



The Intelligence Advantage

Achieving greater success through intelligent use of your enterprise information



The Power to Know.™



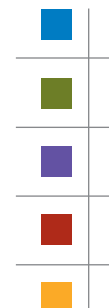
SAS delivers a level of intelligence compatible with the higher expectations and expanding goals of your enterprise today.

Why do you pour so much effort into accumulating, storing and managing information? Unless there's a way to use the information to drive your business forward, all that data means nothing. Real intelligence in business is about using your accumulated knowledge to create new knowledge—new intelligence—so you can respond quickly to changes and challenges in today's business environment.

Only SAS creates intelligence across the enterprise, giving you the power to understand, and solve, your real-world dilemmas. We call it the power to know. And we deliver it through software and services that enable decision makers to move forward with confidence and with clarity.

- Strengthen and improve stakeholder value.
- Secure future growth and adaptability.
- Gain maximum return on technology investments.
- Build sustainable competitive advantage.

SAS' expertise makes us the only provider capable of creating solutions that can gather corporate data—from all sources and across all channels—and transform that data into coherent knowledge. You can then apply that knowledge to define and execute enterprise strategy. And to fully understand your suppliers, your organization and your customers.





*Software and services that turn
the chaos of data into the clarity
you need to make better decisions.
SAS® Intelligence empowers the
leaders, the thinkers, the creators
in your organization to take
the ideas of today and create
the innovations that will lead
the marketplace tomorrow.*

-  Know your enterprise
-  Know your suppliers
-  Know your organization
-  Know your customers
-  An architecture for moving forward

Change, change, change. Evolve?

In a harsh environment, any organism will adapt and evolve... eventually. But there's no *eventually* in modern business.

Traditional strategies for gaining market share and growing revenue—such as mergers and acquisitions or product/service innovations—are no longer sufficient. In markets where new products and services can be copied within days, experience provides a clear advantage over younger, swifter competitors. Being able to draw on that experience is key to your business survival.

Enterprise intelligence from SAS enables your organization to manage people and processes more strategically. You can drive operations based on lessons learned from the past, current objectives and challenges, and the forecasts and models that are shaping your business future.

If your organization is like most, you've made vast investments in information technology systems to streamline processes and improve efficiency. But you still need a way to answer the crucial questions necessary to develop and implement successful strategies

quickly. SAS gives you the ability to extract valuable insights from the information stored in those systems. And to use those insights to build and implement successful strategies.

With SAS, you can achieve a level of intelligence compatible with the higher expectations and greater goals of your organization. We help you streamline your time to intelligence while greatly enhancing your overall return on intelligence.

Here, from one source, is everything you need to implement a complete intelligence strategy throughout your enterprise. Instead of relying on point solutions alone, SAS brings you an integrated suite of goal-specific solutions—designed within a comprehensive intelligence strategy—to give you the ultimate reward: *The Power to Know™*.

Understand and react rapidly to market change.

Maintaining an intelligent view of all aspects of the marketplace—competitors, customers, partners, employees and stakeholders, products and services, suppliers—is key to remaining competitive and attaining market leadership.

And it's becoming more essential than ever to assimilate market data, analyze it, identify opportunities and model potential outcomes to minimize risk. With SAS, new strategies can be developed to quickly and radically change business processes and adapt to new ways of doing business.

Drive vision, strategy and innovation.

SAS leverages your existing information assets to create the kind of intelligence that drives strategy, vision and, ultimately, innovation within your enterprise. And you can reach this innovation through a phased approach, starting with a single business unit and progressing into a single view of the entire organization. Streamline processes. Identify areas for improvement. Create new value chains and a new business model.

Align decisions with enterprise strategy.

The single view that SAS creates allows department managers to base daily decisions on the same information that is driving corporate strategy. And that means everyone in the enterprise can work as one to react and adapt to changing business needs.



Hong Kong Hospital Authority

Established in 1990, Hong Kong Hospital Authority is a statutory body responsible for all public hospitals and specialist outpatient clinics in the territory. At present, it manages more than 28,000 hospital beds and nearly 50,000 full time staff members. Like many similar organizations worldwide, the Hong Kong Hospital Authority faces ever-higher expectations in the community, an aging population and rising costs of health care.

SAS data management and analysis tools have been in use by the agency for a number of years, generating service reviews, management reports and disease-based analyses for senior management and clinicians.

"A simple example of how these reports can help us to improve our service is a recent analysis done on the daily admissions to our hospitals," says Edwina Shung, senior statistician at the hospital authority. "We found that the number of admissions, both from clinical referrals and from our Accident and Emergency Service, was consistently higher on Mondays than on any other day of the week. This piece of information enables the management to diagnose problems and rethink other strategies so as to reduce the problem of overcrowding in hospitals in peak season."

SAS is an essential tool in producing Patient Related Group (PRG) analyses, which allow the hospital authority to carry out analyses on individual patients according to their diagnosis and clinical history. Information on each patient is tracked, such as the hospitals visited, the surgery or other treatment administered, co-morbidities, length of stay and readmission pattern. With this information, clinicians can better understand the management paths and various process and outcome indicators for different disease groups.

Hong Kong Hospital Authority is also putting SAS Intelligence to work within its Clinical Management System, which gives doctors access to information relating to their particular hospital. SAS is also enabling the hospital authority to Web-enable its reporting functions. "People may not prefer hard copies of reports nowadays. By supplying reports on the Web they can have fast, easy access to the most up-to-date information whenever they need it," explains Shung.

"The main reason for choosing SAS was the fact that it provides a complete end-to-end solution," adds Kelvin Poon, statistician in the Statistics and Health Information Section. "There are really four components to the system we put in place—data management, statistical analysis, reporting and information delivery. SAS can provide all four, with powerful integration between each step. It's also easier to manage. Our staff only has to learn one program language to complete different areas of tasks. There is also no problem in converting data from one application to another."

Real-world successes. Real return on investment.

TDC

Communications giant TDC has expanded its vision beyond its home in Denmark, aiming to become the best supplier of communications solutions in Europe. To meet this challenge, the company implemented a balanced scorecard to define focus areas and to measure key performance indicators. A SAS data warehouse manages the information, analyzes it and makes it accessible.

The aim, says CEO Henning Dyremose, is to ensure that the company's clients and shareholders have a good experience with TDC. "It is vital that we create satisfaction among our customers; it's the only way we can create loyalty."

TDC established a series of financial goals that provide the basis for detailed targets at different levels throughout the organization. "The relationship

between our corporate vision and our financial targets provides the basis for strong management," says Dyremose. "At present, we are one of the best securities on the European telecommunications market—a position we could not have achieved without effective information management systems that support our vision and the ability to target critical focus areas."

With more than 60 competitors vying for their clients, service to customers is a priority throughout the organization. The new management information system ensures that appropriate personnel get the latest information about TDC's accessibility and quality of service. Whenever a defined goal is not met, the company can quickly shift resources from another area. For example, staff can be reorganized to reduce waiting time in customer service.

TDC's system helps disseminate the right information to the right people at the right time. The company's activities are so extensive that it's difficult not to overload managers with information, but the balanced scorecard helps the company manage and prioritize information.

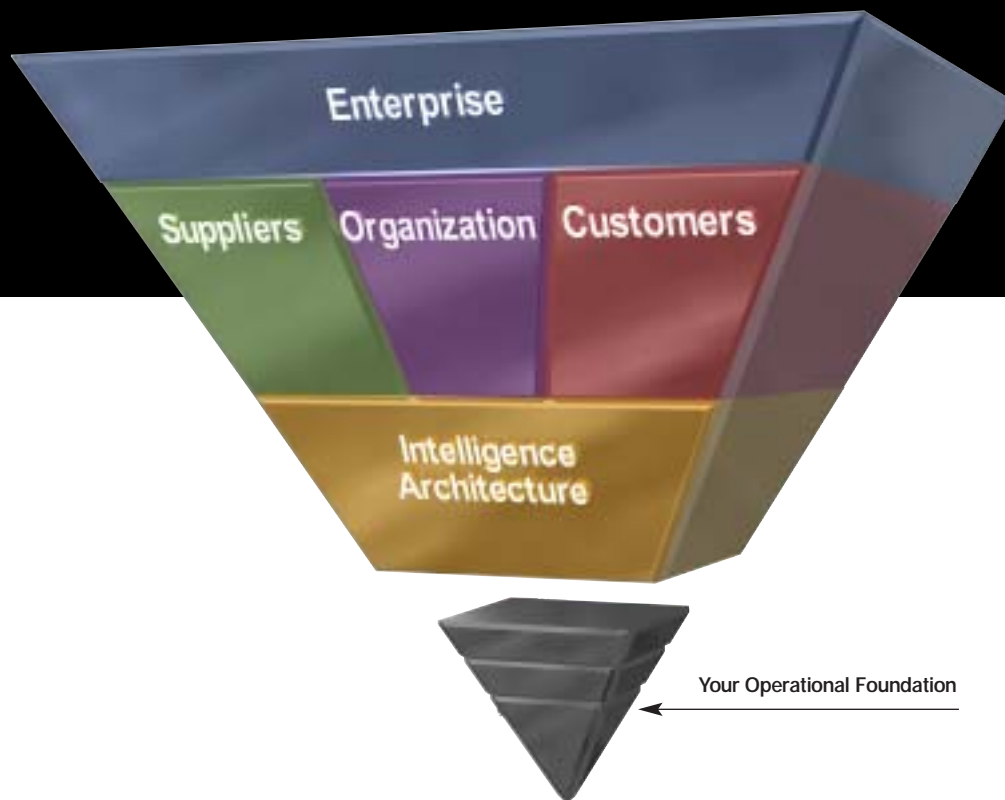
"You have to identify the critical parameters for your activity and manage within them," explains Dyremose. "This is the only way to ensure that all of the employees are on the same page. On the face of it, it sounds very simple, but it's not that easy when you're a corporation that has 17,000 employees. Using SAS to support the balanced scorecard framework helps keep the company aligned and focused."

Henning Dyremose

TDC
CEO



The SAS® Intelligence Layer. A greater return on intelligence.



SAS increases your return on investment in the systems that automate day-to-day processes — such as enterprise resource planning, sales force automation, customer interaction and procurement systems. We do this by adding a layer of intelligence you can't get anywhere else.

An intelligence strategy isn't driven by data alone. It's driven by ideas and actions. By pulling the intelligence out of operational data and then sharing it with anyone, anywhere, who needs it. SAS empowers your organization to become an intelligent enterprise: one that consciously moves its intelligence strategy forward via the software and services that are delivered through the SAS Intelligence Layer.

SAS' intelligence strategy can extend to meet the changing needs of your business in understanding your suppliers, your organization and your customers. And in setting strategic goals for your entire enterprise. What's more, this strategy rests on a rock-solid foundation: the SAS Intelligence Architecture, which ensures that your intelligence solutions are integrated with each other, across systems and throughout your enterprise.

-  Know your enterprise
-  Know your suppliers
-  Know your organization
-  Know your customers
-  An architecture for moving forward

Know your enterprise

It's difficult, if not impossible, to manage enterprise strategy and performance using analytical tools alone. That's why business and IT managers are adopting scorecarding methods to measure, monitor and manage the enterprise coherently and effectively.

To achieve consistency, you first need a suite of intelligent solutions that work together. SAS gives you the strategic vision you need to connect traditional business measures with intangibles such as the health of supplier relationships, the collaborative wisdom that exists throughout your organization, and the

profitability of your customers. We call this strategic performance management—a clear, balanced view of how everything in your enterprise fits together today... and where it's headed tomorrow. With SAS, you can:

- Establish and communicate a shared vision.
- Achieve strategic and tactical goals.
- Align, track and measure performance.
- Monitor the health of your organization.
- Leverage resources intelligently, profitably and quickly.



SAS delivers the single enterprise view that reveals exactly where you stand in reaching your goals. So you can keep stakeholders happy, employees productive and competitors on the defensive.



Know your suppliers

Every enterprise deals with suppliers. Your organization's very existence depends on them. And many companies spend millions with them each and every week. But how well do you really understand those suppliers? Who are they? How stable are they? How much does what you're buying contribute to their total revenue?

SAS delivers the supplier intelligence you need to build more profitable relationships with suppliers—intelligence that translates into direct savings by leveraging your spending power to lower overall costs and increase your bottom-line profits. Our solutions help you:

- Create an accurate overview of total spend.
- Rate and rank all your vendors.
- Reveal how your suppliers are related to one another.
- Match your business objectives with individual supplier performance.
- Identify cost consolidation opportunities.
- Predict optimal procurement strategies across traditional and e-channels.

Know your organization

From finance to human resources, marketing to manufacturing, process improvement to IT management and beyond, there are countless one-on-one decisions that drive an enterprise to think, act and react as one. And most of those decisions revolve around meeting a shared set of challenges: optimizing overall performance, increasing profitability and stakeholder value, empowering employees to meet changing market demands, assuring continuous quality improvement and more.

SAS delivers an all-encompassing view of your organization, enabling you to:

- Improve financial reporting, budgeting and forecasting.
- Quantify the bottom-line impact of compensation policies, hiring decisions and employee turnover.
- Align IT direction with the corporate bottom line.
- Identify factors that most influence process variability and product performance.
- Measure and manage risk.

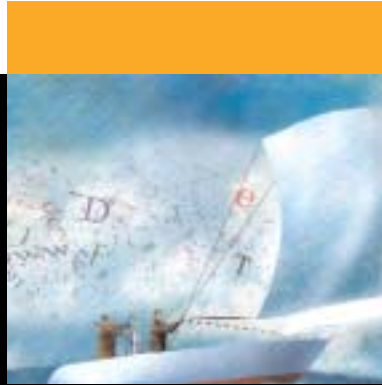
Know your customers

It's difficult enough these days to attain and measure overall profitability. That challenge gets exponentially more difficult when it comes to measuring the profitability of individual customers—especially when they're coming to you across multiple marketing channels.

Most businesses still don't have a real understanding of who their customers are, which ones are the most profitable, their lifetime value, or where to focus marketing activities. SAS gives you the power to understand—and predict—the changing needs of your market. We're the only vendor that provides a complete end-to-end solution for customer relationship management—one that lets you:

- Create customer and prospect profiles from both traditional and e-business channels.
- Identify your most profitable customers.
- Discover and plan how to communicate with customers.
- Optimize multichannel marketing campaigns.
- Anticipate and drive customer needs.
- Retain your most valuable customers and attract more just like them.

SAS provides one version of the truth, ensuring consistency of information across departments and throughout your enterprise.



**An architecture for moving forward ...
with confidence and clarity**

In today's economy there is little margin for error. So it's more critical than ever to align and grow technologies that help you meet marketplace challenges. You need to employ these technologies creatively and rapidly to determine the best ways to allocate resources, manage costs, add and retain customers, and attain your profit targets.

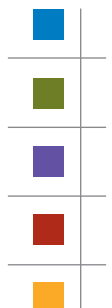
The SAS Intelligence Architecture provides a low-risk framework that leverages your existing investment in technologies while empowering decision makers to move forward with confidence. It integrates industry-leading SAS capabilities in data warehousing, advanced analytics and business intelligence to provide an intelligence framework that can grow and adjust with your enterprise.

Through the SAS Intelligence Architecture you can bring together information from a multitude of sources—internal processes, third-

party sources, the Web and beyond—to gain a holistic, consistent view of your organization. This framework, which serves as the foundation on which all SAS solutions are built, gives you the power to:

- Create a sense of security with stakeholders by basing decisions on timely, accurate information.
- Share corporate objectives and knowledge for maximum effectiveness.
- React quickly to changing business needs, achieving short-term results faster while planning and preparing for future business objectives.
- Form a long-term strategic partnership with SAS, an acknowledged industry leader and innovator.

The SAS Intelligence Architecture empowers your organization with one version of the truth, ensuring consistency of information across departments and throughout your enterprise.



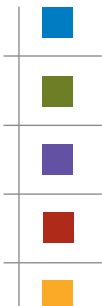
SAS. Now you know.

SAS is the market leader in business intelligence, offering software and services that span the full data warehousing process and high-end analytics. SAS drives the intelligent enterprise, bringing greater effectiveness and efficiency to critical operations such as customer relationship management, supplier relationship management, and strategic performance management.

SAS solutions are built on a proven Intelligence Architecture that is open and scalable, allowing seamless integration of processes and platforms.

Software from SAS, the world's largest privately held software company, is used at more than 37,000 businesses, government and university sites around the world. Customers include 98 of the top 100 companies in the Fortune 500 and 90 percent of the Fortune 500 overall. For 25 years, SAS has been giving our customers *The Power to Know™*.

To put the power of SAS to work for you, visit us at www.sas.com or call your local SAS office.







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