers users with an interactive environment for various data manipulation, exploration and visualization. Users can access and prepare data – and build analytical models in a point-and-click environment – without any manual coding. The results from these analyses can be incorporated seamlessly with Web-based reports, portals, dashboards or Microsoft Office documents.

SAS® Business Intelligence for Midsize Business System Requirements

To learn more about SAS Business Intelligence for Midsize Business system requirements, download white papers, view screenshots and see other related material, please visit www.sas.com/bi-smb.

Key Features (continued)

- Display visual totals or subtotals, parent value, security-based totals and percent of totals.
- Use conditional highlighting to visually highlight information inside tables and graphs based on user-defined conditions.
- Save views as SAS Web Report Studio reports, Excel spreadsheets or Adobe PDF documents, and share these views with others for more advanced data exploration.

Microsoft Office integration

- Use SAS capabilities for data access, reporting and analytics directly from Microsoft Office software, including Word, Excel, PowerPoint and Outlook.
- Create wizard-driven reports using Microsoft Office tools.
- Use Microsoft Excel as an application instead of an ad hoc data store.
- Access data from any organizational data source and perform a “write back” to source data using Microsoft Excel. Then, refresh data at the click of a button.
- Cycle through data that exceeds row limitations of Microsoft Excel (server-side optimization ensures that large data sources are never transferred as one to the client).
- Embed intelligence and information derived from SAS into Microsoft Word and Excel.
- Manipulate pivot tables to illustrate multidimensional data from various sources.
- Refresh tables and charts automatically to get the latest view of information, pulling from centrally maintained, current data.
- Enable distribution of embedded results on demand using native Microsoft Office functionality.
- Render reports created with SAS inside of Microsoft Office.
- Let Outlook and SharePoint users monitor performance through dashboards and KPIs.

Business metadata management

- Map physical data structures to business terms through an easy-to-use interface.
- Access data from virtually any data source, including multiple sources at once.
- Create one business view of disparate database management systems for a combined set of query attributes.
- Combine data from multiple sources.
- Control the size of result sets that can be returned to avoid long-running queries.
- Capture consistent business rules and specify allowable options and prompts for users.
- Centrally manage metadata.

Guided analysis with SAS® Enterprise Guide®

- Take advantage of an enhanced user interface with context-sensitive menus, toolbars and role-based user definitions.
- Query and subset data graphically from any accessible source or write SQL/MDX.
- Employ a large number of prebuilt tasks and task templates for a wide variety of topics.
- Use wizard-driven conditional flow logic to quickly create complex conditional processing.
- Enhance efficiency of complex query-building processes with computed columns creation, filtering options and results previews.
- Easily incorporate geospatial data into analyses.
- Save the results of analytical models as SAS Stored Processes so they can be used by others throughout the organization – without intervention by IT.