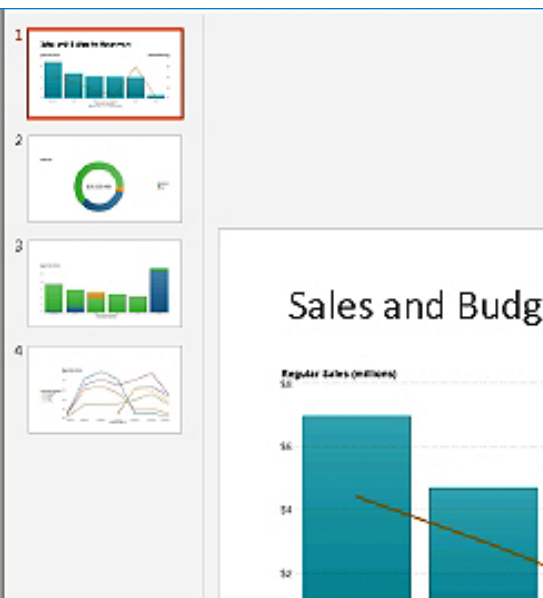


# SAS® Office Analytics

Powerful analytics, interactive reports and data visualization from familiar Microsoft Office environments



## What does SAS® Office Analytics do?

It combines SAS® Enterprise Guide® and SAS Add-In for Microsoft Office so that PC users in any size organization can access and share powerful SAS Analytics and BI reports using a Windows-based interface and Microsoft Office applications. Credentialed users can embed SAS Analytics results directly into Excel spreadsheets, Word documents or PowerPoint presentations, and update charts and reports directly from their Microsoft Office applications. Executives can receive reports and track organizational performance from within their Outlook email.

## Why is SAS® Office Analytics important?

Powerful business intelligence capabilities are now within the reach of any business user, with minimal IT support. Users can access and share more accurate, fact-based information for greater collaboration and better-informed decision making.

## For whom is SAS® Office Analytics designed?

It's designed for business and data analysts tasked with data preparation and guided analysis, as well as business users and executives who need to access the analytical results, visualizations and reports.

Organizations have huge volumes of data and are amassing more at amazing speeds. Pulling together all that data and transforming it into valuable information can be challenging.

But gaining access to data is only part of the issue. Even when information is accessible, it's often scattered among different sources and databases, and the potential for reporting errors is high. IT departments struggle to manage it all in the face of shrinking budgets and limited resources.

SAS Office Analytics puts the power of SAS Analytics in the hands of business users via the familiar environment of Microsoft Office products. From intuitive point-and-click interfaces, SAS Office Analytics reduces the learning curve, enabling business users to get valuable insights quickly.

## Benefits

- **Access SAS from your Microsoft Office applications.** An intuitive point-and-click interface puts information where people can easily get to it, and in today's world that means Microsoft Office applications: Outlook, Word, Excel and PowerPoint. Guided analysis via built-in tasks and visual process flows means even SAS novices can quickly perform sophisticated analyses, schedule projects and share results.
- **Create and share reports with anyone, anywhere.** Create and distribute custom wizards as needed, and deliver information through an established publishing framework. You can also publish dynamic, interactive content - including charts, graphs and data visualizations created in SAS Visual Analytics - to Microsoft Office and web users.
- **Liberate IT by centralizing data access.** Centralized access to corporate data enables IT to ensure that their organization's many PC users have appropriate access privileges, while empowering them to react quickly to changing business demands. And because the software enables self-sufficient data preparation and guided analysis, IT is free to focus on more strategic initiatives.
- **Achieve greater productivity through grid computing.** Integration with SAS Grid Manager enables workload balancing and efficient use of computing assets, which is important for SAS Enterprise Guide users who are running large processing tasks. Jobs can be scheduled to make the best use of available resources, saving time and producing faster results.

# Overview

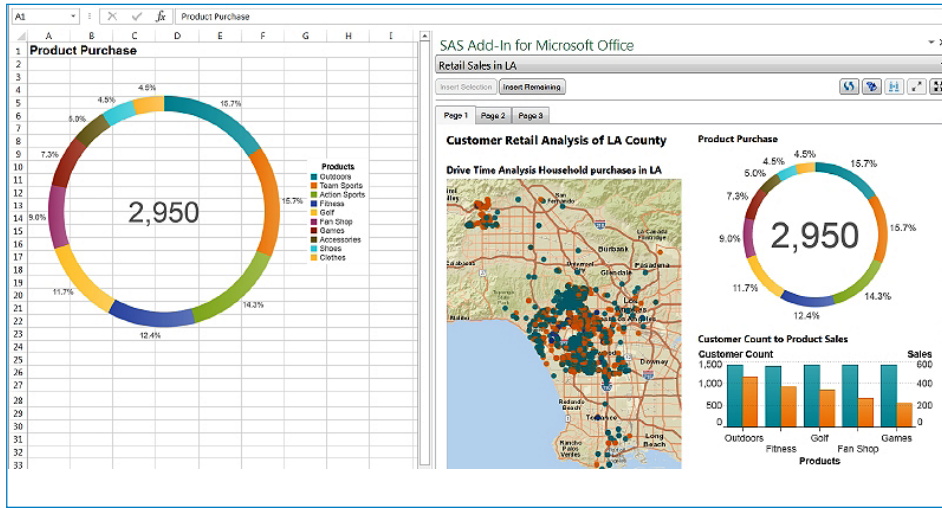
SAS Office Analytics is an easy-to-use, project-oriented solution that provides access to the analytical and visual power of SAS via the familiarity of a Windows environment. Business analysts can gather, prepare and manage data, perform meaningful

analyses and easily share results using familiar Microsoft Office applications - Excel, Word, PowerPoint and Outlook email.

A tiered licensing model accommodates organizations of all sizes. Buy just what you need and expand as your needs grow.

## Data access, preparation and centralized management of SAS® data assets

Microsoft Excel users can access and view a variety of data sources and analyze the data with SAS. An intuitive query interface returns results directly to Excel spreadsheets so you can preview and query data sources larger than those permitted by Microsoft Excel.

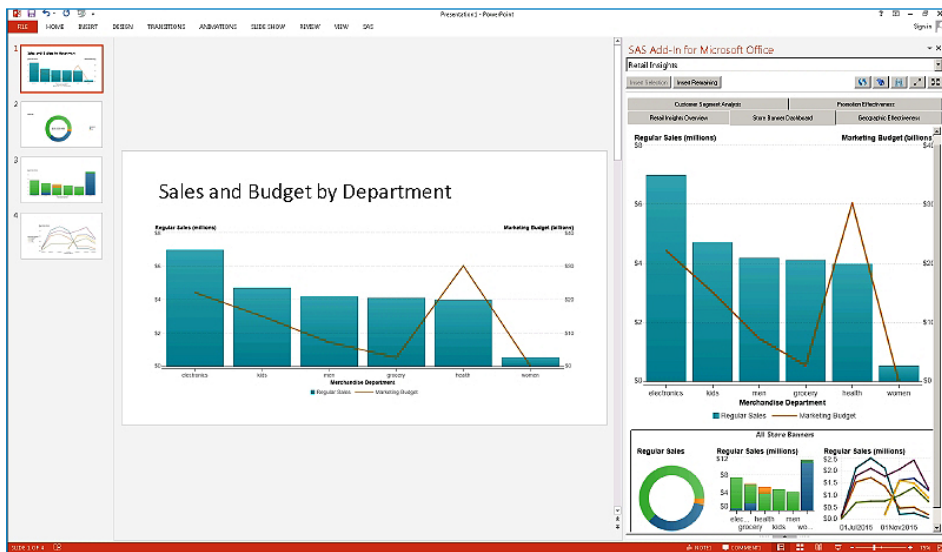


View KPIs, reports, graphs and other data visualizations from Microsoft Outlook email.

Several thousand rows of data can be browsed at the same time. This ensures more accurate analyses based on a complete set of records, while eliminating problems associated with summarized data formats, which are often subsets or aggregations of detail data.

Because data processing is performed on the SAS server, the data limitations of Microsoft Office are bypassed.

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



Analyze data with SAS and return results directly to your Excel spreadsheet. Business users can even use Excel features to complement SAS Visual Analytics reports.

With SAS Office Analytics, you can refresh data automatically, as well as rerun any queries and apply relevant filters to ensure that the most up-to-date information is available. You can switch dynamically between multiple data sources, which lets you run multiple tasks with different data sources from within one worksheet or document. You receive a warning whenever the result set will be over the size limit you have set.

Streamlined, centralized security gives decision makers access to the data they need without overburdening IT. The result is fewer backlogs, easy access to accurate information and faster, more-informed decision making.

## Powerful SAS® Analytics

SAS offers the most powerful and extensive set of analytics available. SAS Office Analytics provides a wide range of descriptive and predictive statistical methods – from traditional analysis of variance to dynamic visualization techniques.

Using statistical software can help you uncover new information for improving processes, driving development and revenues, and retaining valued and satisfied customers.

## Graphics and reporting

Almost everyone has some familiarity with Microsoft Office applications. With SAS Office Analytics, employees can now use those familiar applications for viewing analytical results, interacting with reports and collaborating with colleagues in a more meaningful way.

SAS Office Analytics lets you easily create reports and share findings. You can publish and distribute 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, as needed.

As more people have access to data and analytics, it's important to tell a meaningful story with data. These conversations are critical for understanding, interpretation and alignment.

Seamless integration between SAS Office Analytics and SAS Visual Analytics enables you to include data visualizations or reports from this powerful data visualization software within your Microsoft Office apps. That means users can view and comment on dynamic reports sent to their Outlook mailbox. And all comments are kept with the report, so there's no need to consolidate comments later.

## Key Features

### Data access, preparation and centralized management of SAS data assets

- 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 nonrelational and relational data.
- Create one business view over 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.
- Create and manage repositories and prompts (including cascading prompts that use dynamically generated value lists), define access controls, and register and manage users and groups through a single interface.

### Guided analysis

- Enable power users, programmers and analysts to perform more advanced types of analyses using .NET-based native Windows applications.
- An enhanced user interface includes context-sensitive menus, toolbars and role-based user definitions.
- Includes a large number of prebuilt tasks and task templates for a variety of topics.
- Create complex conditional processing faster with wizard-driven conditional flow logic capabilities.
- Enhance programmer productivity with program editor features, such as autocomplete and integrated syntax.
- Improve the efficiency of query-building processes with computed columns creation, filtering options and the ability to preview results.
- 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 for use in all SAS BI interfaces and Microsoft Office to gain access to anything SAS can do, allowing work to be distributed without IT involvement while maintaining security.
- Use the SAS DATA step debugger in SAS Enterprise Guide to set breakpoints in your code or watch for changes in the values of your variables.
- Control the debugger using toolbars, windows or the command line.
- View all errors, warnings and notes generated, as well as related line numbers and a sample of the affected code, in a log summary window.
- Identify potential internationalization issues in SAS programs and get substitution suggestions.
- Add notes to a process flow or to specific objects in the process flow.
- Includes an .msi installer and application streaming support.

### Microsoft Office integration

- Access SAS capabilities for data access, reporting and analytics directly from Microsoft Office tools, including Word, Excel, PowerPoint and Outlook.
- Create wizard-driven reports within Microsoft Office tools.
- View previously created results offline.
- 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 write back to source data using Microsoft Excel.
- Refresh data at the click of a button from any central, IT-defined enterprise data source.

## Guided analysis and grid computing enabled

The solution includes SAS® Enterprise Guide®, which gives advanced users access to data preparation tasks and more sophisticated types of analyses and queries. They can then incorporate their custom analyses and results into web-based reports or Microsoft Office documents to share with others. Integration with SAS grid computing and administration tools enables workload balancing and faster, more efficient results.

## Microsoft SharePoint integration

By adding a SAS Stored Processes web part to a SharePoint site, you can enable report consumers to view and refresh SAS Visual Analytics 7.4 reports, as well as apply filters and parameters for custom views, while maintaining user authorizations and reusing the underlying SAS asset.

### TO LEARN MORE »

To learn more about SAS Office Analytics, download white papers, view screenshots and see other related material, please visit [sas.com/officeanalytics](http://sas.com/officeanalytics).

## Key Features (continued)

- Cycle through data that exceeds Microsoft Excel's row limitations. Server-side optimization ensures large data sources are never transferred as one to the client.
- Use all Microsoft Excel capabilities on the data displayed, while always having access to 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.
- Use the latest Microsoft Office ribbon-bar technology to logically group like items.
- View visualizations and explorations created by SAS Visual Analytics in Microsoft Word, Excel and PowerPoint.
- Maximize the SAS Visual Analytics report viewer and report elements within Microsoft PowerPoint. Interactively update reports, charts and graphs, and your PowerPoint slides are automatically updated.
- Render reports created with SAS Enterprise Guide in Microsoft Office.

## Microsoft SharePoint integration

- Add SAS Visual Analytics 7.4 reports (using SAS Stored Processes) to SharePoint.

To contact your local SAS office, please visit: [sas.com/offices](http://sas.com/offices)

