



sas[®] forum

DEUTSCHLAND 2011 **MANNHEIM**
27.-28. SEPTEMBER

Next Generation BI

Anand Chitale, SAS Technology Practice



THE
POWER
TO KNOW[®]

Agenda

- Growing with the needs
- New Generation of SAS Reporting
- Close Look
- Summary



THE
POWER
TO KNOW®

Setting Business Intelligence Right

Enabling fact-based decision making, at every layer of the organization, requires getting the **right information** to the **right people** at the **right time** and in the **right format**.

Setting Business Intelligence **Right**

...a continuous step towards
serving our Customers with
enhanced capabilities

The Aim being...

- **Reduce the time** to intelligence
- **Reduce the cost** to intelligence
- **Increase the adaptability** of Business Intelligence

Setting Business Intelligence **Right**

Usability – Productivity – Performance

SAS 9.1.3

- 1st release of end user focused BI Interfaces
- Web Based Reporting
- Office Integration

SAS 9.2

- Advanced Web Based Reporting (AJAX based)
- Enhanced Office Integration (OLAP Analysis, Outlook)
- SharePoint Integration (SAS Web Parts)
- Dashboards (Flash based)
- Advanced Administration and Security (Folders, Roles)

SAS 9.3

- New Reporting Interface (Flash based)
- Mobile Integration
- Enhanced Office Integration (Usability, Look & Feel, New Capabilities)
- High Performance (Grid, In Memory)

100

- Self Service
- User Friendly
- Pixel Perfect
- Sexy looking
- Analytics
- Exploration
- Collaboration
- Quick



BI Strategy Drivers

- Consumer-Oriented BI
 - Ad-Hoc Data Visualization
 - Self-service BI and IT-Managed BI
 - Rapid Time to Value
 - Rise of Mobile Devices
- Enterprise Information Management
 - The 4 Vs – Volume, Velocity, Variety and Validity
 - Collaborative Decision Making
- Approachable Analytics
 - Embedded Analytics



What's coming with SAS 9.3 for Reporting?

Next Generation BI Offerings

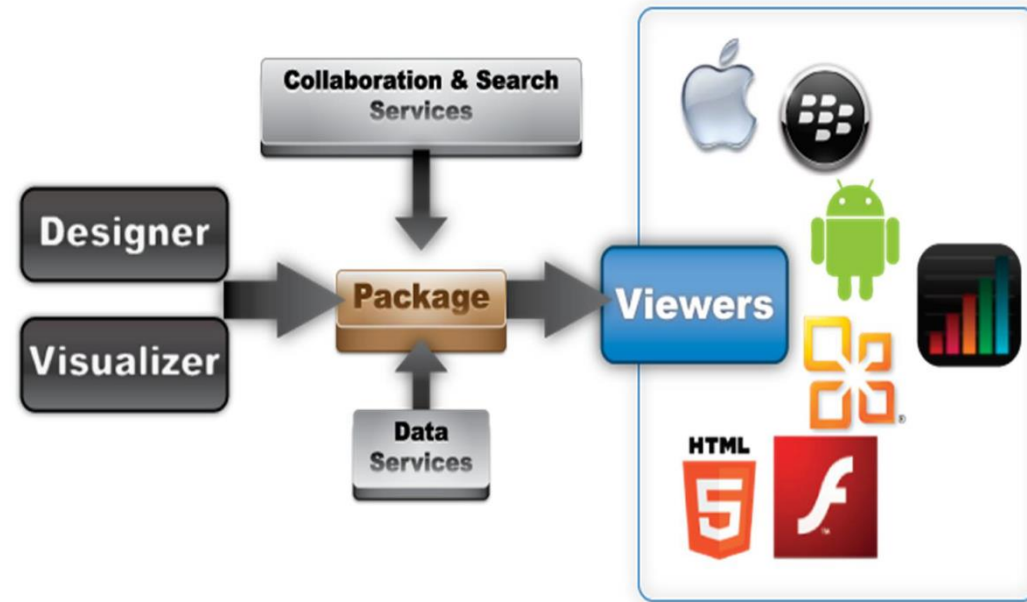
- Visual Analytics → Web-centric
 - Data Exploration and Data Discovery
 - Visual Designer – reports and dashboards
 - Mobile BI – publish visualizations and reports to mobile devices
 - Environment Manager over the Web

- Office Analytics → Desktop centric
 - Enterprise Guide 5.1
 - Add-In for Microsoft Office 5.1
 - BI Web Parts for Microsoft SharePoint

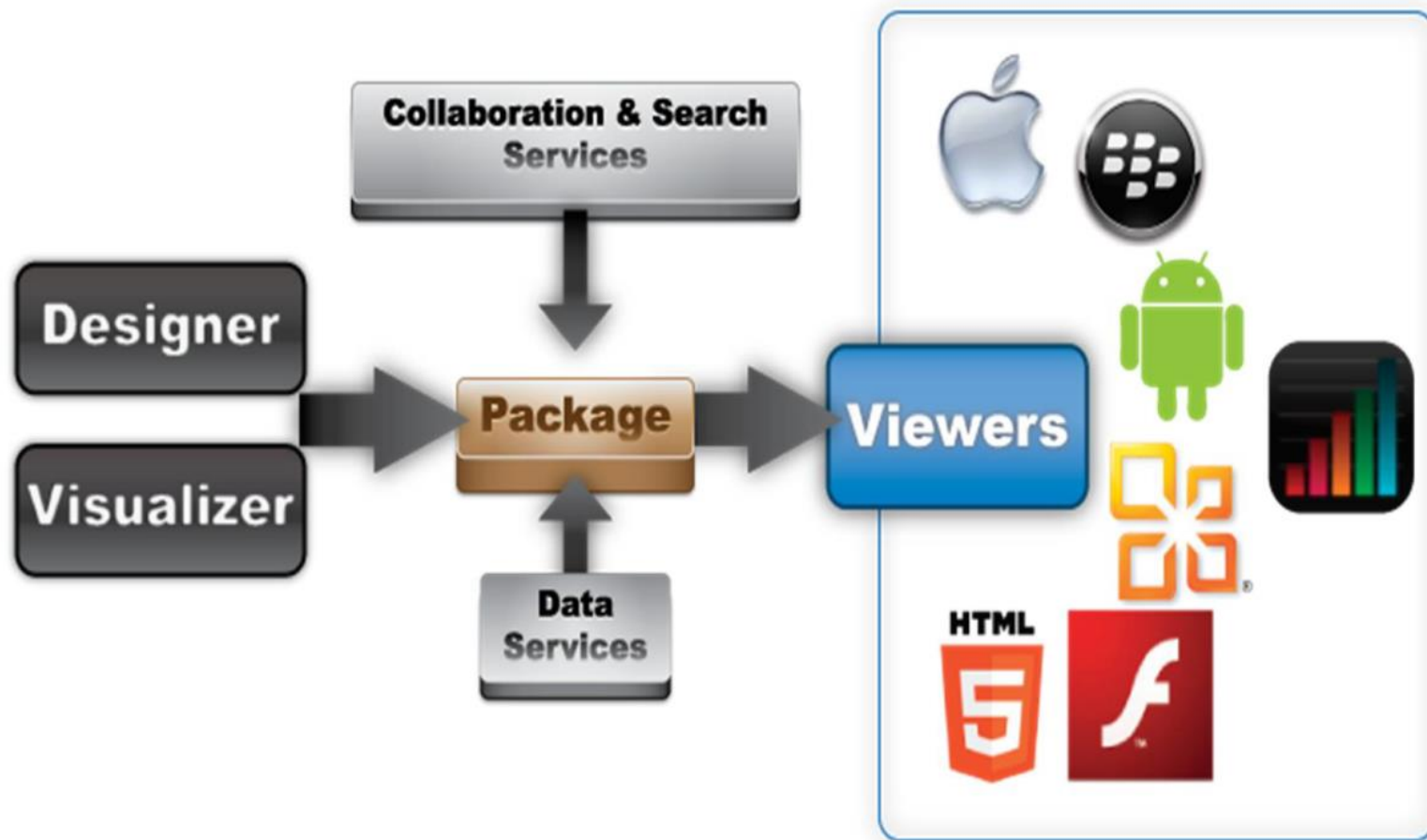
Next Generation of SAS BI – SAS Visual Analytics

Highlights include..

- Business Visualization
- Fast Flexible Data
- Adaptive Presentation
- Mobile Platform
- Collaboration
- Enterprise Wide Search



SAS Visual Analytics



SAS Visual Analytics

Mapping the existing interfaces for SAS BI

SAS® Enterprise Guide

Visual Designer

SAS® Web Report Studio

SAS® BI Dashboard

Designer

Visualizer

Visual Exploration

Manage Environment and Data

SAS® Information Map Studio

SAS® OLAP Cube Studio

SAS® Management Console

Collaboration & Search
Services

Package

Data
Services

Viewers

BI Home

SAS® Add In for Microsoft Office

Mobile



SAS Visual Analytics

Designer

Visual Designer

- Web based design-tool for creating reports
- WYSIWYG design
- Pixel-Perfect design
- Design and View mode
- Different design views for different mobile devices
- Use multiple data sources
- Report object interactions / prompts
- Solution specific features

SAS Visual Analytics

Designer

Visual Designer



SAS Visual Analytics

Visualizer

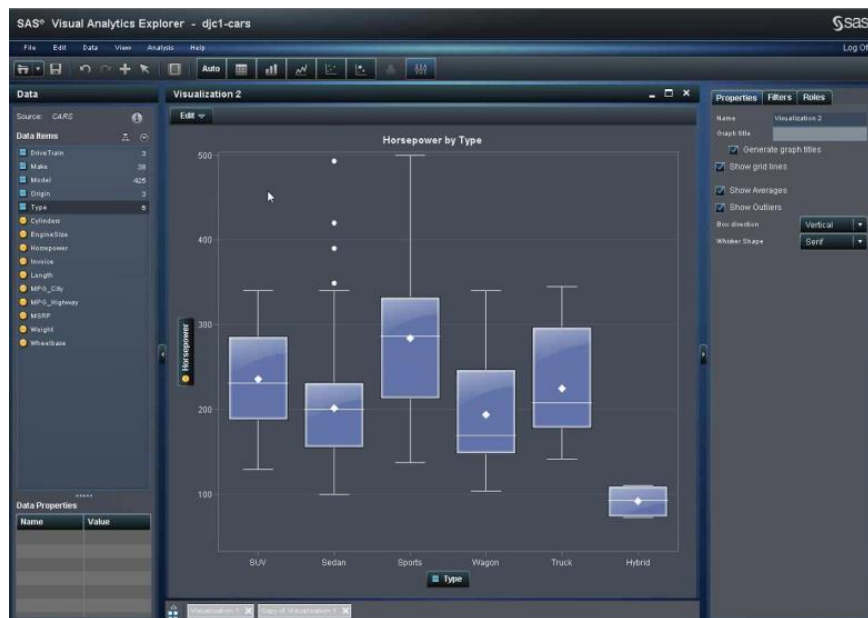
Visual Exploration

- Web based tool for exploring your data
- **IT IS NOT** a tool for creating reports
- Guided exploration
- Visualize your data to find relations and discrepancies etc.
- Auto-graphing (drag and drop)
- Consumable Analytics: Correlations (Relationships) and Regression (Best Fit), Summary statistics
- Dynamic Dimensions / Hierarchies
- Save and distribute your exploration

SAS Visual Analytics

Visualizer

Visual Exploration



SAS Visual Analytics



SAS HOME

- BI Central - Home page for end users
- Role based views
- Navigation to varied end user actions
 - Data Exploration
 - Report Creation
 - Environment Management
 - Data Management
- Favourites
- Enterprise wide search
- Collaboration and Communication

SAS Visual Analytics



SAS HOME

Home

Search SAS BI | Log Off

▼ Create Content

- Explore Data
- New Report
- Prepare Data

▼ My Content (Manage ...)

Recent | Favorites | Authored | Popular | Browse content from ▼

Revenue

★★★★★

Geography

★★★☆☆

Sales

☆☆☆☆☆

Orion

☆☆☆☆☆

Class

☆☆☆☆☆

More

▼ Other Content

All | Popular | New! | Recommendations

Trend

Sales

Sales.xlsx
Sheets: 3
Columns: 201
Rows: 12,000,000

Prd

Oil

Age Groups

More

Common Actions

- Open
- Create new report
- Explore data
- Manage environment
- Prepare data
- Favorite
- Edit preferences

▼ Videos

Getting Started with BI

See all videos ...

▼ SAS Resources

- User's guides (PDF)
- Product documentation
- SAS customer support
- SAS training
- SAS home page
- Send feedback
- About SAS Visual Analytics

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SAS Visual Analytics



Mobile

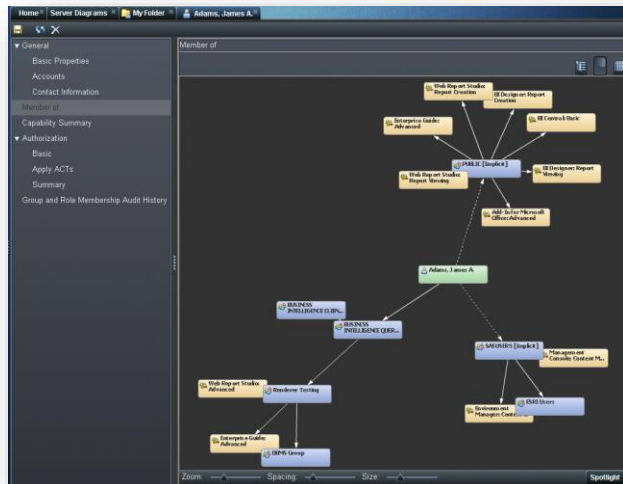
- “Adaptive presentation” - build once, deploy on any channel & device.
- Native apps for iOS, Android, and Playbook.
- Leverage existing SAS security
- Security focused with support for device encryption, remote wipe, black listing, SSL connections etc.
- Highly Visual and Interactive
- Offline capabilities
- Collaboration capabilities



Environment Management

- Web based data and environment management
- Single integrated interfaces
 - SAS Management Console
 - SAS Information Map Studio
 - SAS OLAP cube Studio
- Security – visual and interactive
- Lineage across the environment
- Server Monitoring / User Monitoring
- System Reports

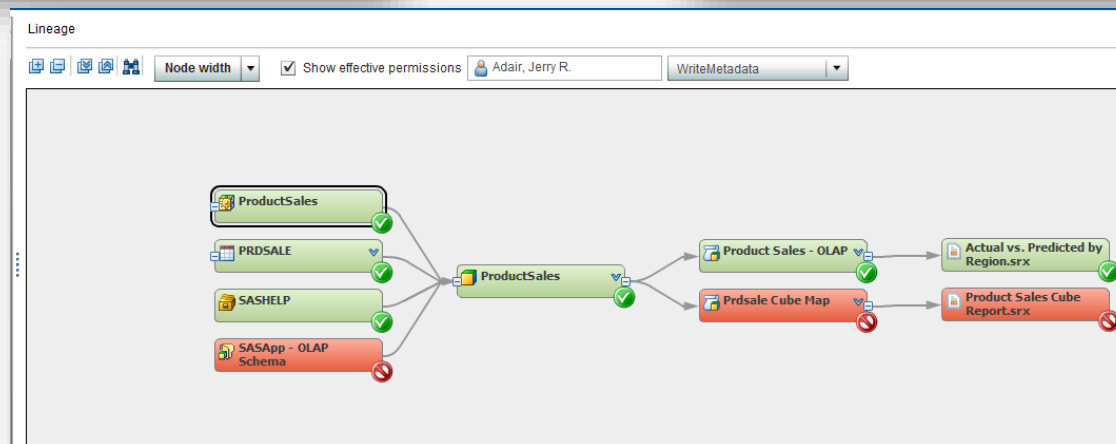
Environment Management



This screenshot shows the SAS Environment Manager interface with the 'Monitoring > Cubes' tab selected. It displays a table of OLAP schemas and their status.

Name	State	Open Queries
DT_MAILORDERINFOCUBE	Enabled	0
ken_Europe_sales	Enabled	0
EBPL_Market	Enabled	0
MODBCARS	Enabled	0
SIMBA	Enabled	0
Z_GA_CAMPAIGN	Enabled	0
Z_GA_DETAIL	Enabled	0
Z_GA_MODBCARS	Enabled	0

Below the table, there is a section for 'Queries by Serv.' with columns: Cubes, Time Inactive, Size (bytes), Size (cols), and Percent Complete. The table is currently empty.

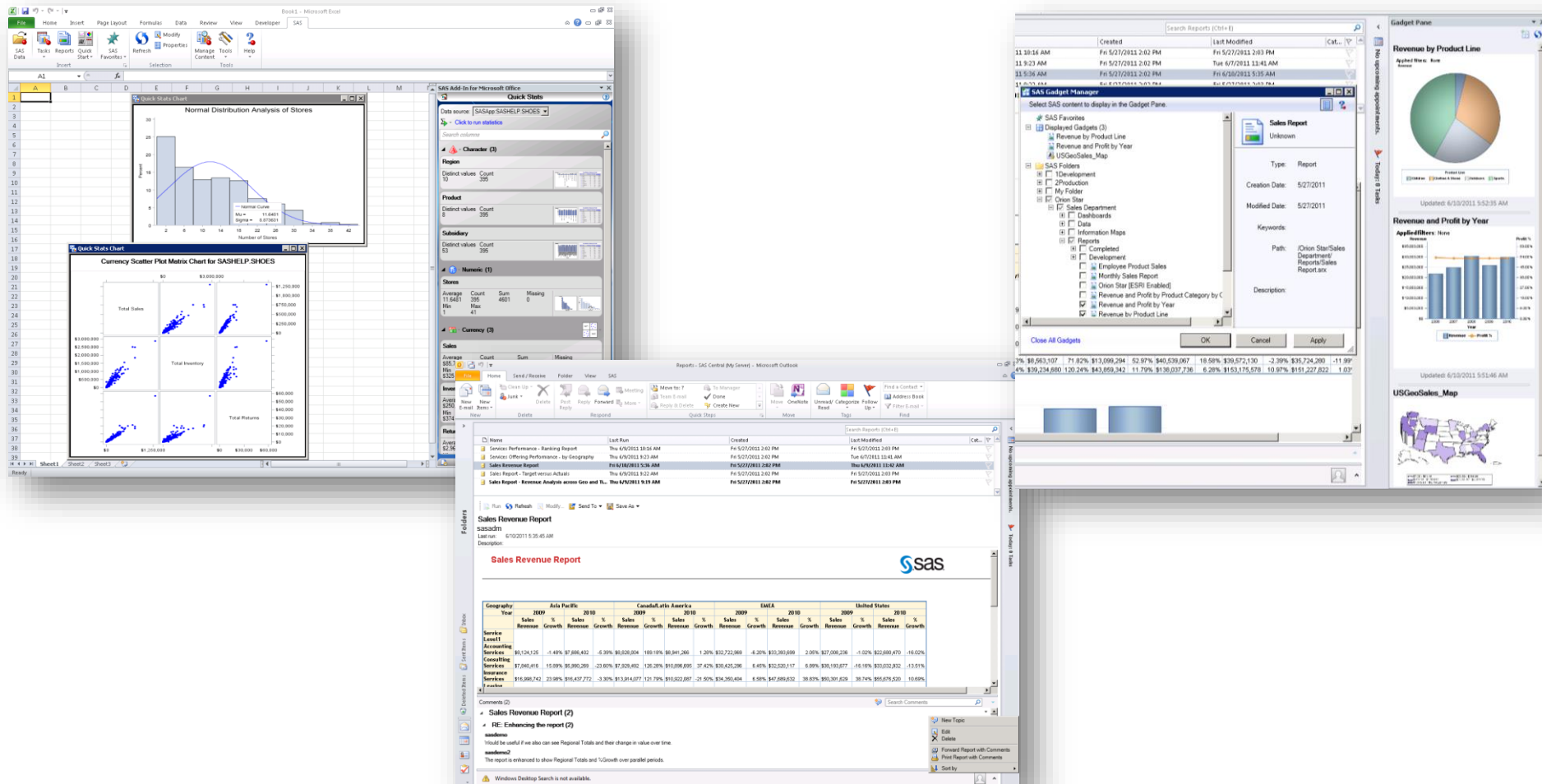


SAS® Add In for Microsoft Office

- Exploring data
- Descriptive statistics
- Auto Charting
- Native excel graphs
- Excel cells as input for stored processes
- Visual and Interactive OLAP Exploration
- Advanced Outlook Integration

SAS Office Analytics

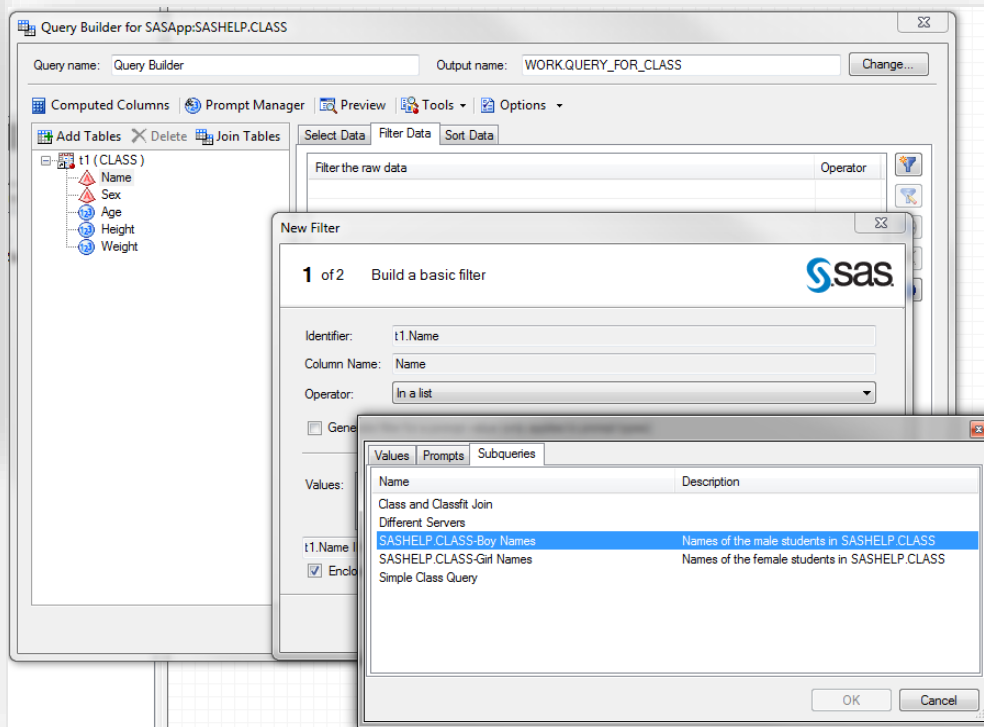
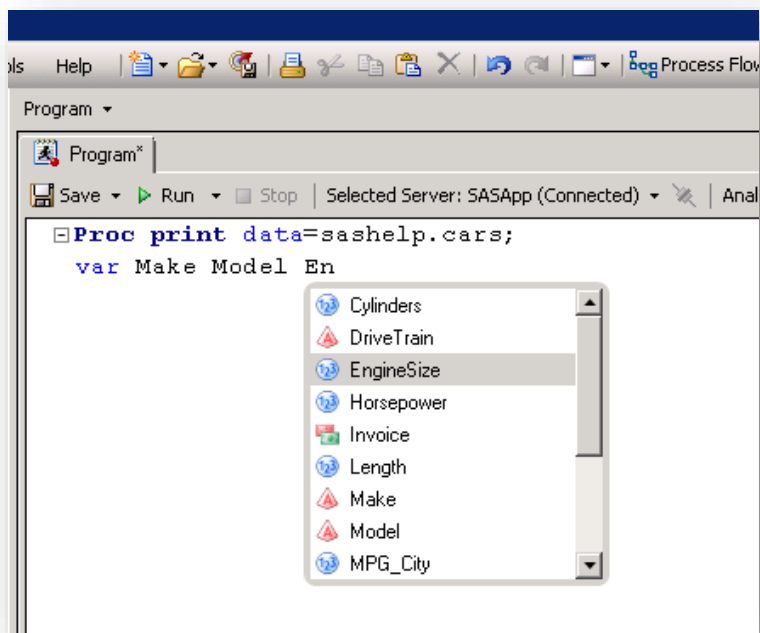
SAS® Add In for Microsoft Office



SAS® Enterprise Guide

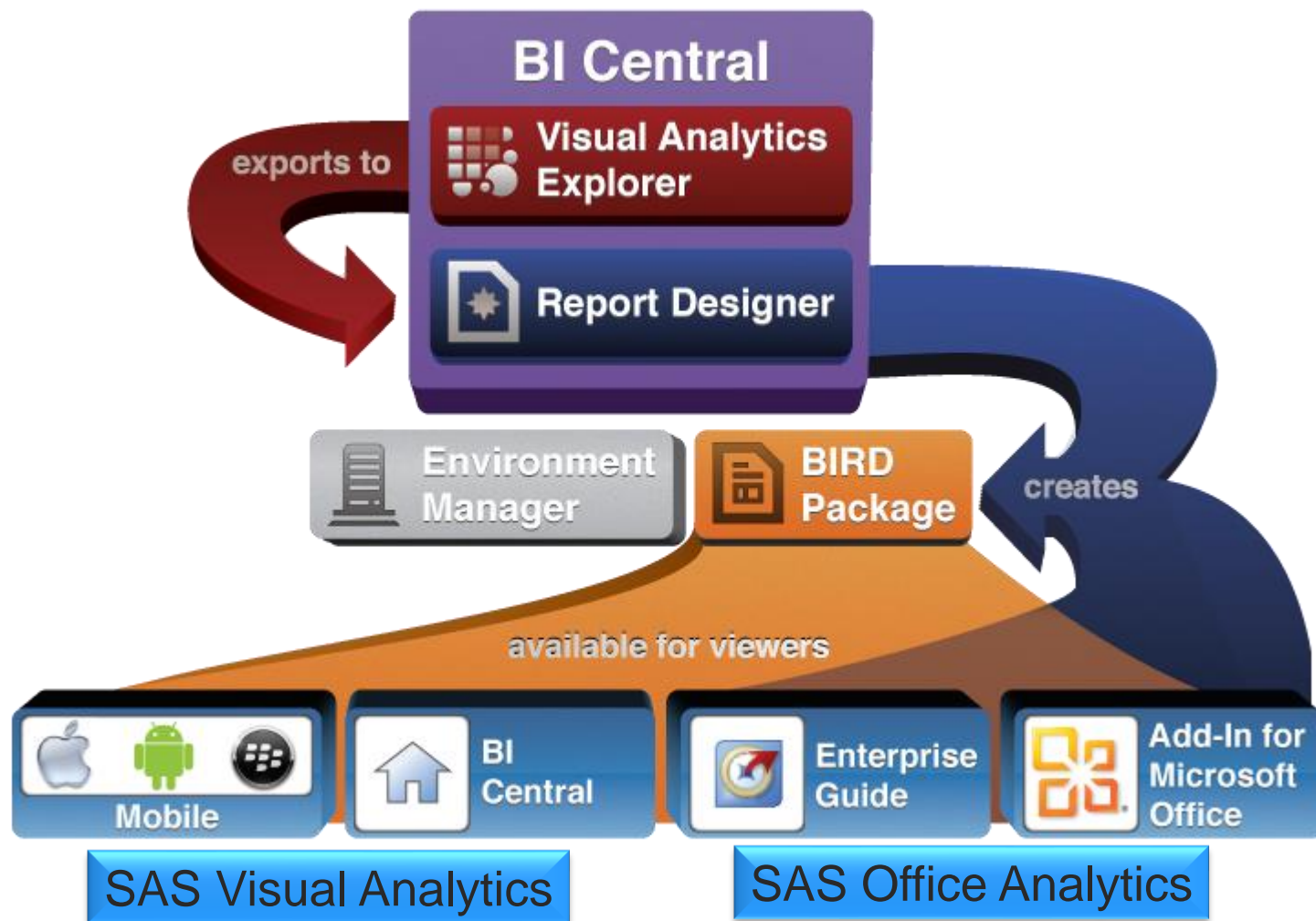
- Enhancements for SAS Programmers
- Exploring data – *Interactive Data Grid*
- Ready-to-use Descriptive statistics
- Query Templates and Sub-Queries
- Enhanced OLAP Exploration

SAS® Enterprise Guide



SAS Visual Analytics

Streamlined Flow





On-going themes for SAS BI



Interface Usability and Look and Feel

- Delivering increased productivity, "sexy" interfaces and increasing user adoption rates



Ubiquitous Entry Points

- Delivering the same information through as many entry points as possible to increase utilization



Managed and Ad Hoc Reporting and Analysis

- One infrastructure to support all enterprise reporting and analysis needs



Collaboration /Interoperability

- Seamless information exchange, increased integration with social media and workflow



High-Performance Computing

- Reporting infrastructure and clients designed to handle high data volumes

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**Vielen Dank für Ihre Aufmerksamkeit. Bleiben Sie im Gespräch:
www.xing.sasforum.de**

Max Mustermann