



**THE  
POWER  
TO KNOW®**

## Product Roadmap, Technology Directions

Allan Russell

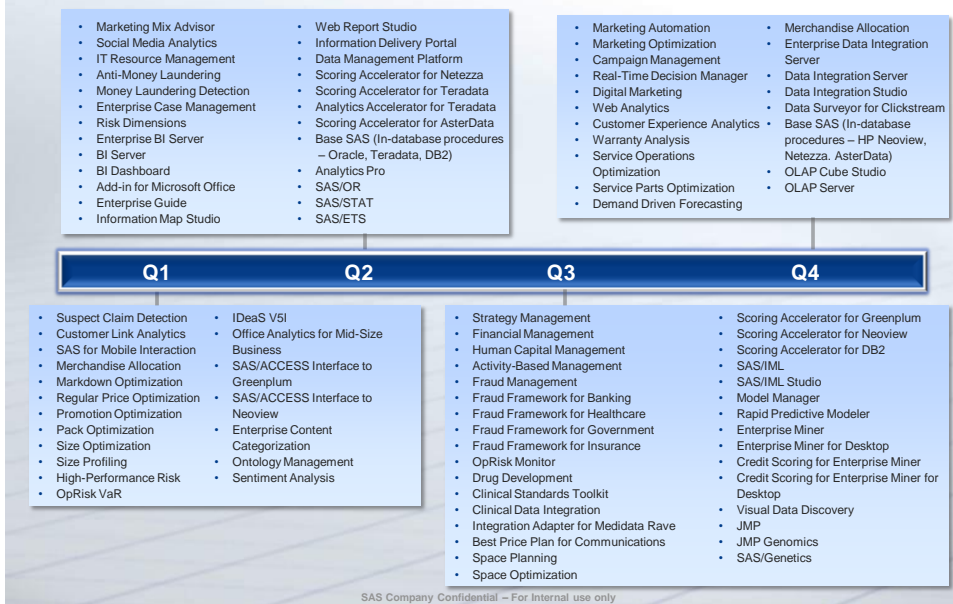
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## Release Highlights – 2009

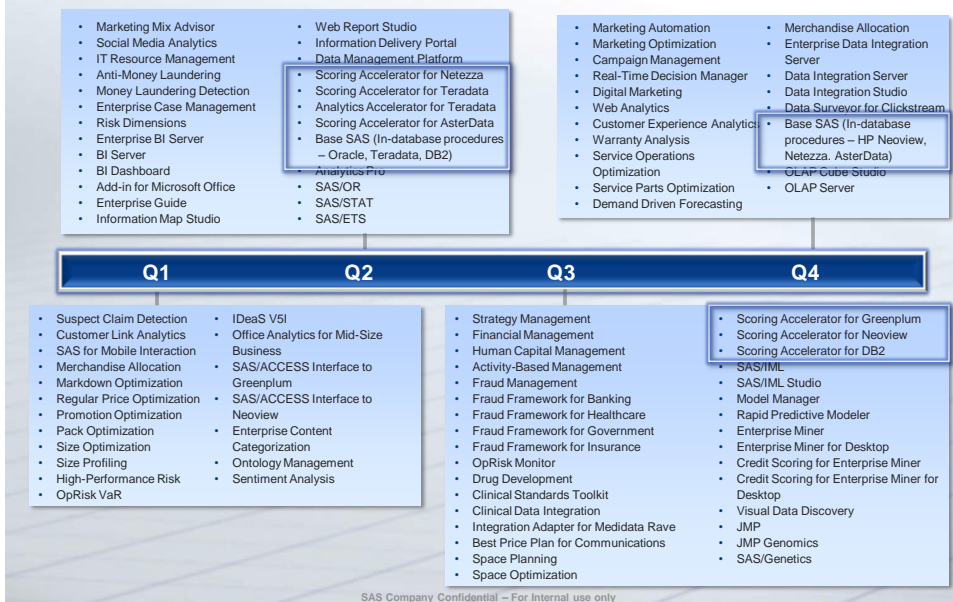
- Analytics
- Business Intelligence
- Data Integration
- In-Database
- Customer Intelligence
- Risk and Fraud
- Performance Management
- Supply Chain / Manufacturing
- ...

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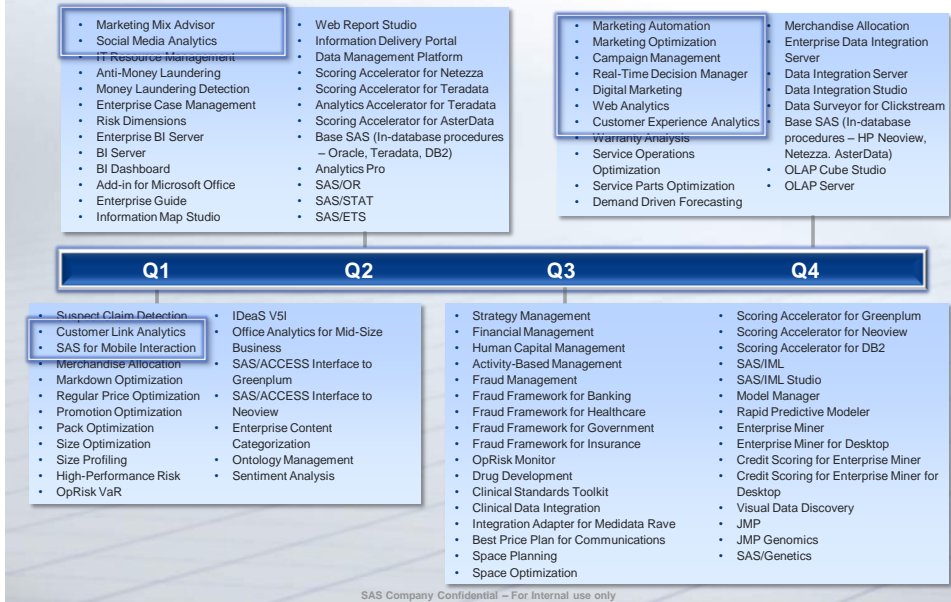
## SAS 2010 Release Highlights



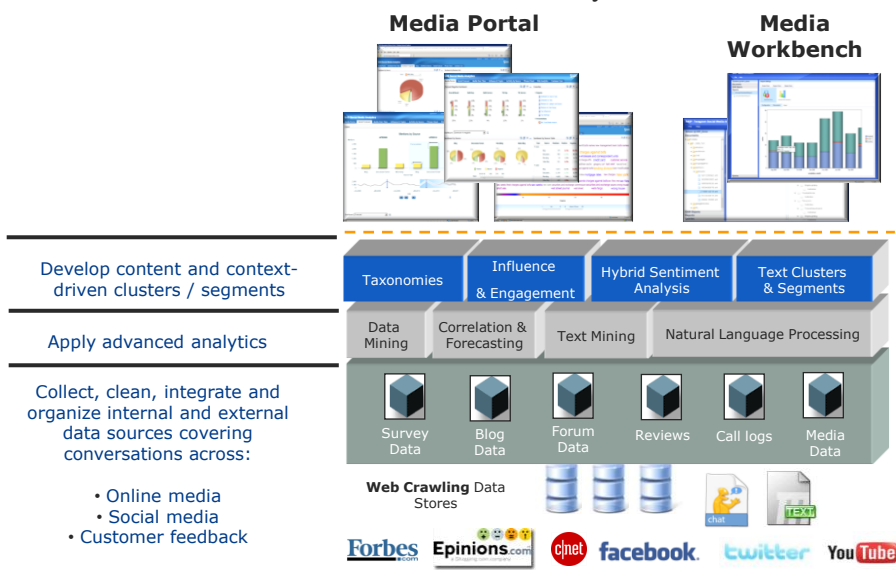
## SAS 2010 Release Highlights – The DBMS as Platform



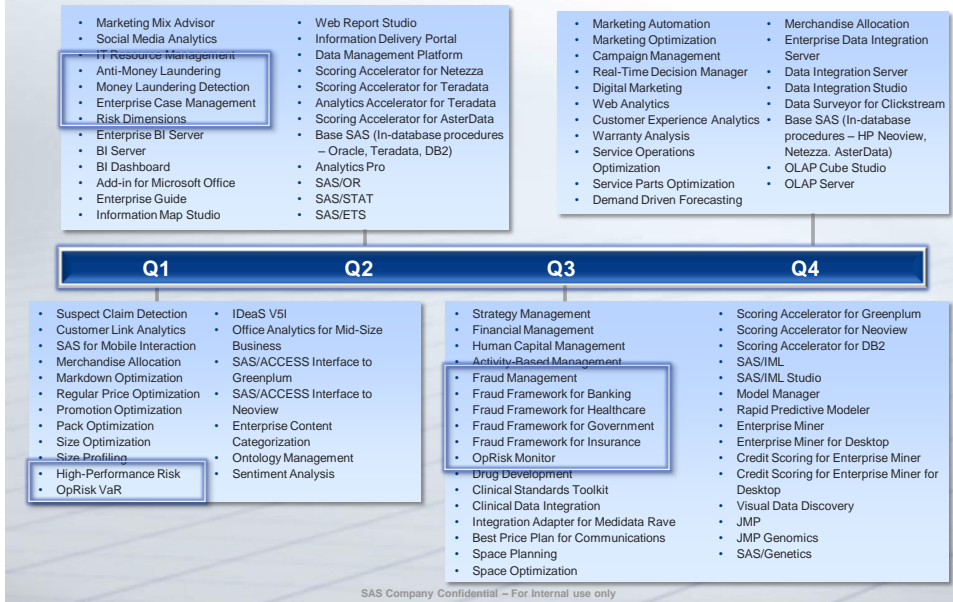
## SAS 2010 Release Highlights – New Data Sources



## SAS® Social Media Analytics



## SAS 2010 Release Highlights - Risk and Fraud



## 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!

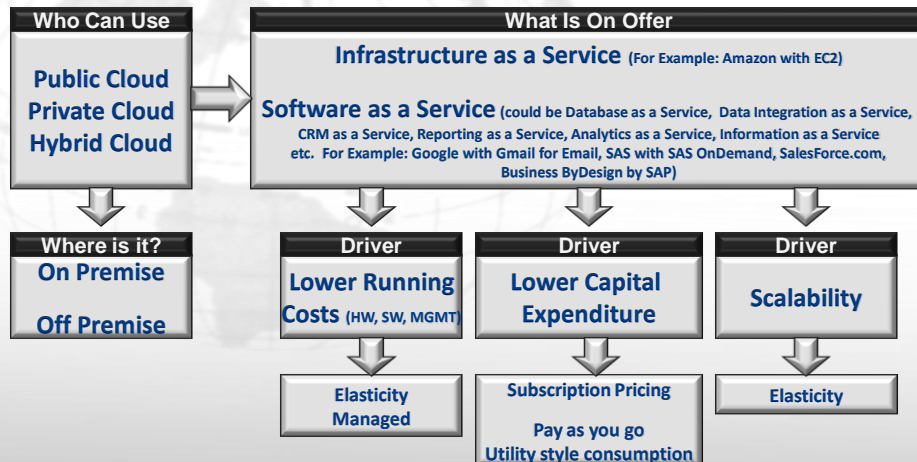
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The CIO of the future!  
Top of mind topics?



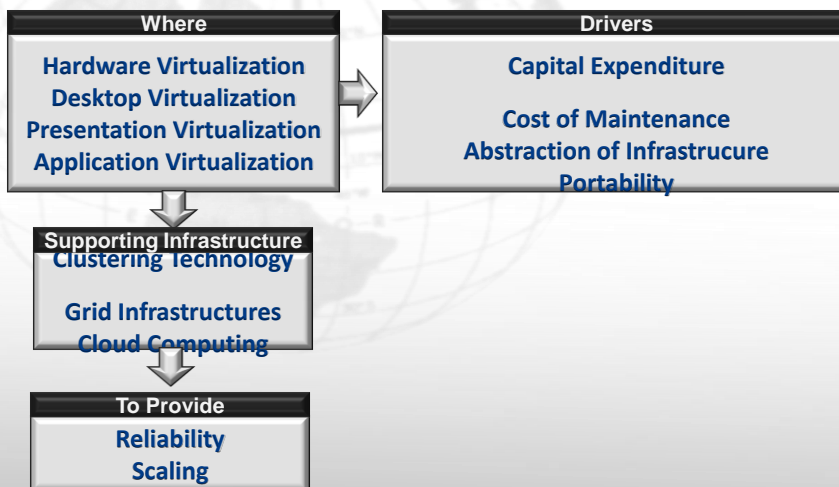
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## Cloud Computing



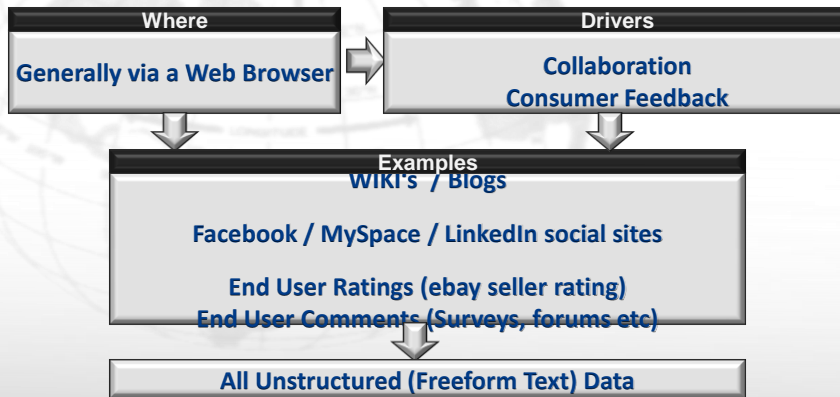
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## Virtualization



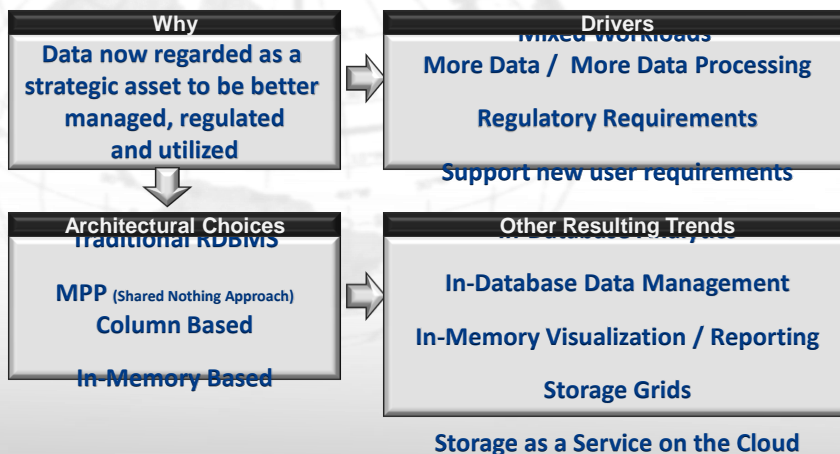
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## Web 2.0



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## DWH 2.0

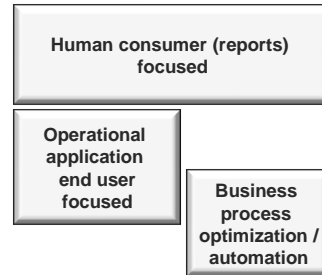


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## The CIO of the Future!

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!

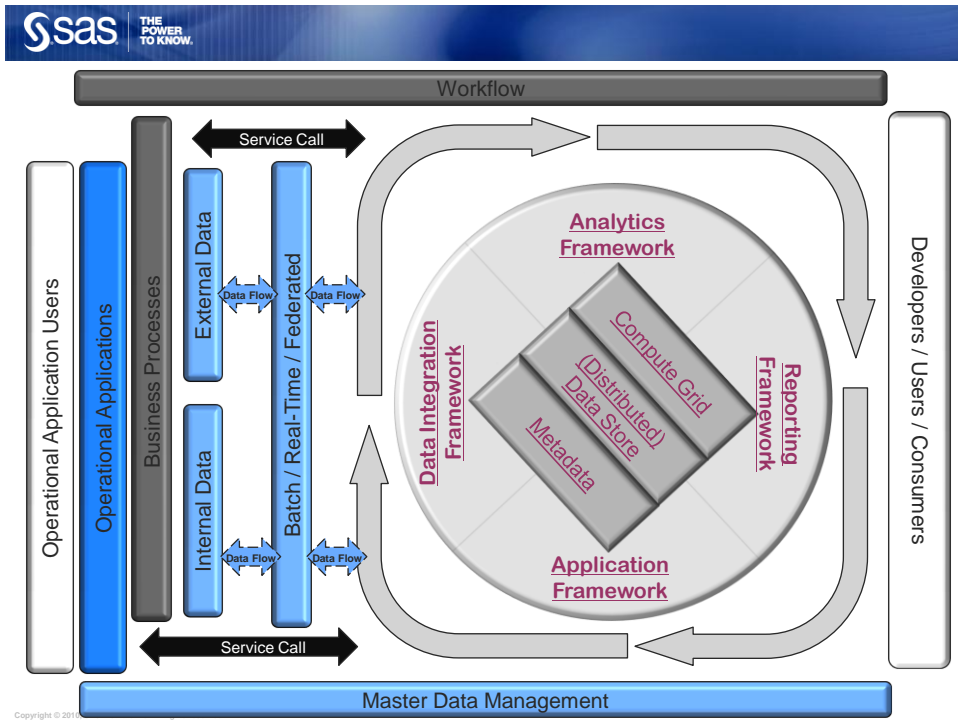
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## Some more implications...

**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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**sas** THE POWER TO KNOW.

### Five Goals for R&D

01. <b>High Performance Computing</b>	02. <b>Process Automation</b>	03. <b>Business Visualization</b>	04. <b>Data Management</b>	05. <b>SaaS</b>
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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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## “Divide and Conquer” - Shared storage

## Five Goals for R&D



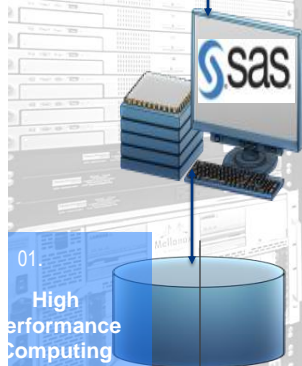
01. **High Performance Computing**

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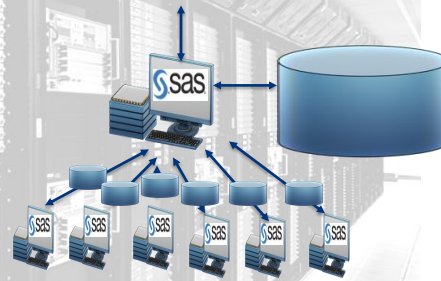
## “Divide and Conquer” Move Data to Compute

*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



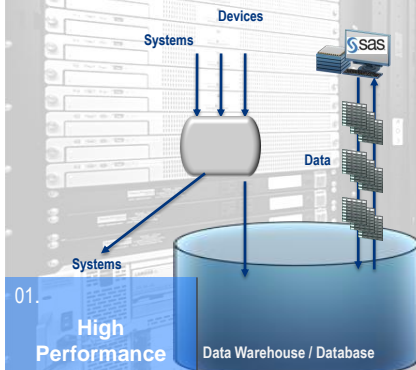
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# “Adding Present to Past/Future”

ex. Realtime/Streaming/CEP

Five Goals for R&D

## Traditional Architecture



01.

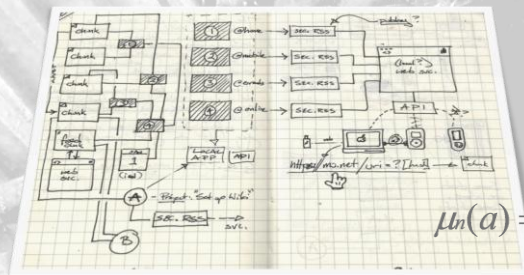
High  
Performance  
Computing

## Realtime Architecture



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Five Goals for R&D



$$\mu_n(a) = \sum (x - a)^n P(x)$$

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

**High  
Performance  
Computing**

02.

## Process Automation

## Business Visualization

04.

## Data Management

## SaaS

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## Five Goals for R&D



01.

**High  
Performance  
Computing**

02.

## Process Automation

03.

## Business Visualization

04.

## Data Management

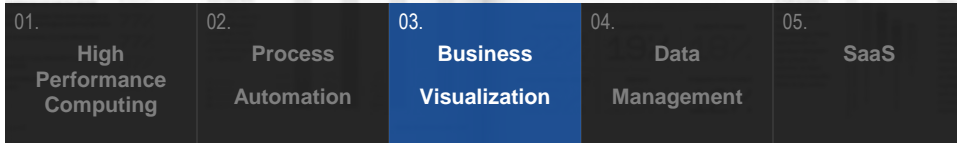
05.

## SaaS

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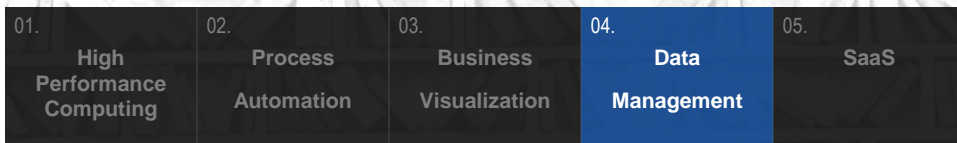
*Five Goals for R&D*

- BI Dashboard
- Mobile
- Analytics



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*Five Goals for R&D*



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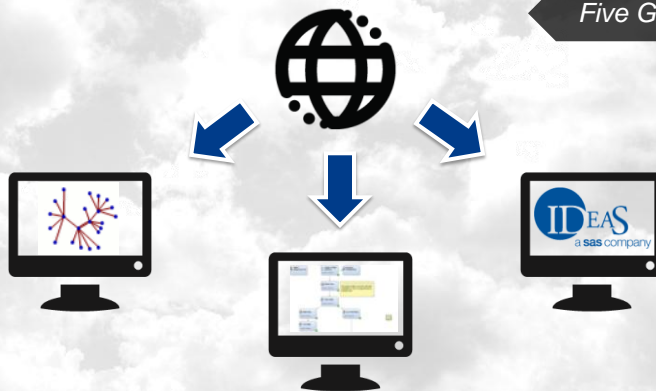
*Five Goals for R&D*

- DataFlux DM/Unity

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

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*Five Goals for R&D*



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

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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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