



**THE
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Product Roadmap, Technology Directions

Allan Russell

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Release Highlights – 2009

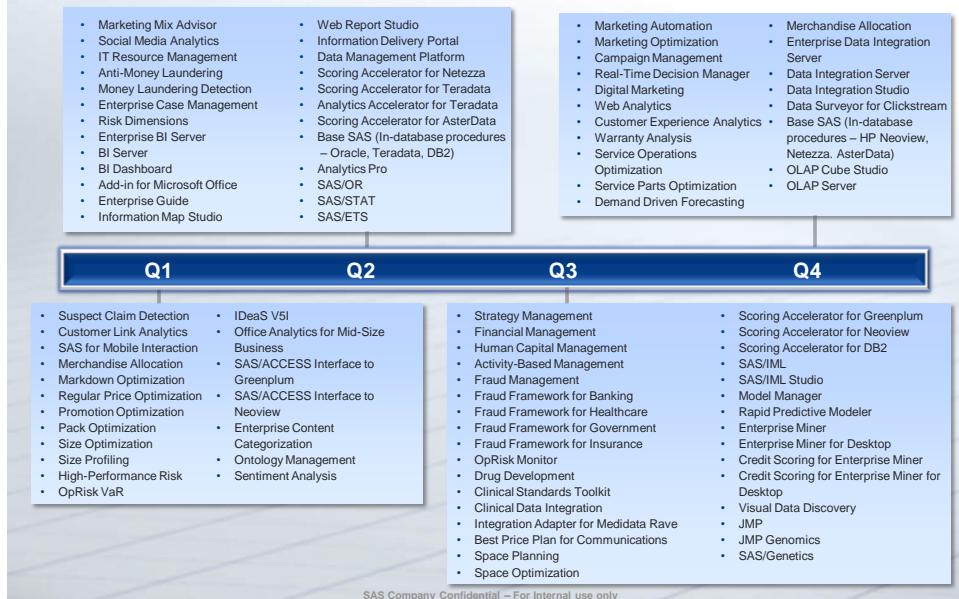
- Analytics
- Business Intelligence
- Data Integration
- In-Database
- Customer Intelligence
- Risk and Fraud
- Performance Management
- Supply Chain / Manufacturing
- ...

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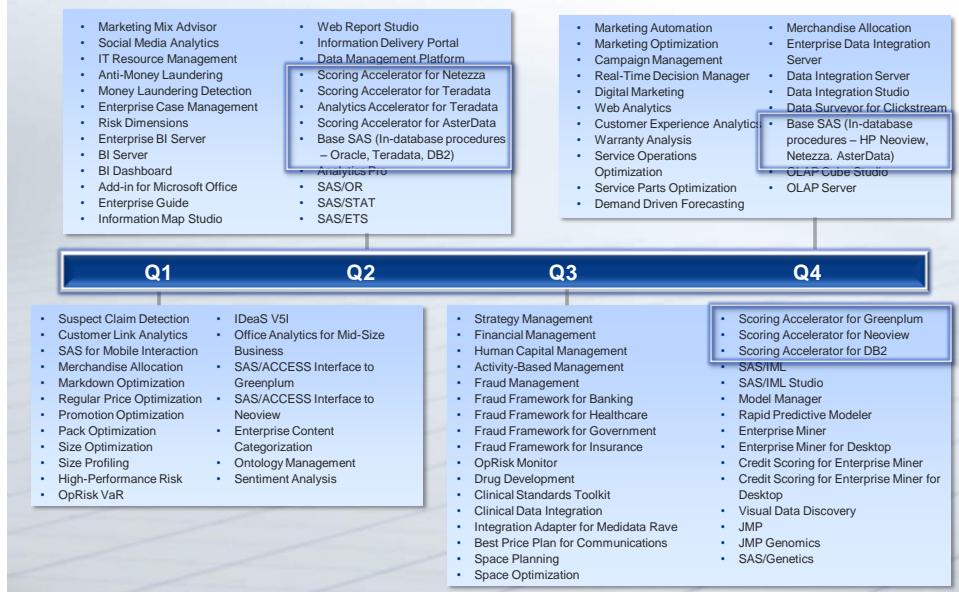
2010

SAS 2010 Release Highlights



In Database

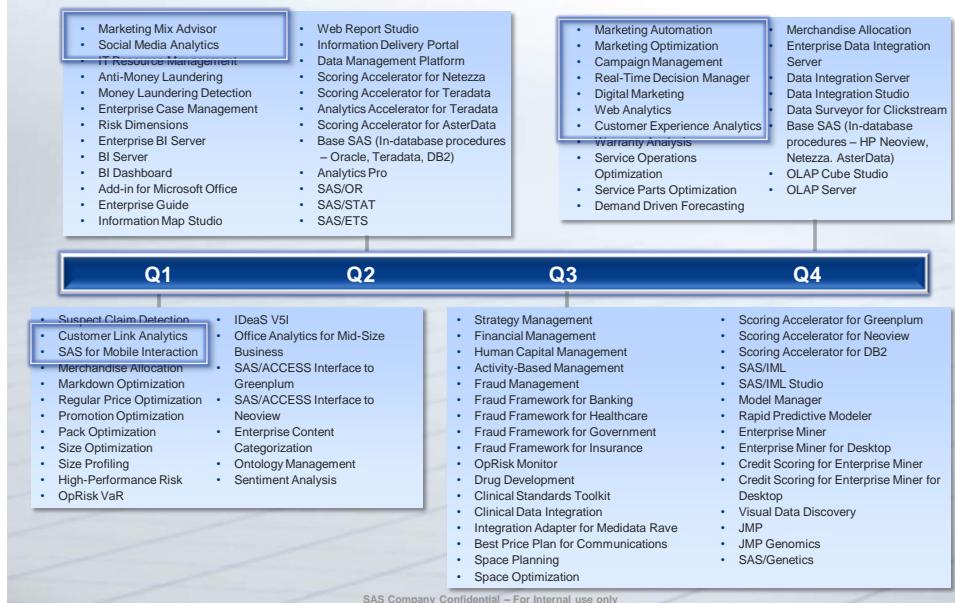
SAS 2010 Release Highlights – The DBMS as Platform



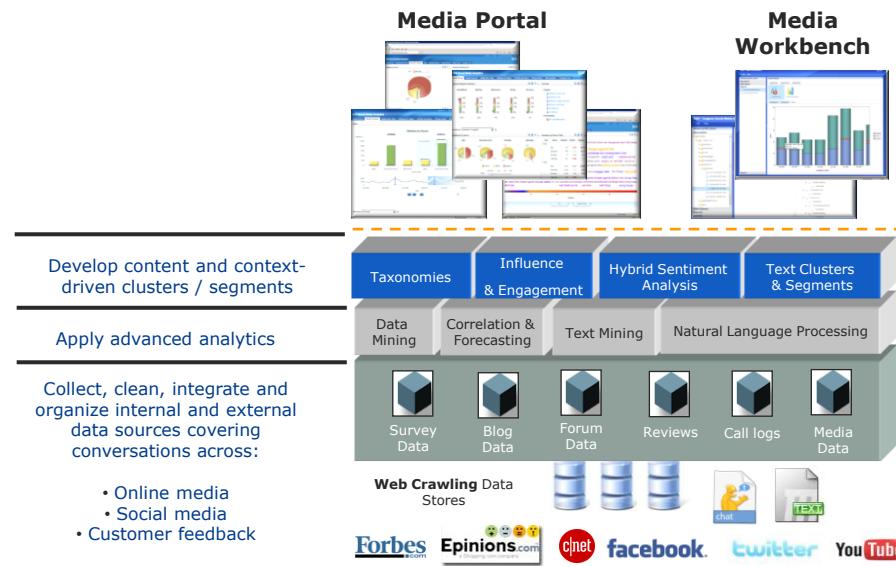
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Customer Intelligence

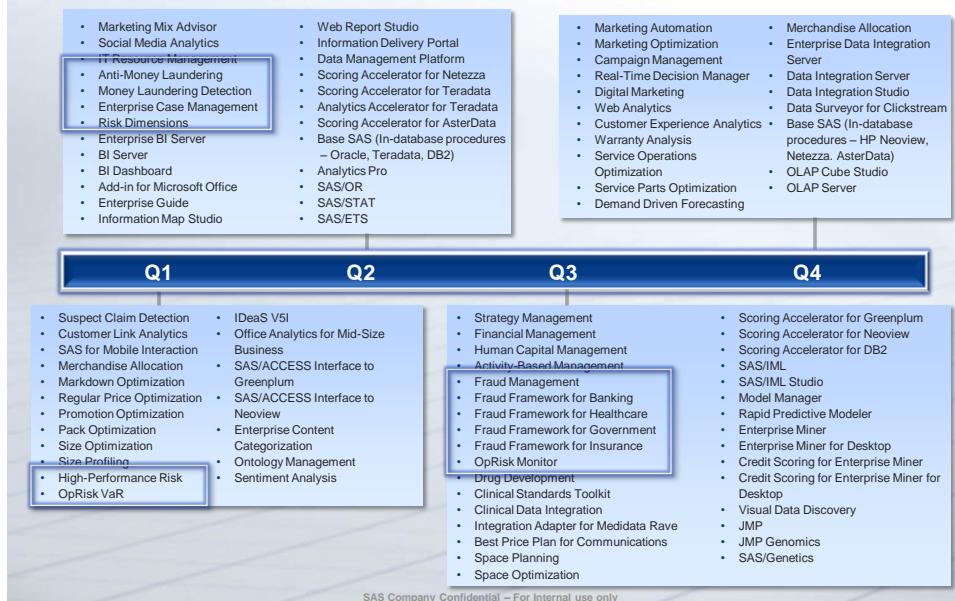
SAS 2010 Release Highlights – New Data Sources

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SAS® Social Media Analytics



SAS 2010 Release Highlights - Risk and Fraud



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The CIO of the future!

- Must remove barriers between IT and business
- Must then focus on upgrading IT operations and enabling IT to help improve corporate performance
- This drives many topics..

The implications

- Business Analytics is **one topic** the CIO of the can address to **optimize and transform**



If using SAS today then moving to 9.2 will provide you significant gains!

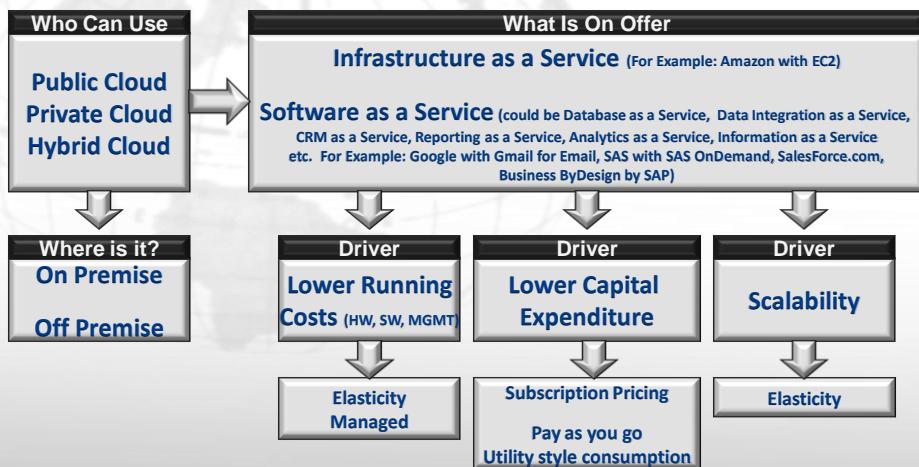
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The CIO of the future! Top of mind topics?



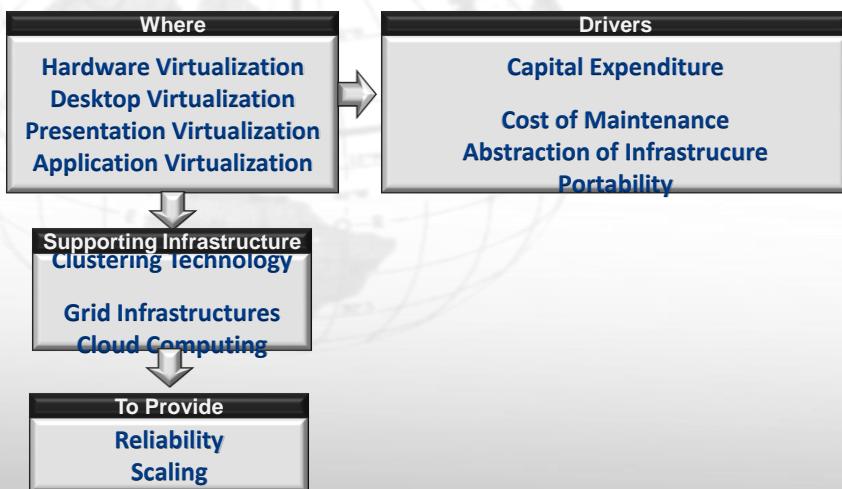
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Cloud Computing



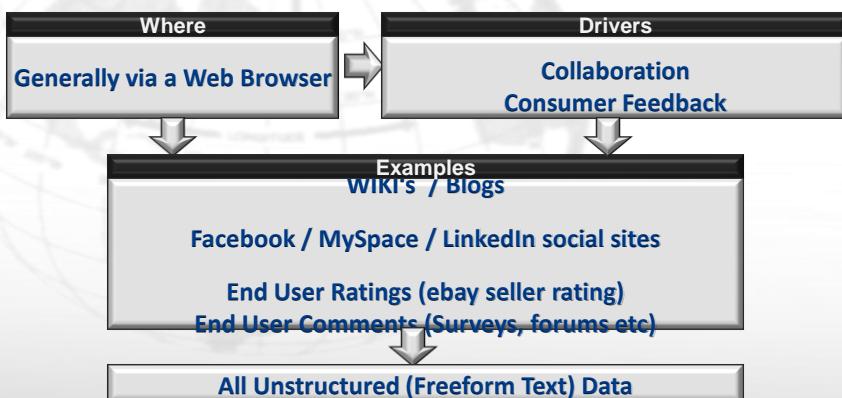
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Virtualization

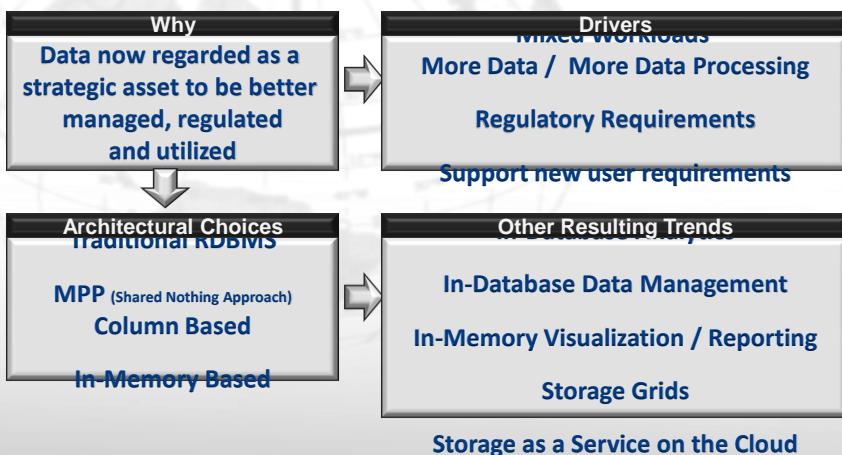


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Web 2.0


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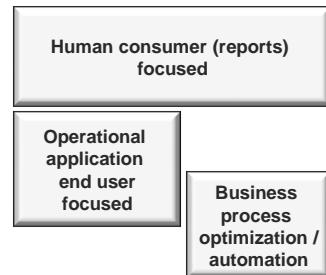
DWH 2.0


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The CIO of the Future!

Will have to provision a few styles of Business Analytics (BA) with one platform optimally

- Classic BA
- Classic BA with Data Quality
- BA with data feedback loops
- Realtime BA through services
- Business Activity Monitoring



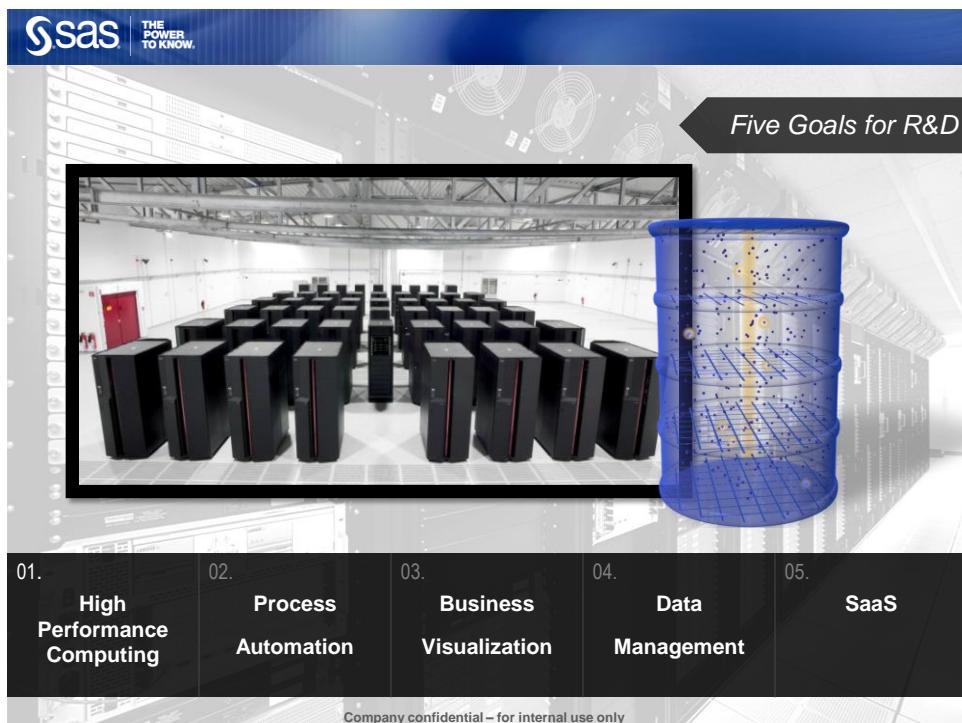
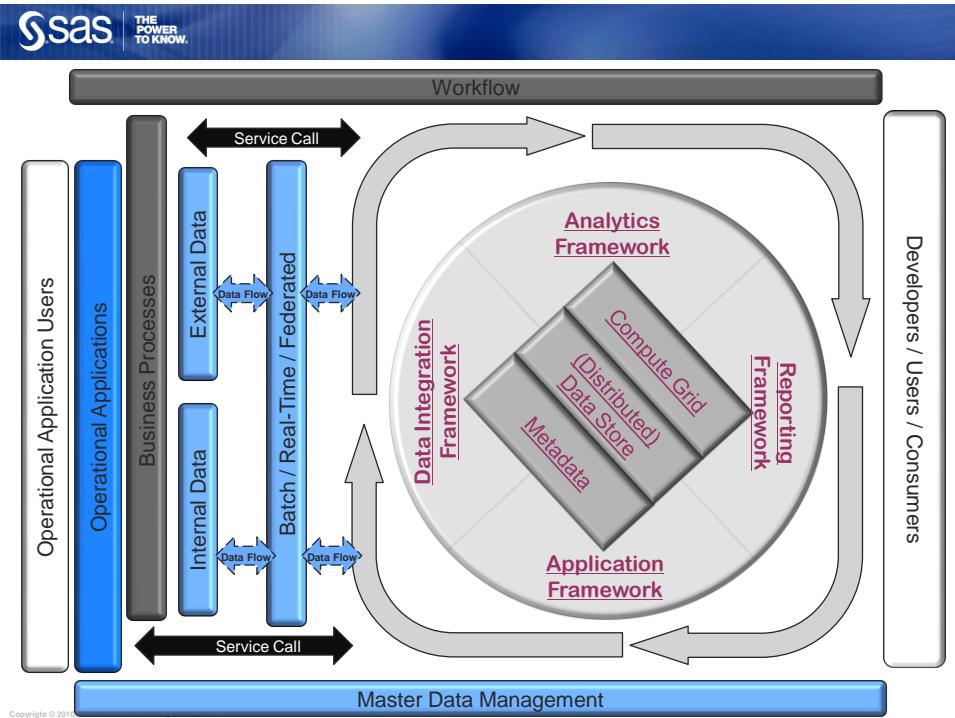
Applications quick start and support this with this with business process IP!

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Some more implications...

- | | |
|------------------------------|---------------------------------|
| More Decisions | More Data Processing |
| Service Orientation | |
| More Users | More Process Integration |
| More Scalability | More Compute Power |
| Faster Response Times | Workflow |
| Two way data flows | |
| More Throughput | Broader Utilization |

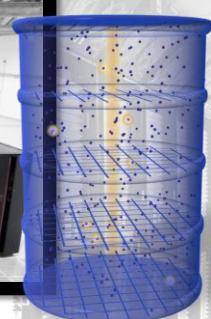
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Five Goals for R&D



01.

High
Performance
Computing

02.

Process
Automation

03.

Business
Visualization

04.

Data
Management

05.

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“Divide and Conquer” - Shared storage

Five Goals for R&D

Traditional



Distributed



01.

High
Performance
Computing

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“Divide and Conquer” Move Data to Compute

Five Goals for R&D

Traditional Architecture



Message Passing Architecture



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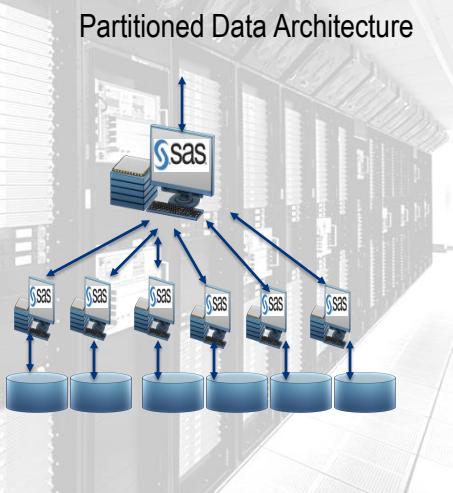
“Divide and Conquer” Move Compute to Partitioned Data

Five Goals for R&D

Traditional Architecture



Partitioned Data Architecture

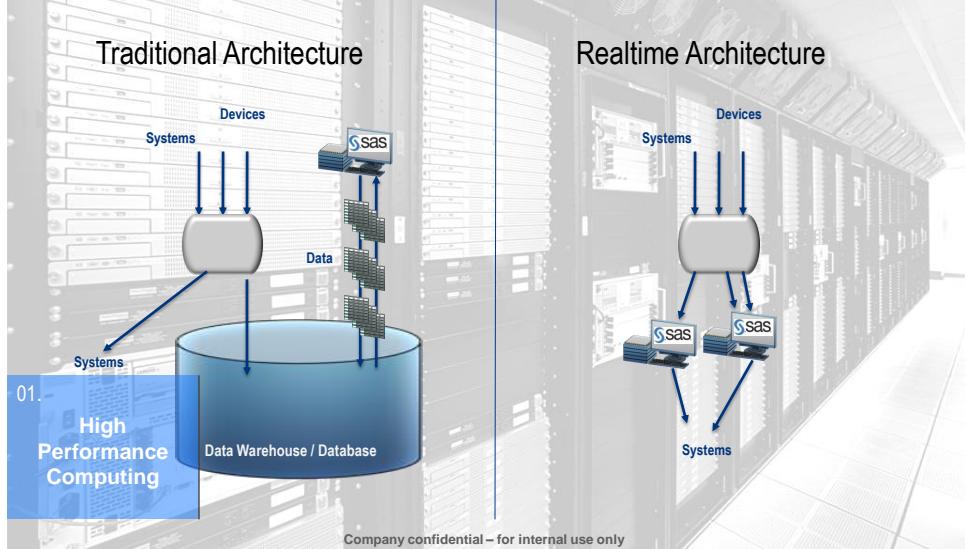


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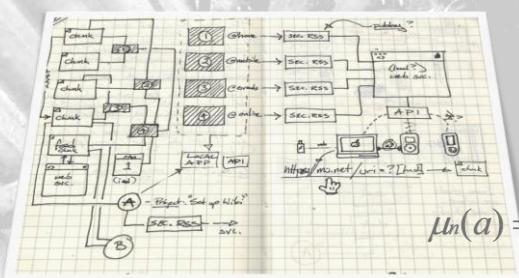
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“Adding Present to Past/Future” *Five Goals for R&D* ex. Realtime/Streaming/CEP



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Five Goals for R&D

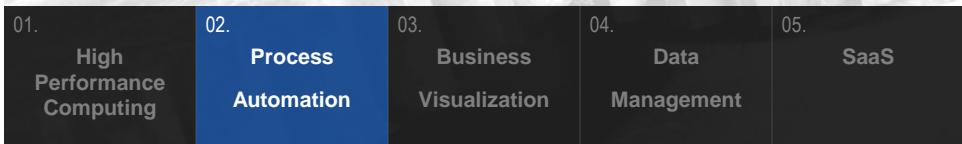


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|-----------------------------------------|------------------------------|----------------------------------|---------------------------|-------------|
| 01.
High
Performance
Computing | 02.
Process
Automation | 03.
Business
Visualization | 04.
Data
Management | 05.
SaaS |
|-----------------------------------------|------------------------------|----------------------------------|---------------------------|-------------|

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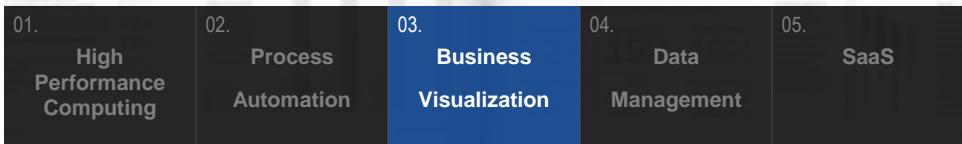
Five Goals for R&D

- Process Automation Points
- Workflow
- Wrapped in Analytics



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Five Goals for R&D



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Five Goals for R&D

- BI Dashboard

- Mobile

- Analytics

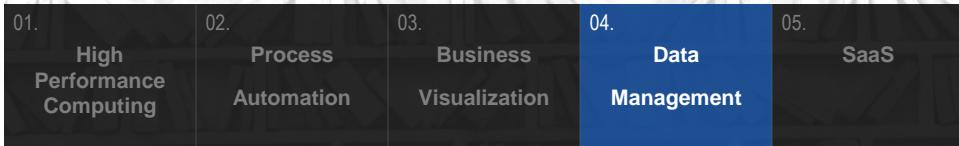


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Five Goals for R&D



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Five Goals for R&D

- DataFlux DM/Unity

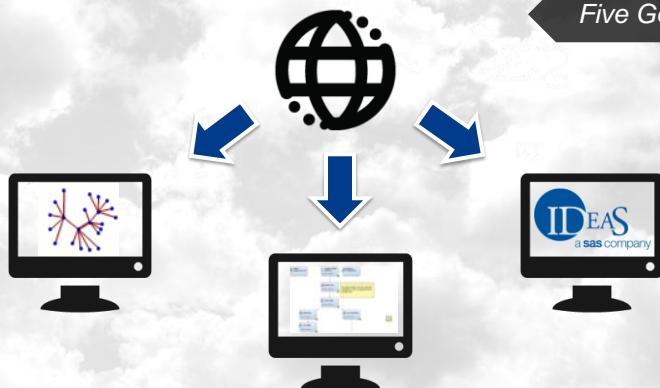
01. High Performance Computing	02. Process Automation	03. Business Visualization	04. Data Management	05. SaaS
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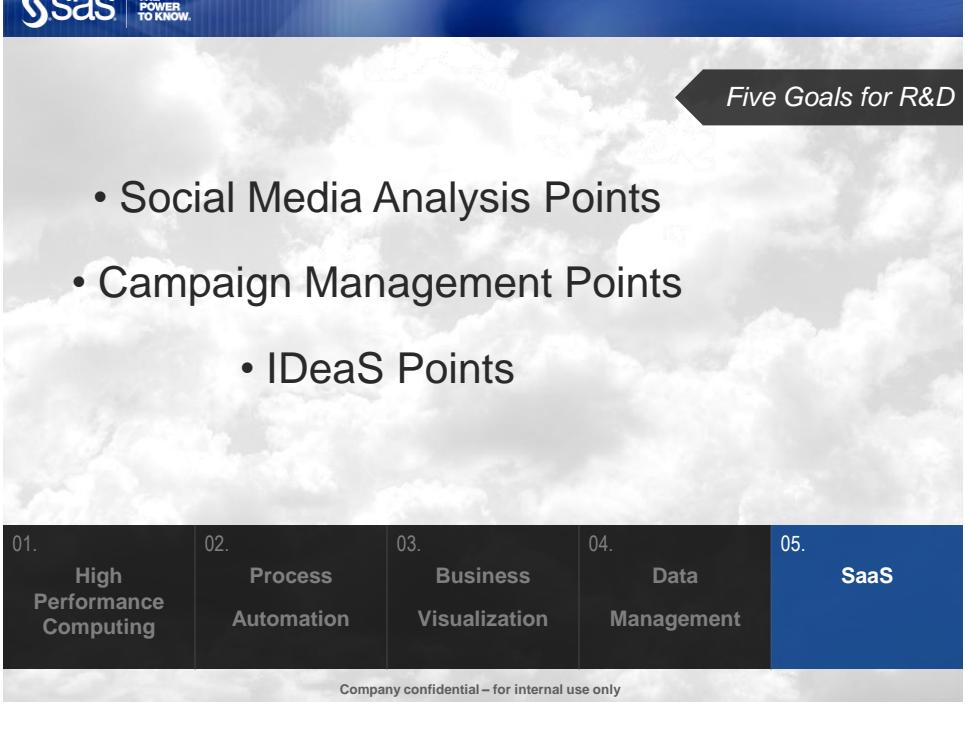
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Five Goals for R&D



01. High Performance Computing	02. Process Automation	03. Business Visualization	04. Data Management	05. SaaS
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Five Goals for R&D

- Social Media Analysis Points
- Campaign Management Points
- IDeaS Points

01. High Performance Computing	02. Process Automation	03. Business Visualization	04. Data Management	05. SaaS
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