

sas. forum

DEUTSCHLAND 2011 MANNHEIM
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Next Generation BI

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Agenda

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

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



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



- 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)



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



Setting Business Intelligence Right

Common User Demands...

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



Pixel-Perfect forward-looking community integrate

Exploration information quality deployments using

business effective internal consistency rules needs metrics Quick align provides accessibility users New Self-Service

Sexy value provide dramatically delivery

User-friendly look approaches look

data incorporates assure technologies led manageable

analytics look approach functionality Analytics Predictive significant historical financial suggestions

Collaboration meets impact user tricks mix across yet insight faster also required

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?



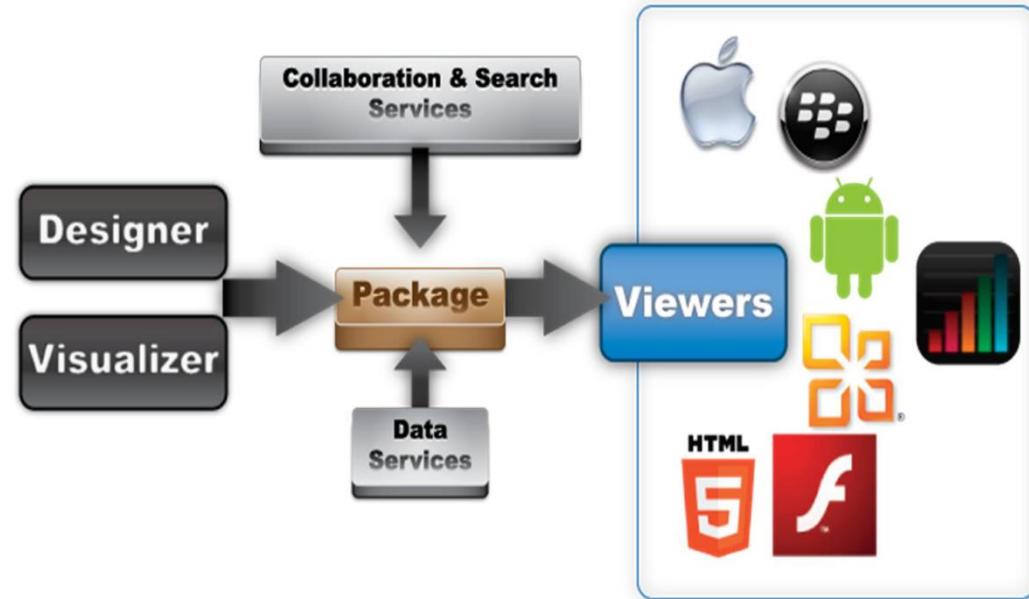
Next Generation BI Offerings

- 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

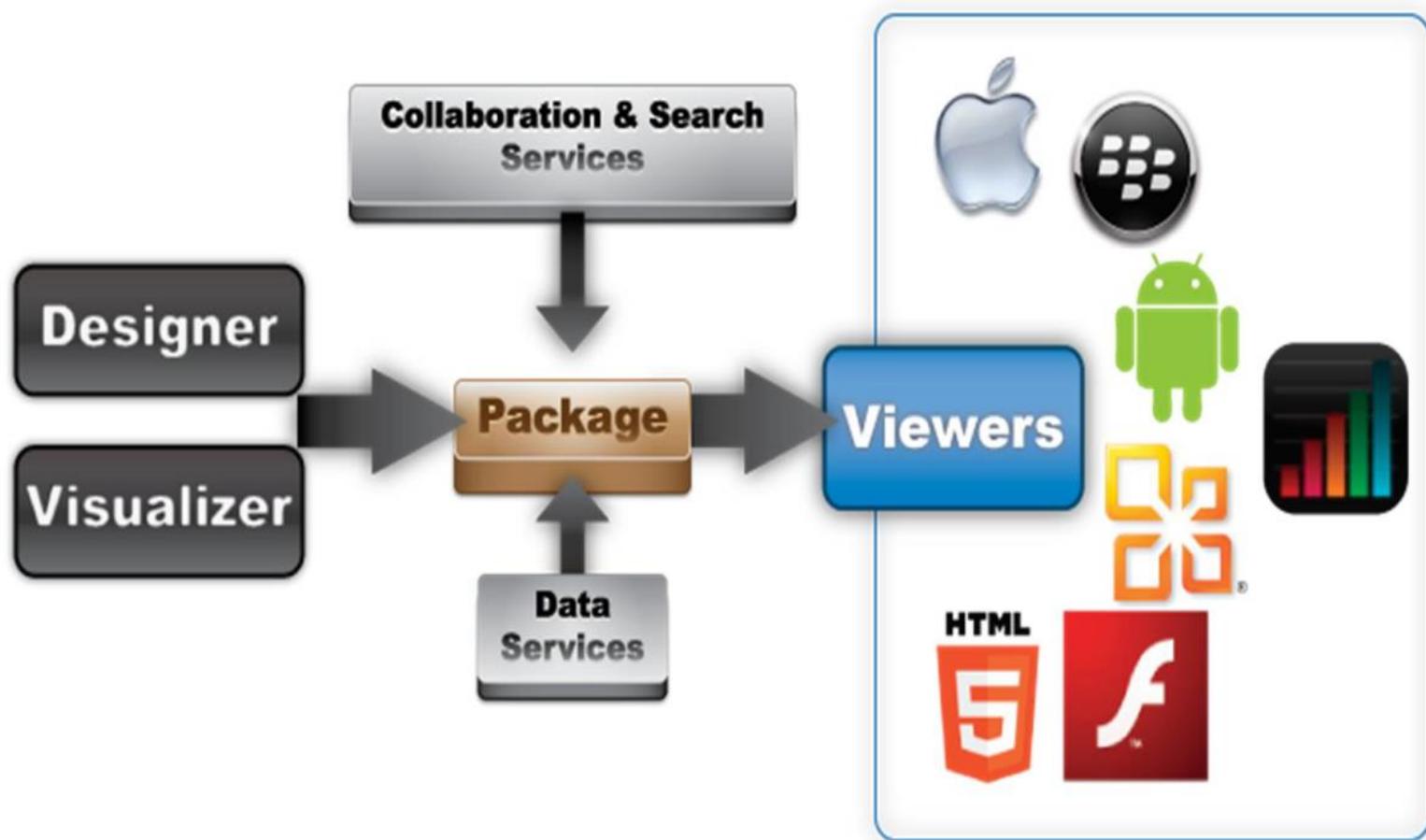
Next Generation of SAS BI – SAS Visual Analytics

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

HTML



BI Home

SAS® Add In for Microsoft Office

Mobile

Designer

Visual Designer

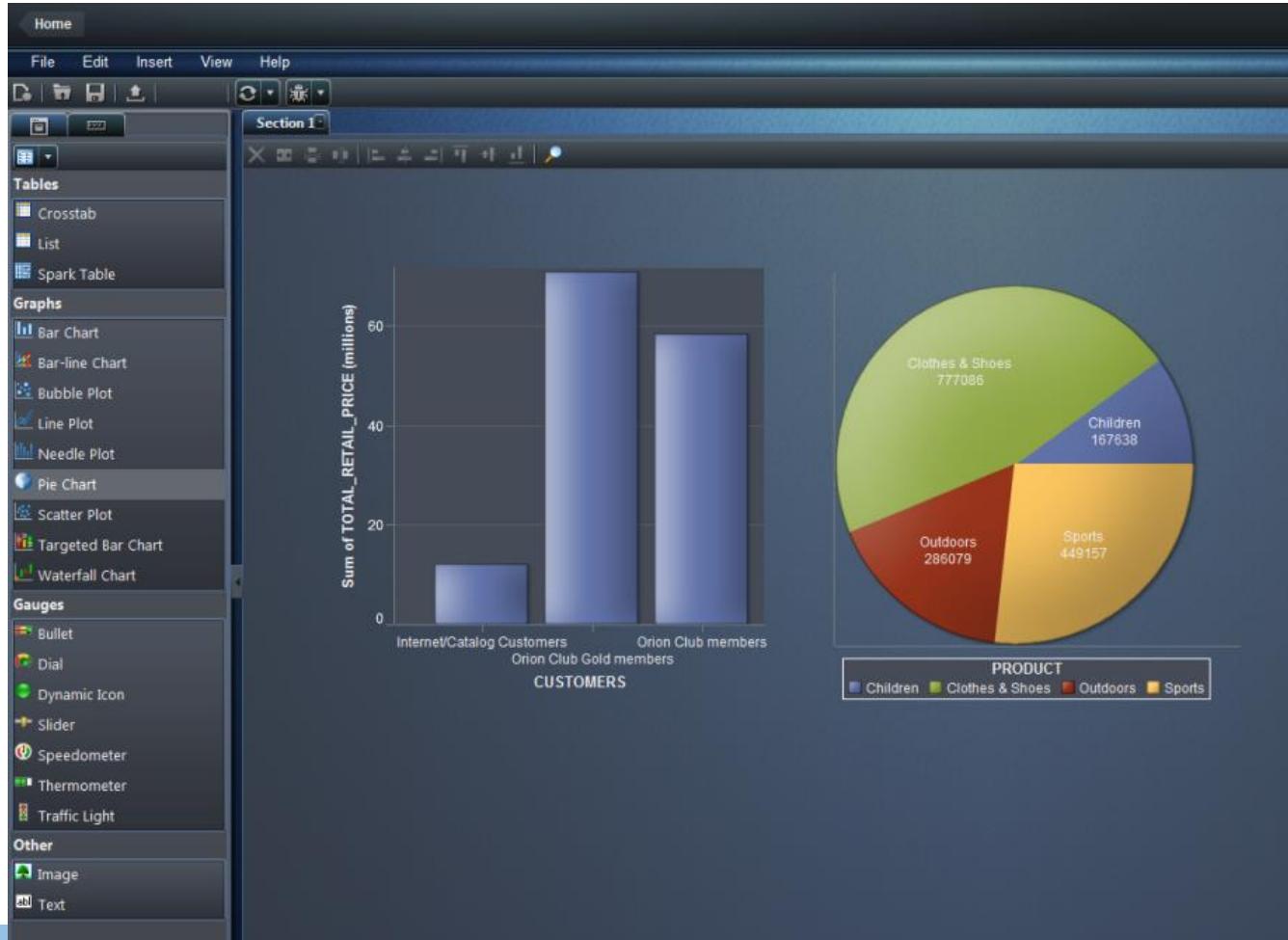
- Web based design-tool for creating reports
- WYSIWYG design
- Pixel-Perfect design
- Design and View mode
- Different design views for different mobile devices
- Use multiple data sources
- Report object interactions / prompts
- Solution specific features



SAS Visual Analytics

Designer

Visual Designer



Visualizer

Visual Exploration

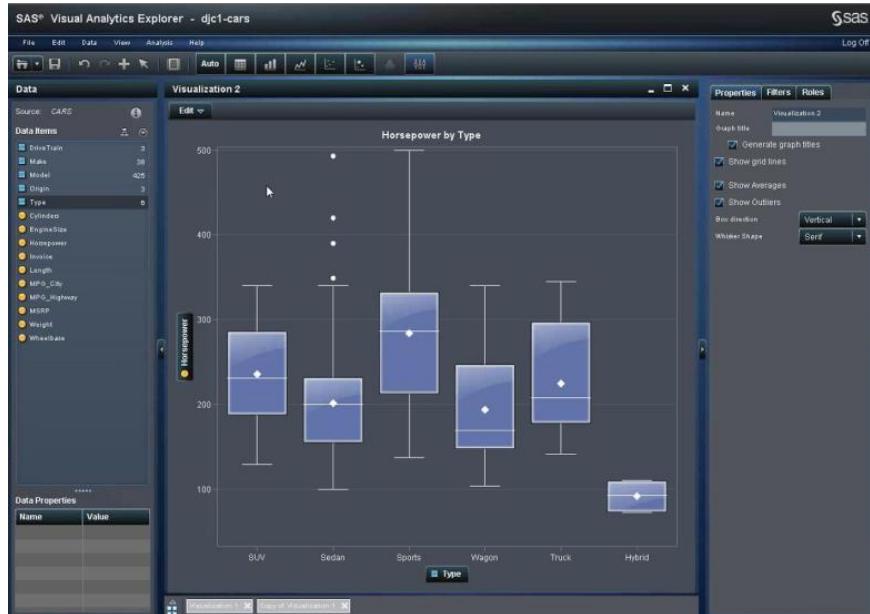
- Web based tool for exploring your data
- **IT IS NOT** a tool for creating reports
- Guided exploration
- Visualize your data to find relations and discrepancies etc.
- Auto-graphing (drag and drop)
- Consumable Analytics: Correlations (Relationships) and Regression (Best Fit), Summary statistics
-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



SAS Visual Analytics

Visualizer

Visual Exploration



Viewers

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 Sas

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
Dimensions: 12 Modified: 5 days ago	Categories: 123 Measures: 61 Modified: 1 hour ago	Columns: 5 Rows: 19 Modified: more than 3 months ago		
★★★★★	★★★★★	★★★★★	★★★★★	★★★★★

Other Content

All | Popular | New! | Recommendations

Trend	Sales	Prd	Oil	Age Groups
Sheets: 3 Columns: 201 Rows: 12,000,000				
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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Viewers

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

Viewers

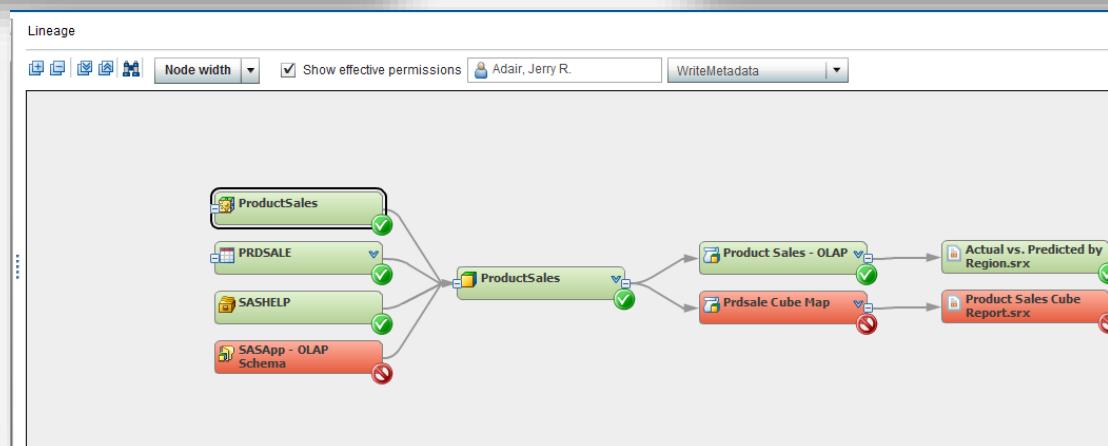
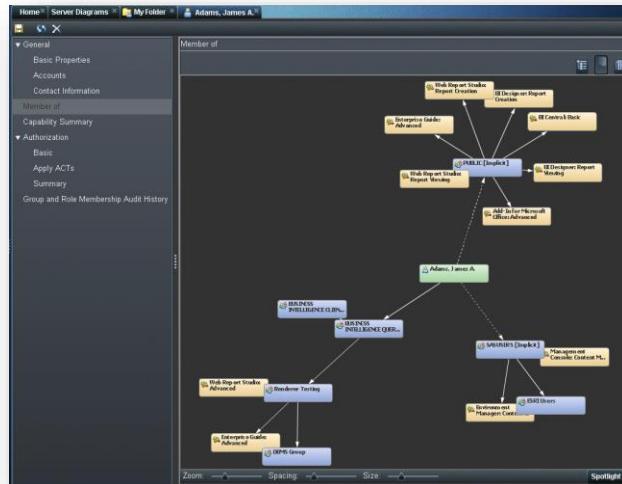
Environment Management

- 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



SAS Visual Analytics

Environment Management



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

The screenshot illustrates the integration of SAS Office Analytics into Microsoft Office. On the left, a Microsoft Excel window displays two charts: a histogram titled "Normal Distribution Analysis of Stores" and a scatter plot matrix titled "Currency Scatter Plot Matrix Chart for SASHHELP SHOES". The histogram shows a bell-shaped curve overlaid on the data. The scatter plot matrix contains four plots: Total Sales vs Total Inventory, Total Sales vs Total Returns, Total Inventory vs Total Returns, and Total Sales vs Total Profits. The right side of the image shows a Microsoft Outlook window with several open panes. The "Gadget Pane" displays a pie chart titled "Revenue by Product Line" and a bar chart titled "Revenue and Profit by Year". The "SAS Gadget Manager" pane lists various reports and folders, such as "Sales Report", "USGeoSales_Map", and "Revenue and Profit by Year". The "Search Reports" pane shows a list of recent reports with details like creation date and last modified time. The bottom center features a detailed "Sales Revenue Report" table for the year 2010 across regions like Asia Pacific, Canada/Latin America, EMEA, and United States. The report includes columns for Sales, Revenue, Growth, and % Change.

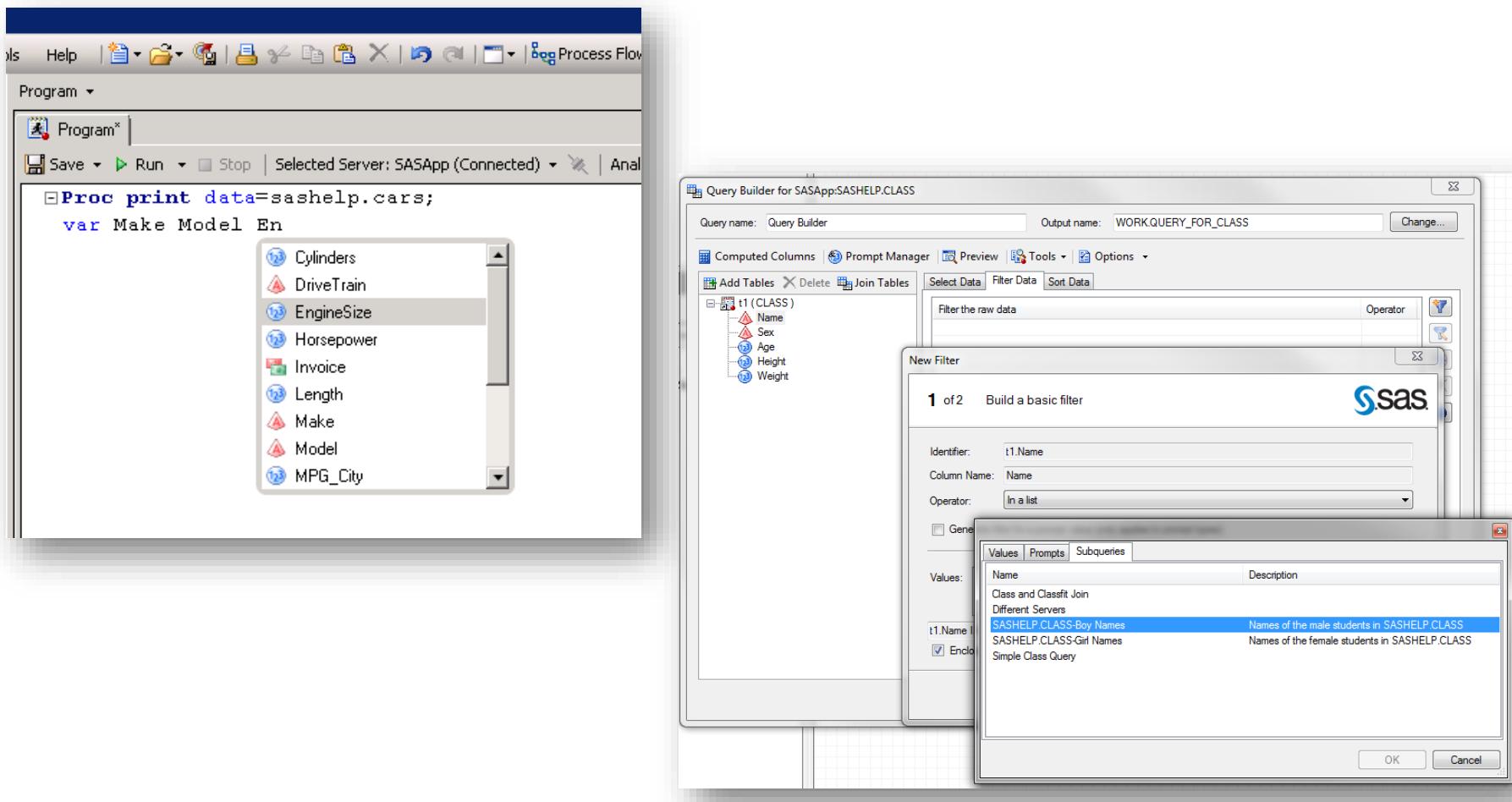
SAS® Enterprise Guide

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



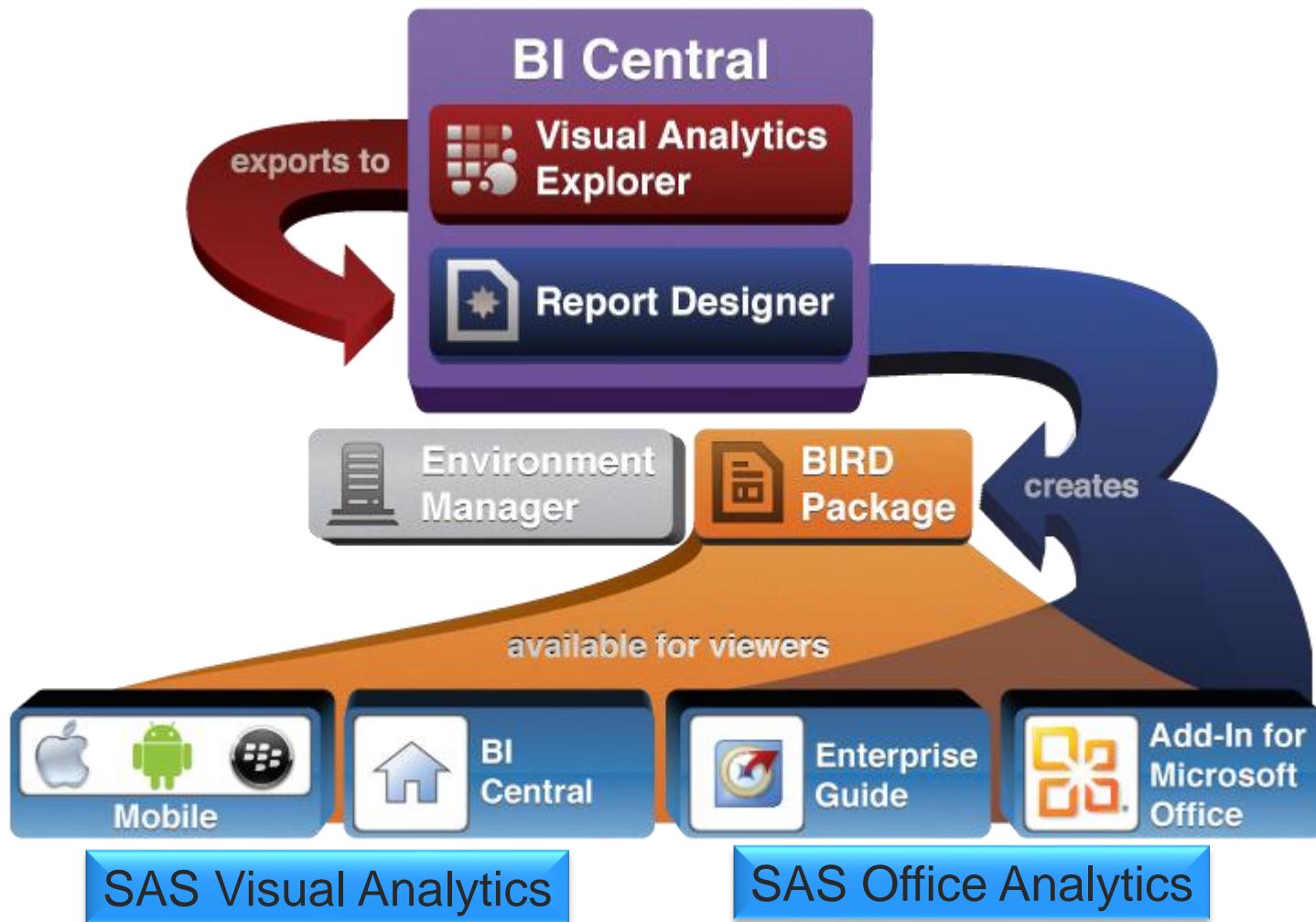
SAS Office Analytics

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