



SAS® Office Analytics

Access the analytic power of SAS® to gather, manage and apply data in a familiar Microsoft Office environment.

What does SAS® Office Analytics do?

SAS Office Analytics enables businesses of all sizes to access the power of SAS Analytics using familiar, Windows-based software. Analysts can seamlessly share findings and information. Executive management and information consumers can track performance within their mail client or SharePoint portal. Credentialed users can embed analytics results directly into Excel spreadsheets, Word documents, or PowerPoint presentations, and update charts and views directly from their Office applications.

Why is SAS® Office Analytics important?

Any business user can now access and share data with limited IT support, meaning business intelligence capabilities are within reach. Users now have access to more accurate, fact-based information for informed decision making.

For whom is SAS® Office Analytics designed?

It is designed for business and data analysts, statisticians, programmers conducting self-service analysis and for business users accessing analytical results of SAS Stored Process output created by others.

Product Overview

Businesses gather data at an amazing speed. And the fewer hurdles they must clear to access information, the better. But access comes hand-in-hand with a laundry list of obstacles including employee training, more support time from the IT department, or scattered and disconnected software solutions that are accessed via a variety of applications.

Organizations don't just need access – today's businesses require a multi-dimensional assessment of customers instead of a flat, two-dimensional spreadsheet view. Data must be shared across the enterprise to ensure decision makers can act quickly and that everyone is guided by the same information and goals.

While we have access to more and more information, it is scattered among different sources and databases, making it ripe with the potential for reporting errors. And just as IT department budgets are getting squeezed, they are asked to manage all this data, but often lack the time or money to do so efficiently. They need relief from time-consuming security issues or managing the implications of a new software release.

Success for most businesses hinges on timely access to data that can be trusted, shared and implemented. SAS Office Analytics fuels your business by putting the power of SAS Analytics in users' hands via the familiar environment of Microsoft Office products. From the point-and-click interfaces to its easy-to-comprehend meta-

data capabilities, SAS Office Analytics reduces the learning curve and gives users more time to make the right business decisions.

Key Benefits

Self-service access to SAS Analytics from within familiar Microsoft Office applications. Anyone familiar with Microsoft Word software can now access the power of high-end analytics. Using an intuitive query interface, users can access large amounts of data and view results directly in Excel spreadsheets. SAS Office Analytics provides a guided analysis so even SAS novices can gain quick access to data for analysis, schedule projects, share results and embed outputs easily for repeated use.

Liberate IT by centralizing data access and control. Office Analytics gives the IT department centralized access to corporate data, ensuring users have appropriate access privileges and can react quickly to evolving business demands. Performance and audit reports allow IT to proactively comply with data governance rules and, because the software is designed to make users more self-sufficient, IT can focus on more strategic business initiatives.

Satisfy corporate and governmental compliance regulations. With SAS, you can produce repeatable results using validated data and processes that are easily documented and verified for corporate and governmental compliance. Imagine how much time can be saved – no more tracking down which report is correct.



Solution Overview

SAS Office Analytics consolidates data access and delivers robust SAS Analytics capabilities to users on a very familiar platform: Microsoft Office. With the ever-increasing demand for timely business intelligence, Office Analytics provides streamlined security while opening data access to decision makers without increased strain on the IT department. The result is fewer backlogs, companywide access and faster, more informed decision making.

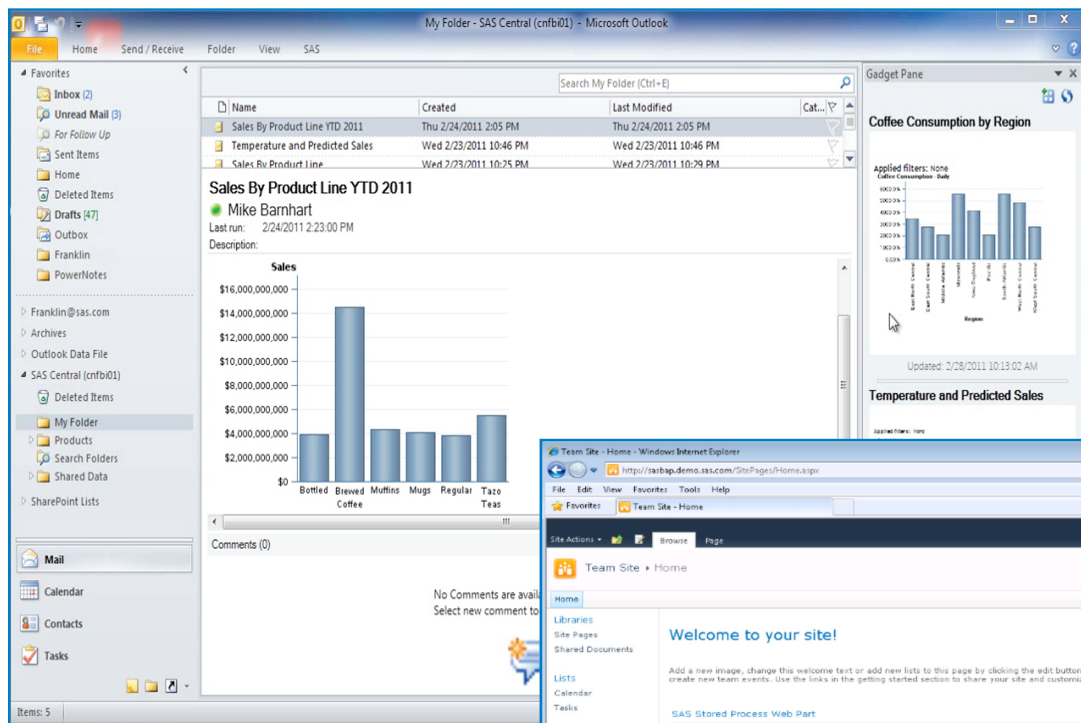
Data Access and Management

SAS Office Analytics enables Microsoft Excel users to access and view a variety of data sources and then analyze the data with SAS Analytics. An intuitive query interface returns results directly to Excel spreadsheets so users can preview and query data sources larger than the size permitted by Microsoft Excel. Several thousand rows of data can be browsed at the same time. This ensures that business users have the correct data detail needed for accurate analysis based on a complete set of records, and removes the problems associated with intermediate summarized data formats, which are often subsets or aggregations of detail data. Data

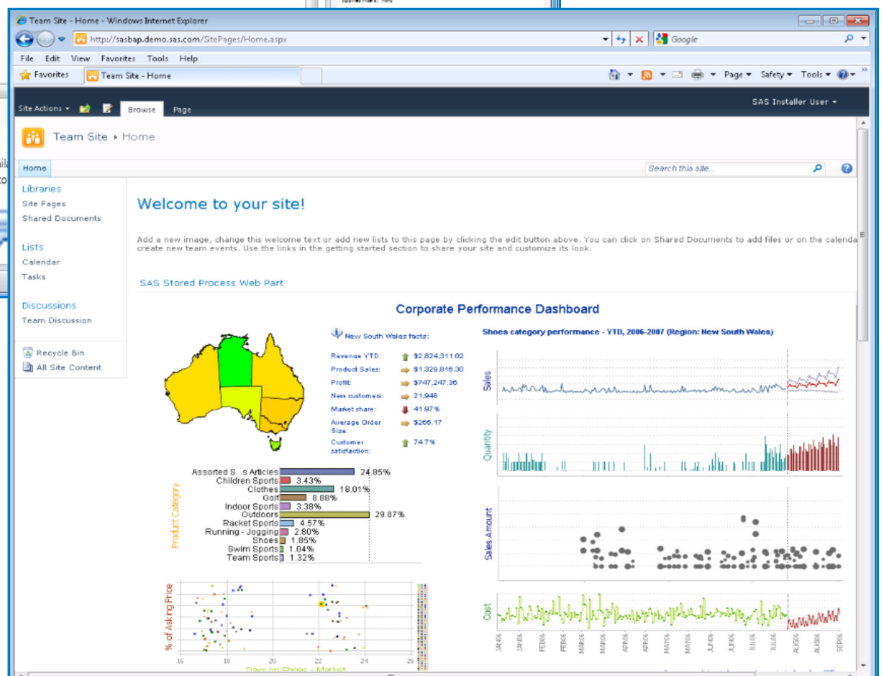
processing is performed on the SAS server, bypassing the data limitations of Microsoft Office.

Filter and Sort dialog boxes make it easy for users to reduce and organize results to acceptable sizes for their needs, and to identify the data to be inserted to Microsoft Excel. Results from various data sources can be delivered as raw data into Excel for further manipulation with native Excel functionality.

Additionally, SAS Office Analytics allows users to refresh data automatically, as well as rerun any queries and apply relevant filters to ensure that the most up-to-date information is available.



View KPIs, reports and graphs from Microsoft Outlook or Microsoft SharePoint



Users can switch dynamically between multiple data sources, enabling them to run multiple tasks with different data sources from within one worksheet or document. Users are warned whenever the result set to be returned is over the size limit they have set.

Powerful SAS® Analytics

SAS offers the most extensive set of predictive analytics available, providing organizations with valuable insights. SAS Office Analytics provides a wide range of statistical methods, ranging from traditional analysis of variance to exact methods and dynamic visualization techniques. Using statistical software can provide new information that improves processes, drives development and revenues, and helps organizations retain valued and satisfied customers.

Graphics and Reporting

Almost everyone has some familiarity with Microsoft Office. Therefore, it is natural for businesses to use this as their standard for management reports. With the SAS solution, business users can easily create reports and distribute their findings. After arriving at the desired results, users can publish their Microsoft Office documents, with embedded SAS Analytics, to relevant decision makers using native Microsoft functionality. Recipients can update the embedded results from the Microsoft Office documents on demand and as needed.

Guided Analysis and Model Building for Power Users

SAS® Enterprise Guide® is included as part of this solution to empower advanced users with an environment for various types of analyses, data manipulation and visualization. These custom analyses and results can be incorporated seamlessly in Web-based reports or Microsoft Office documents.

Key Features

Guided analysis

- Provides a .NET-based native Windows application for power users, programmers, analysts or more advanced users.
- Enhanced user interface includes context-sensitive menus, toolbars and role-based user definitions.
- Provides a large number of prebuilt tasks and task templates covering a wide variety of topics.
- Wizard-driven conditional flow logic capabilities for more rapid creation of complex conditional processing.
- New program editor features such as autocomplete and integrated syntax help enhance programmers' productivity.
- Enhanced complex query with computed columns creation, filtering options and preview of results brings efficiency to the query-building process.
- View OLAP cubes from SAS or from other vendors that support OLE DB for OLAP and the MDX standard.
- Use slices of OLAP cubes for further analysis.
- Easily incorporate geospatial data into analyses.
- Query and subset data graphically from any accessible source or write SQL/MDX.
- Package results into SAS Stored Processes that can be used in all SAS Business Intelligence interfaces and Microsoft Office to gain access to anything SAS can do, allowing work to be distributed without IT involvement while maintaining security.

Microsoft Office integration

- Access SAS capabilities for data access, reporting and analytics directly from Microsoft Office tools, including Word, Excel, PowerPoint and Outlook.
- Wizard-driven report creation within Microsoft Office tools.
- Provide offline viewing of previously created results.
- Use Microsoft Excel as an application instead of an ad hoc data store.
- Access data from any centrally IT-defined enterprise data source and perform a "writeback" to source data using Microsoft Excel.
- Refresh data at the click of a button from any central enterprise data source defined by IT.
- Cycle through data that exceeds row limitations of Microsoft Excel. Server-side optimization ensures large data sources are never transferred as one to the client.
- Use all the capabilities of Microsoft Excel on the data displayed, but have the ability to always access the latest view of information.
- Embed intelligence and information derived from SAS into Microsoft Word and Excel.
- Deliver results as a PDF, RTF, or HTML with Microsoft Word, raw data (CSV) or HTML into Excel for further manipulation with native Microsoft Office functionality.
- Manipulate pivot tables to illustrate multidimensional data from various sources.
- Deliver graphics results directly into Microsoft Word, Excel, PowerPoint and Outlook in any of these formats: ActiveX, PDF, GIF, JPEG or PNG.
- Refresh tables and charts automatically to get the latest view of information, pulling from current data that is centrally maintained.
- Enable distribution of embedded results on demand using native Microsoft Office functionality.
- Utilize the latest Microsoft Office ribbon-bar technology to logically group like items.
- Render reports created with SAS Enterprise Guide inside of Microsoft Office.

Business metadata management

- Map physical data structures to business terms in an easy-to-use interface.
- Access data from virtually any data source, including multiple sources at once.
- Define consistent business views of the data for relational tables and OLAP cubes.
- Create one business view over disparate database management systems for a combined set of query attributes.
- Combine data from multiple sources.

This interface enables users to gain further benefits from SAS Analytics.

Microsoft SharePoint Integration

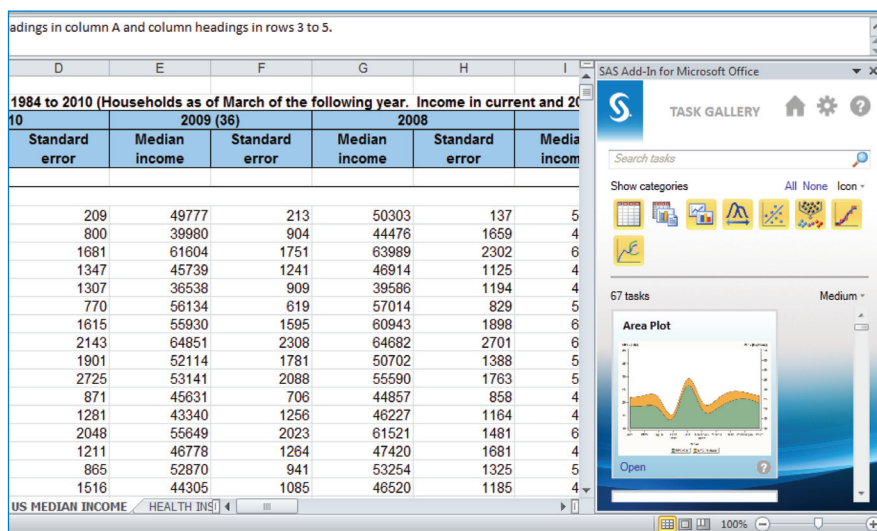
By adding a SAS Stored Process Web part to a SharePoint site, business analysts can enable report consumers to view and refresh reports, apply filters and parameters for custom views, maintaining user authorizations and reusing the underlying SAS asset.

Business Metadata Management for IT

SAS Office Analytics gives IT users and data architects the opportunity to translate data structures into terms that business users can understand and use, and define business rules in a consistent manner. With these data structures, IT can control which data, and the volume of data, that can be retrieved. This ensures that IT maintains control without infringing on users' flexibility and productivity.

Key Features (continued)

- 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 end users.
- Centrally manage metadata.
- Create and manage prompts, including cascading prompts that use dynamically generated value lists, repositories, control the SAS Metadata Server, define access controls, and register and manage users and groups through a single interface.



Seamless integration with Microsoft Office for easy access to SAS tasks, charts and statistics.

SAS® Office Analytics System Requirements

To learn more about SAS Office Analytics system requirements, download white papers, view screenshots and see other related material, please visit sas.com/officeanalytics.