



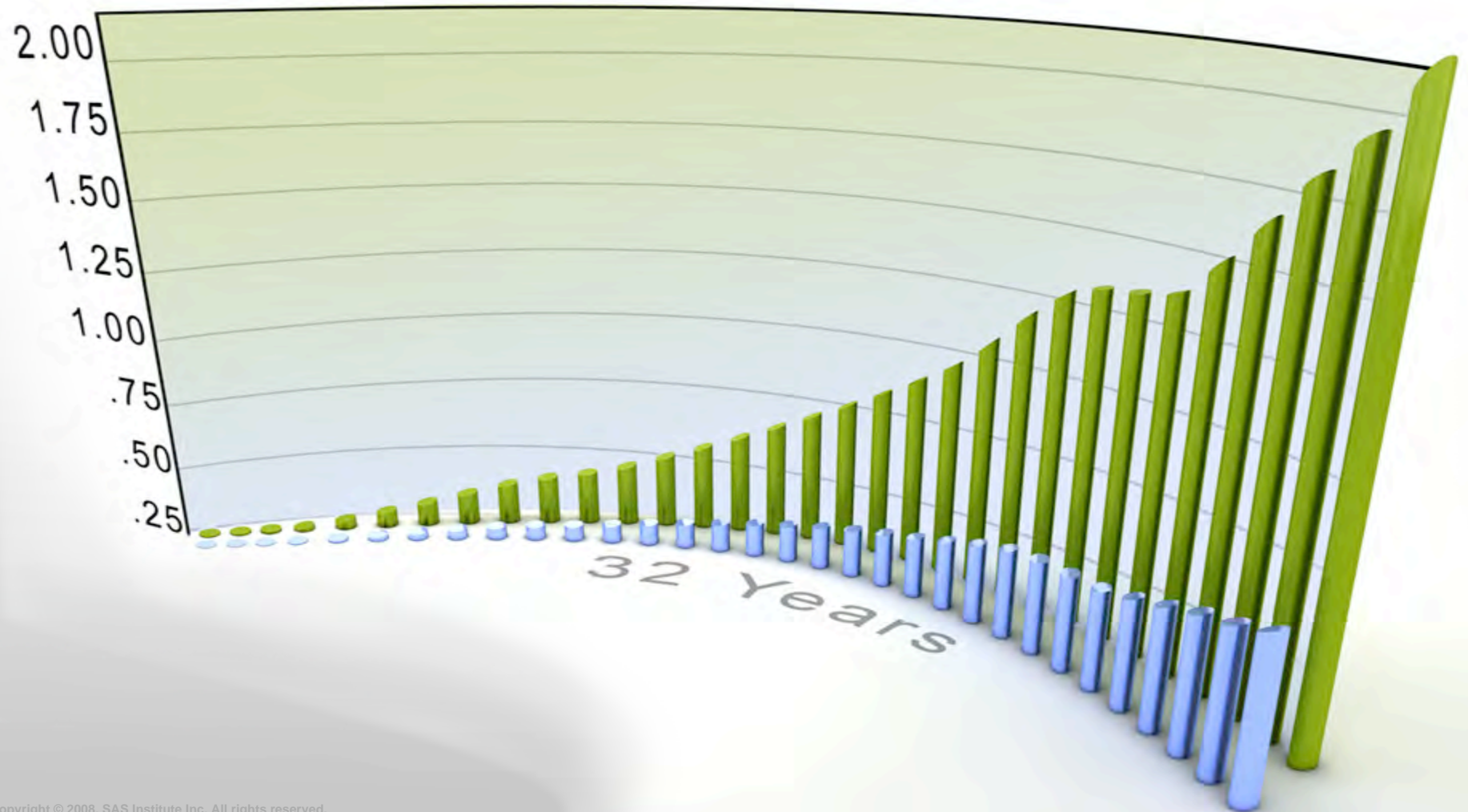
**THE
POWER
TO KNOW®**

Leadership in Technology

Jim Davis
Senior Vice President & Chief Marketing Officer
SAS

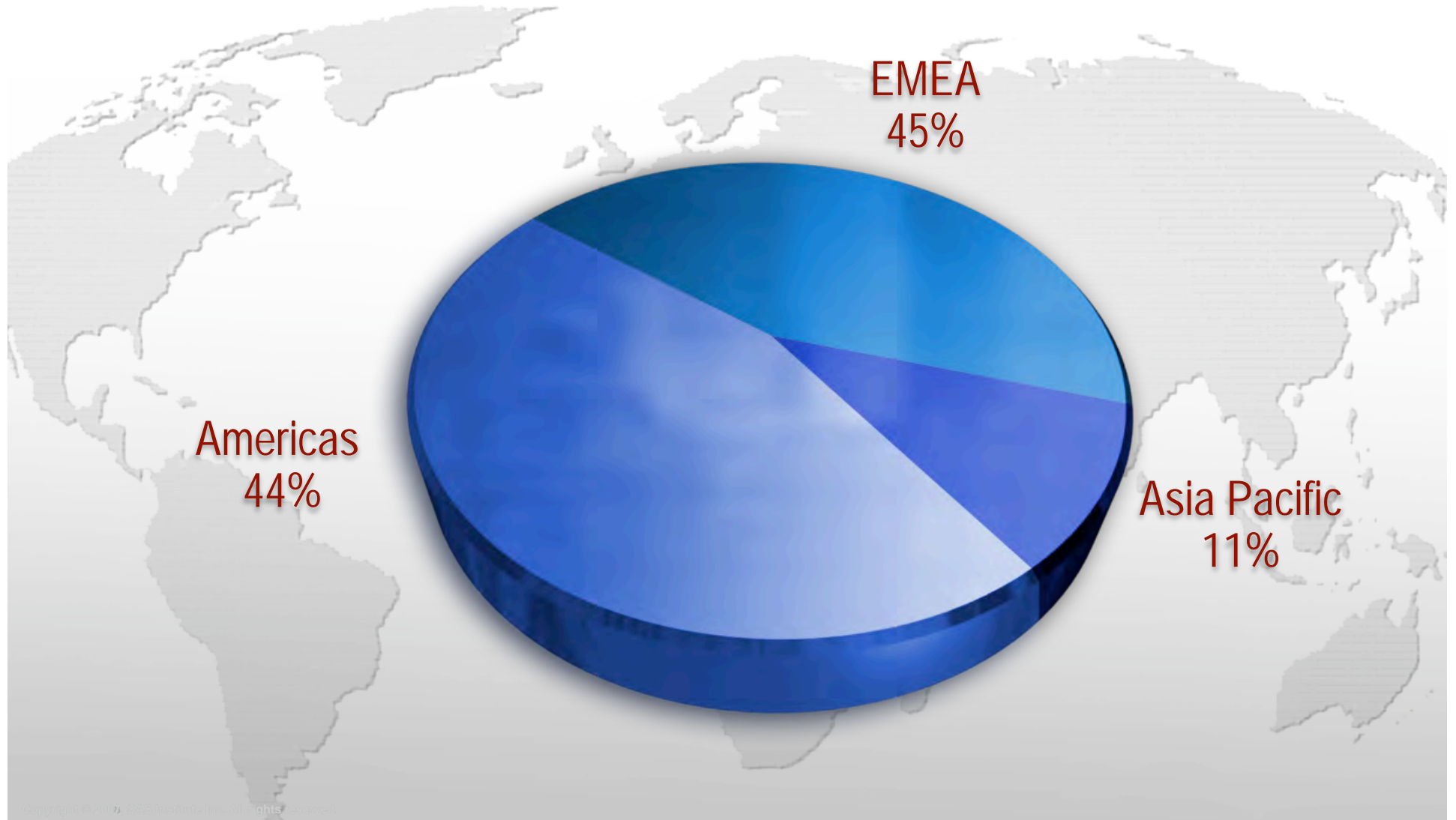
Revenue Growth

32 Consecutive years

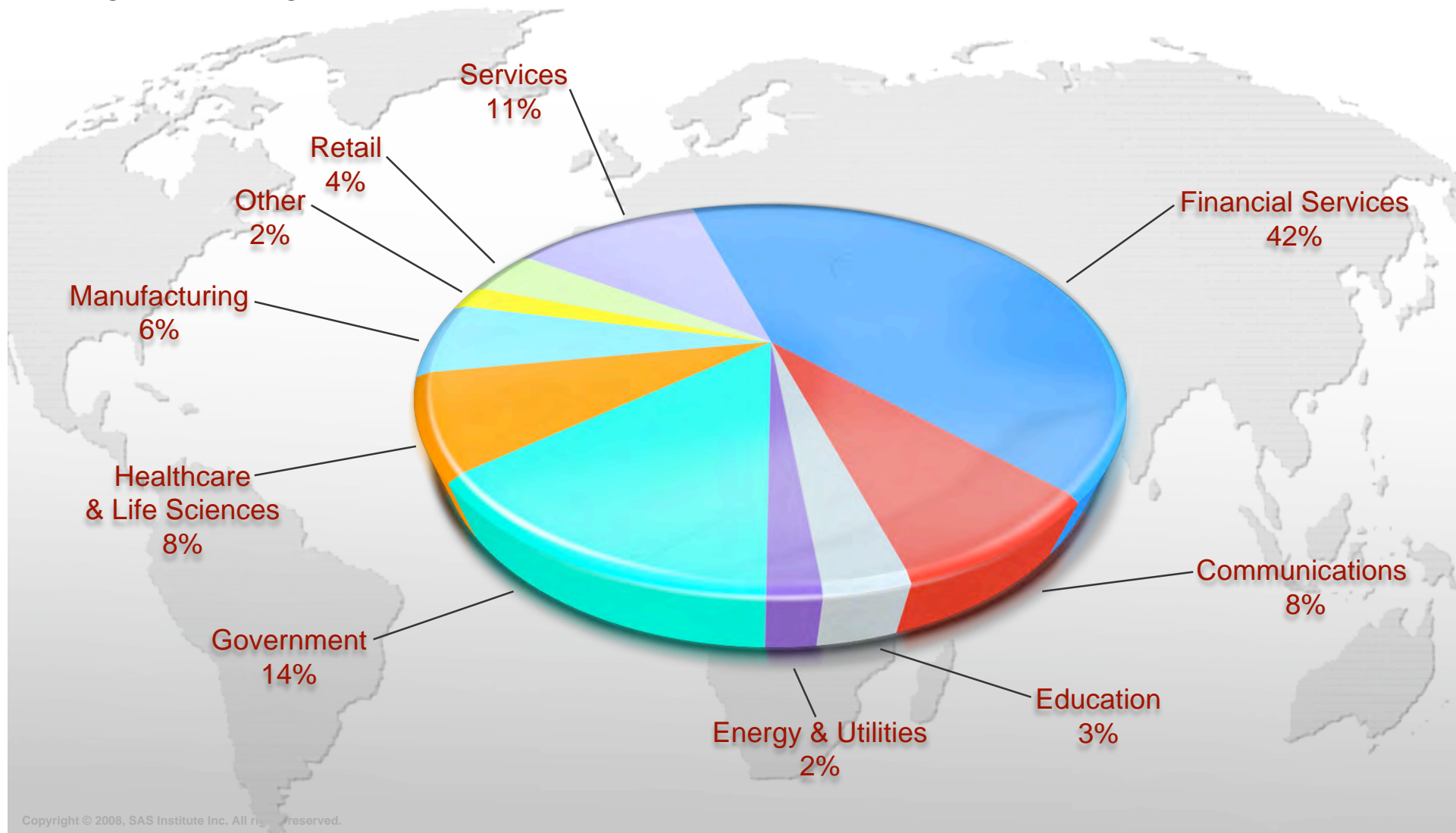


2007 Performance

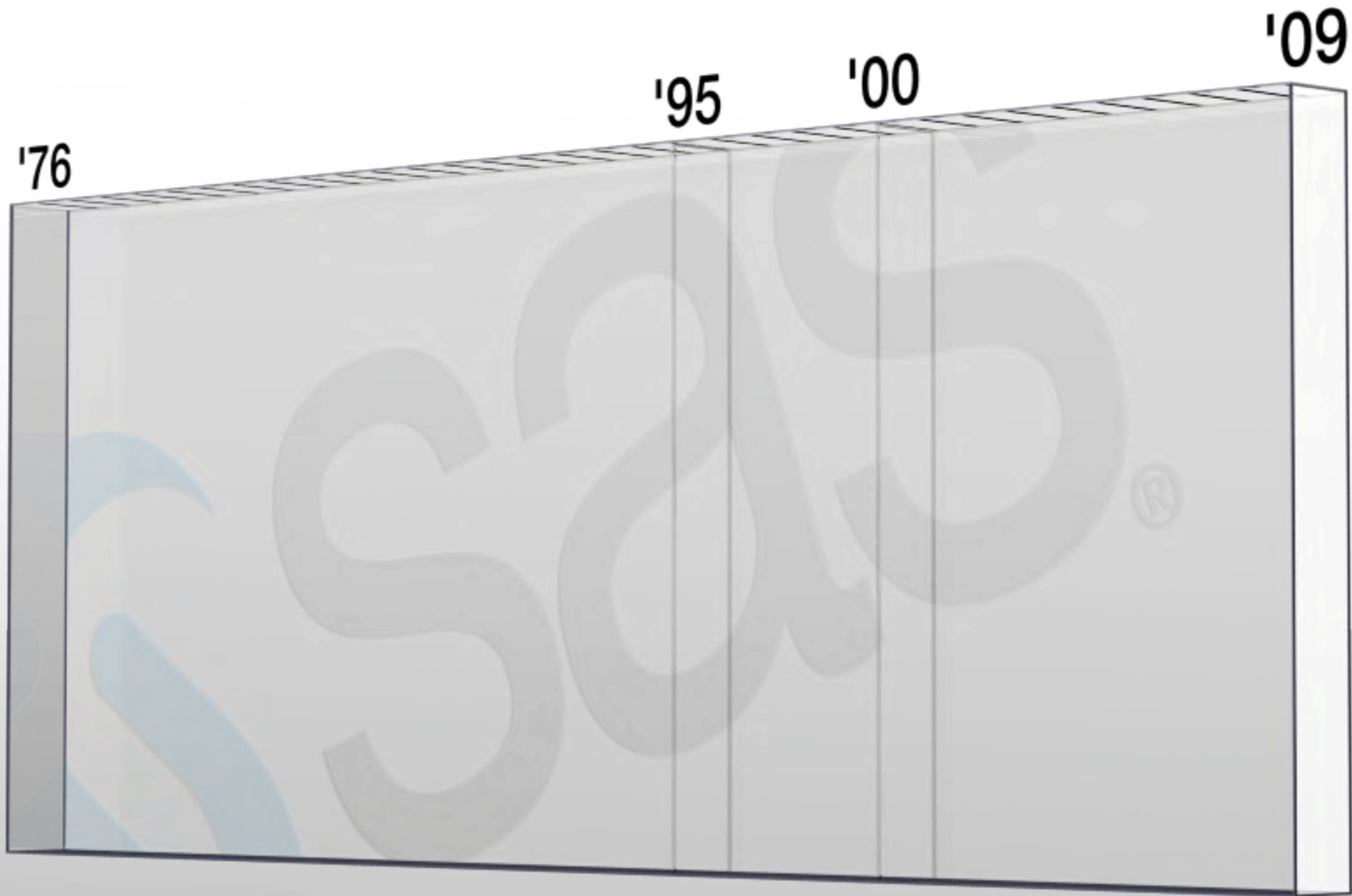
Revenue by Geography



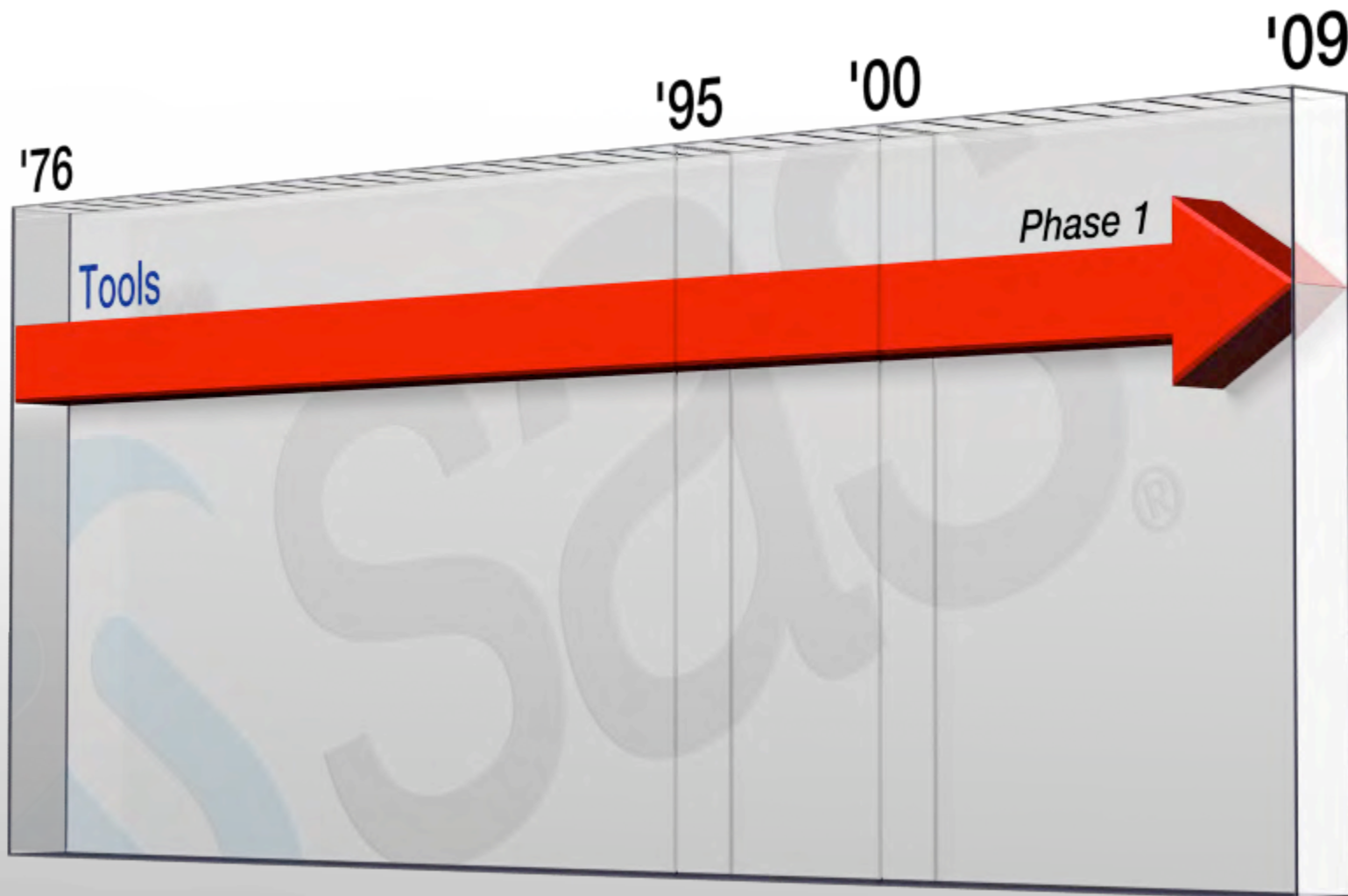
Global Revenue *By Industry*



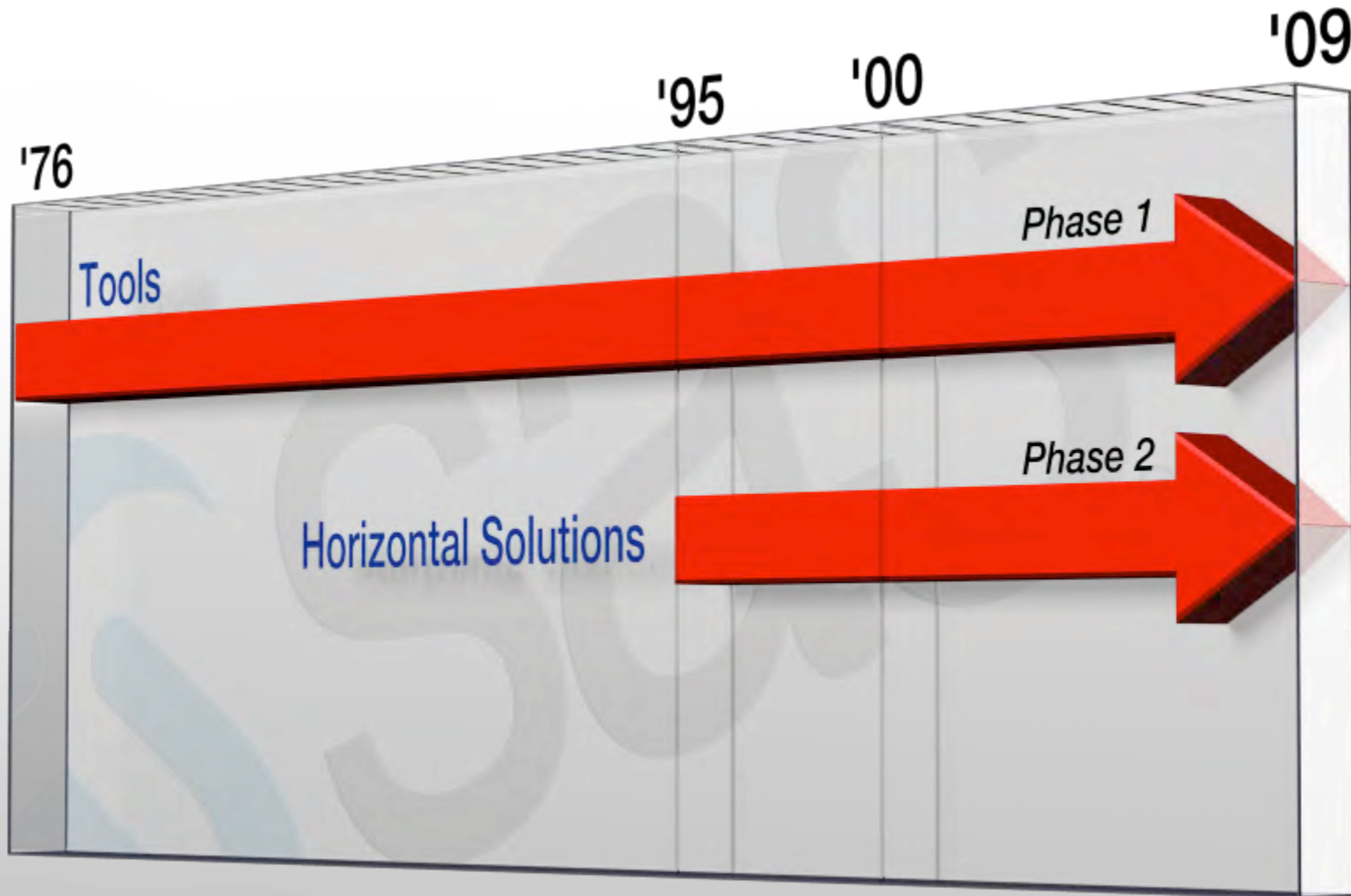
Evolving to Meet Customer Demand



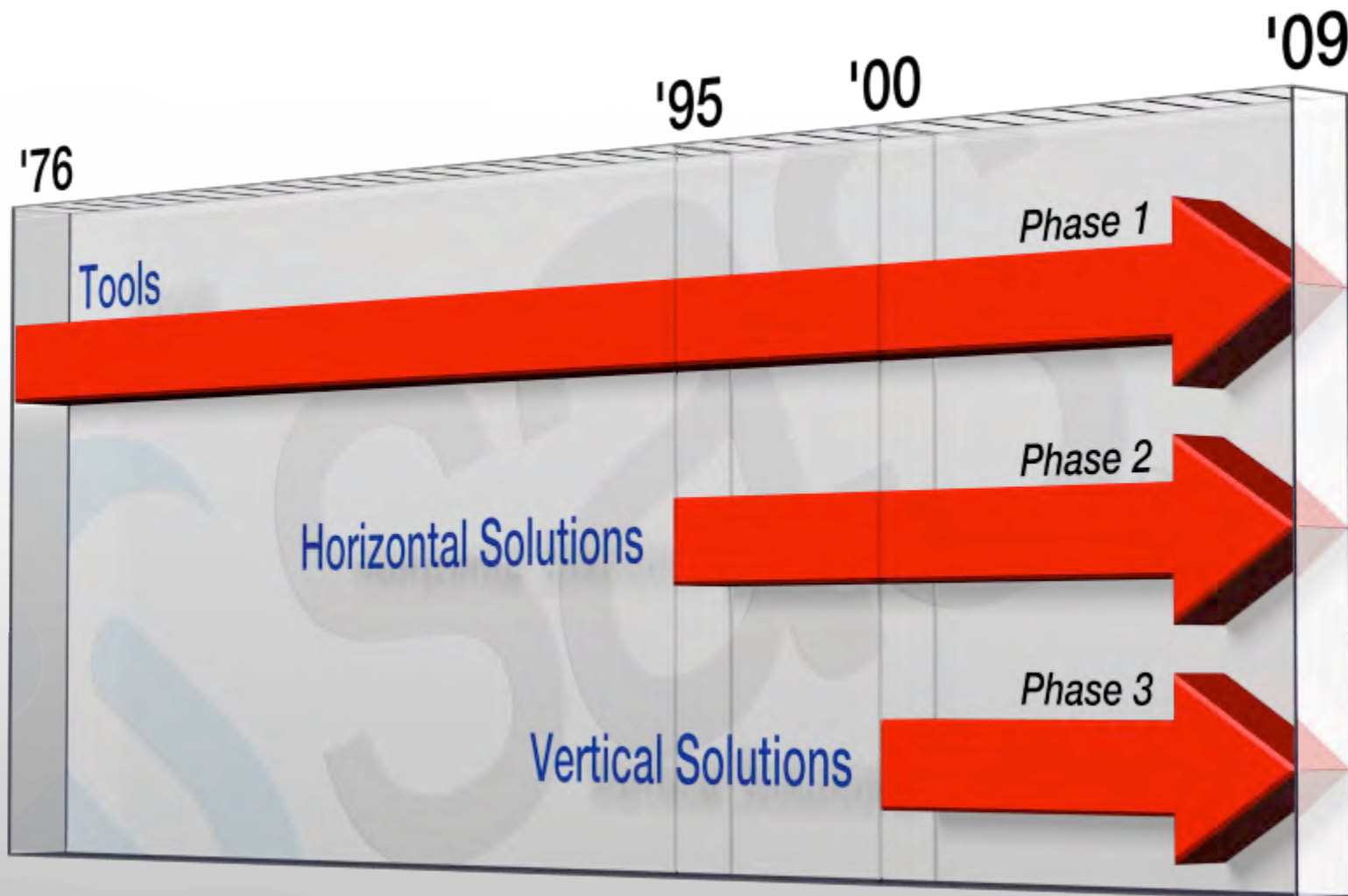
Evolving to Meet Customer Demand



Evolving to Meet Customer Demand



Evolving to Meet Customer Demand



A 3D effect of a brown sticky note is centered on a light gray world map. The note is tilted and has a drop shadow. The text on the note is in a bold, black, sans-serif font.

**“Every organization needs
one core competence
-- innovation.”**

-Peter Drucker

Information Revolution

161

281

1800

264

8090

Information Revolution

161 EB captured and replicated in 2006

281

1800

8090

264

Information Revolution

161 EB captured and replicated in 2006

281 EB captured and replicated in 2007

1800

264

8090

Information Revolution

161 EB captured and replicated in 2006

281 EB captured and replicated in 2007

264 EB of available storage in 2007

Information Revolution

161 EB captured and replicated in 2006

281 EB captured and replicated in 2007

264 EB of available storage in 2007

1800 EB captured and replicated in 2011

Information Revolution

161 EB captured and replicated in 2006

281 EB captured and replicated in 2007

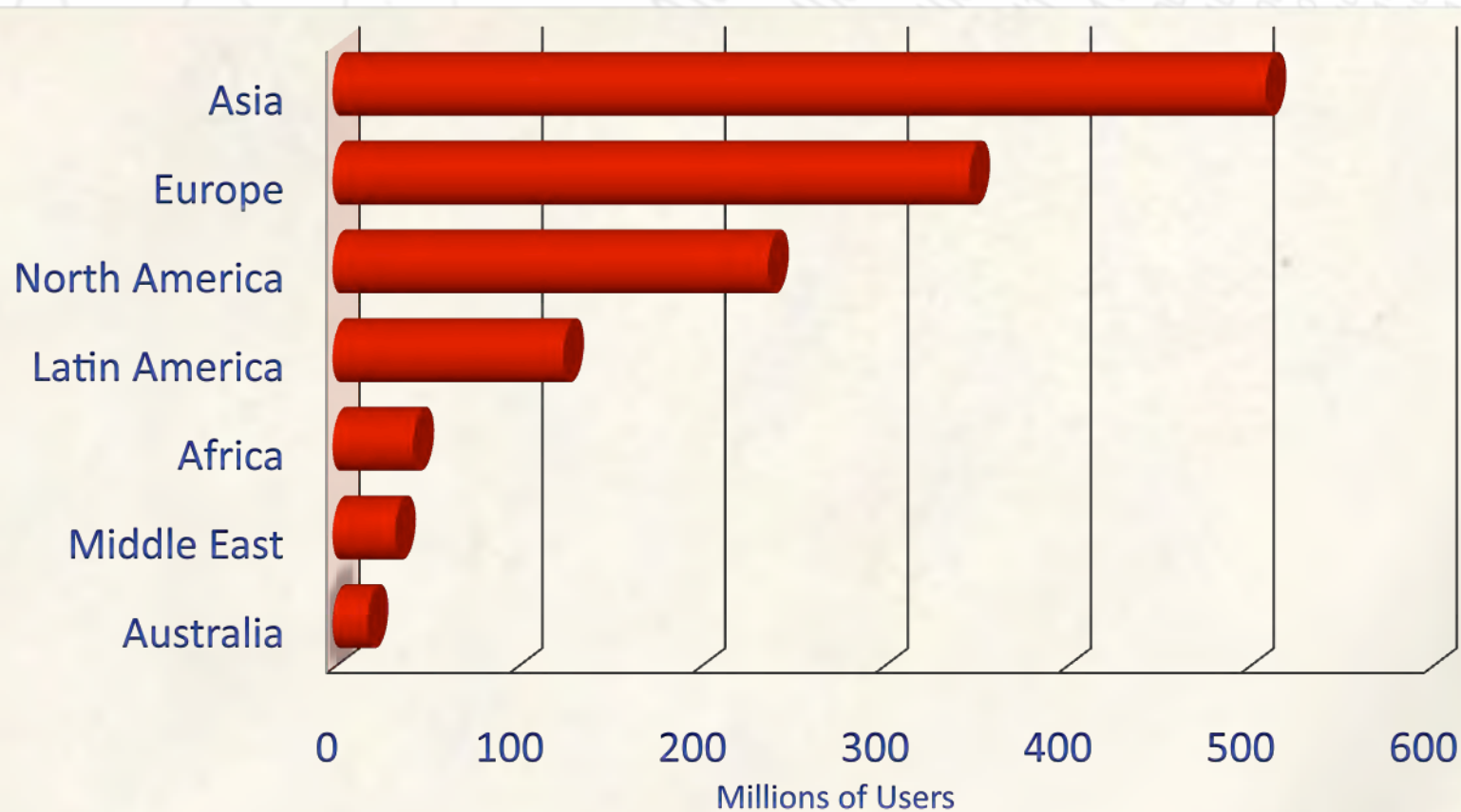
264 EB of available storage in 2007

1800 EB captured and replicated in 2011

8090 MB per day for my personal digital footprint

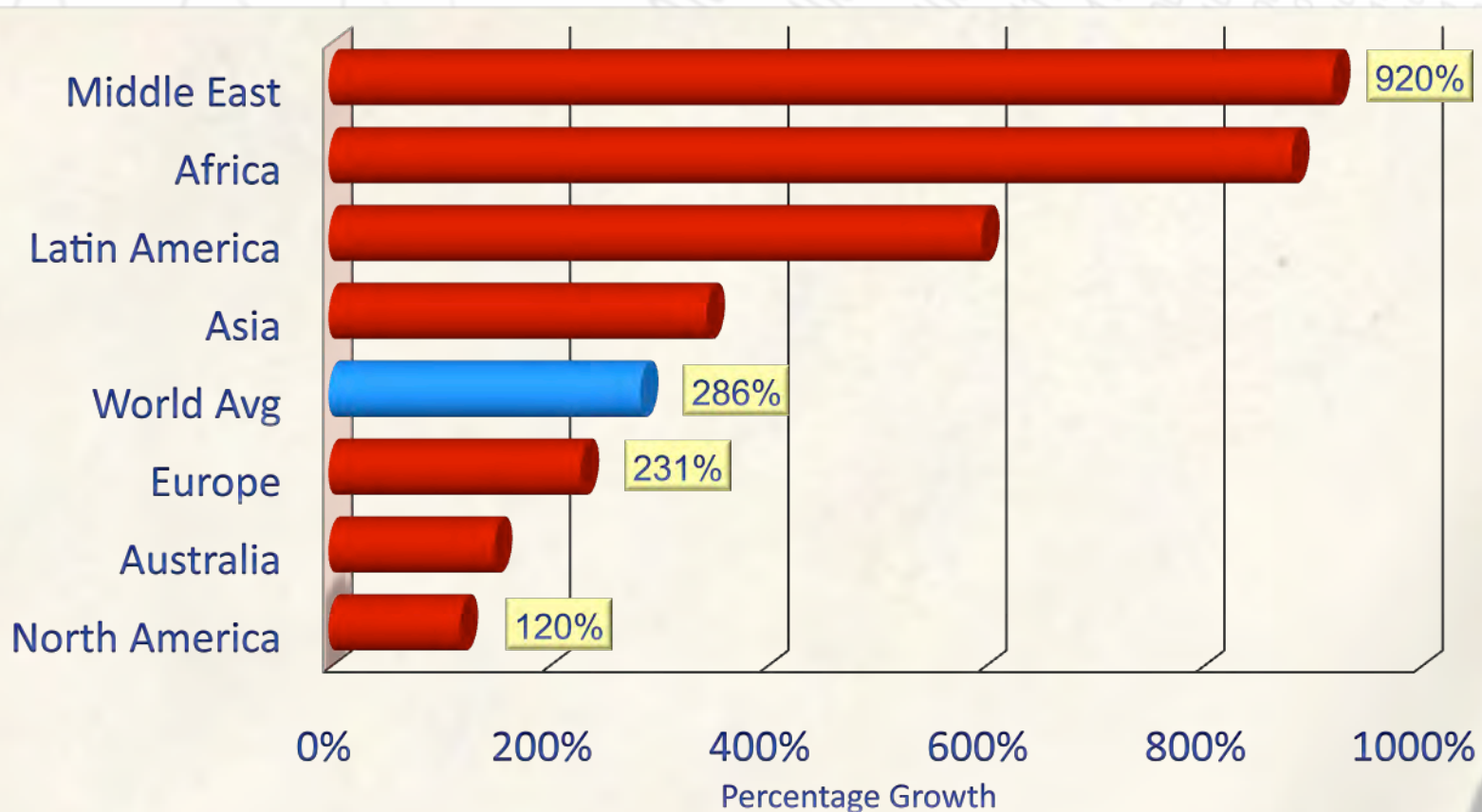
Internet Usage around the Globe

User Distribution



Internet Usage around the Globe

Growth: 2000 - 2007



Information Revolution

Study: 1000 managers

- 42%** “Too much information”
- 44%** “Other departments not forthcoming with data”
- 39%** “Can’t figure out which information is current”
- 38%** “Need to weed out duplicate information”
- 21%** “Don’t understand the value of the information”

accenture

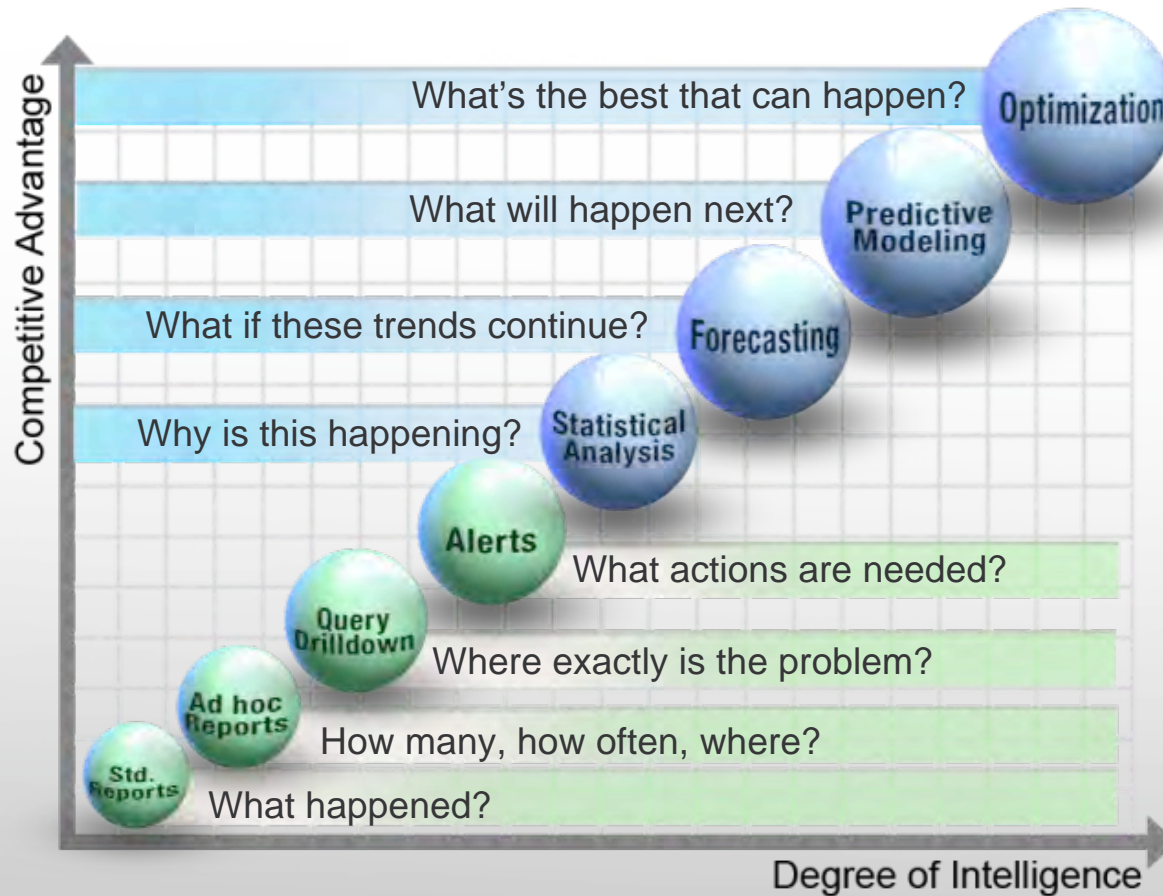
Information Value Chain

CIO priority



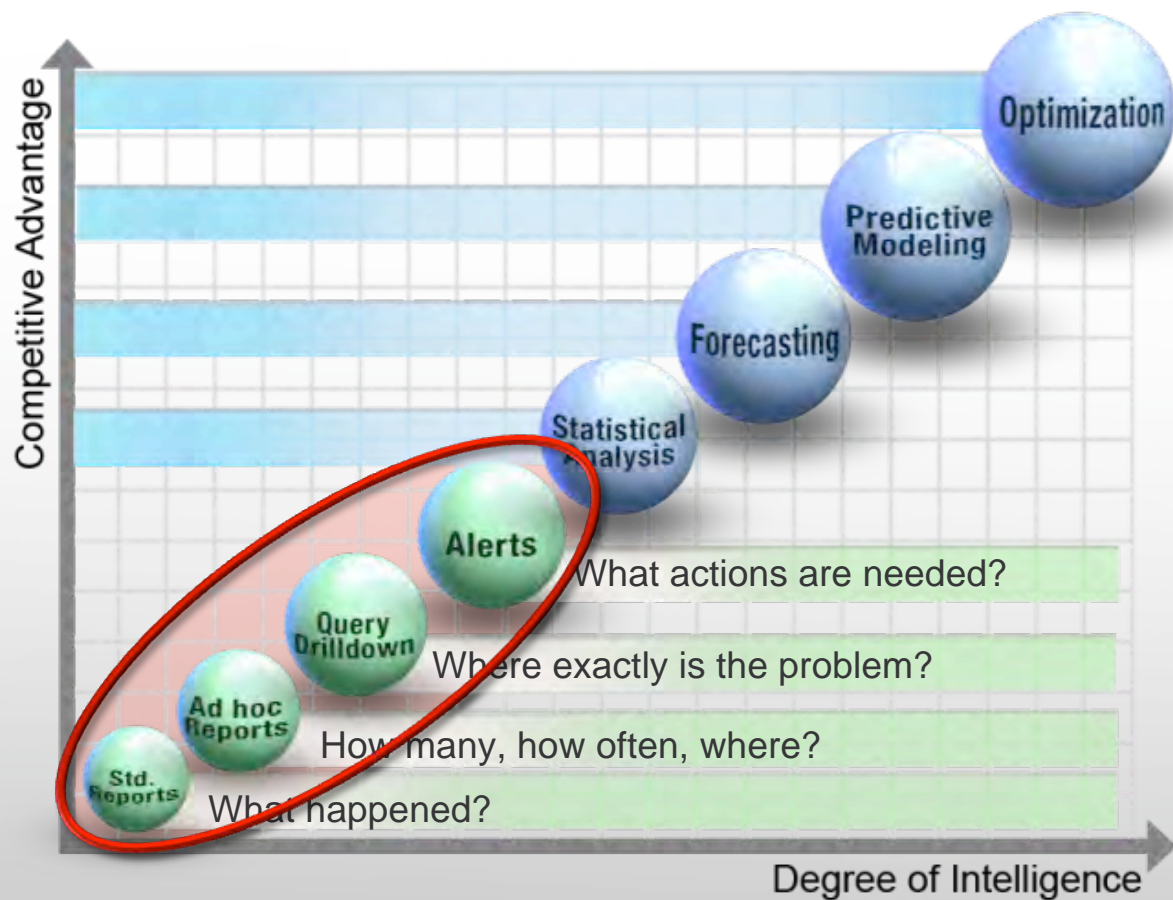
Analytics

A Range of Capability



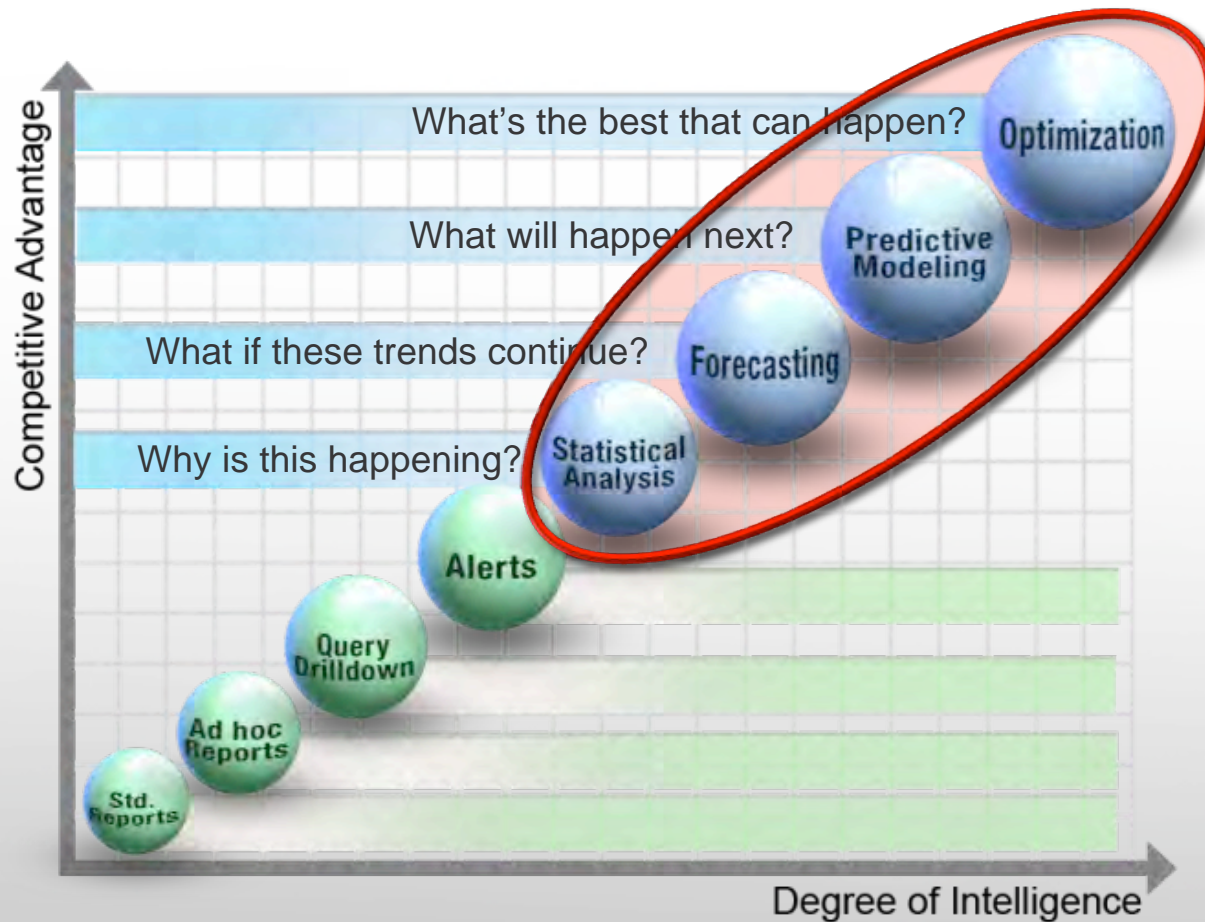
Analytics

Reactive Decision Making



Analytics

Proactive Decision Making



Information Value Chain



Information Value Chain

Valuable asset



A Commitment to Intelligence

Information Evolution Model



Level 5: Innovate

Level 4: Optimize

Level 3: Integrate

Level 2: Consolidate

Level 1: Operate

Information Evolution Model

Level 1: Operate



- Focus on the individual
- No information standards
- Legacy information tools
- Information is personal power
- Benefit to the enterprise?

Information Evolution Model

Level 2: Consolidate



- Functional group focus
- Departmental tools
- Departmental standards
- Information = political power
- Old definition of BI

Information Evolution Model

Level 3: Integrate



- Enterprise focus
- Enterprise standards
- Enterprise information architecture
- Breaking down barriers
- Informed view of operations

Information Evolution Model

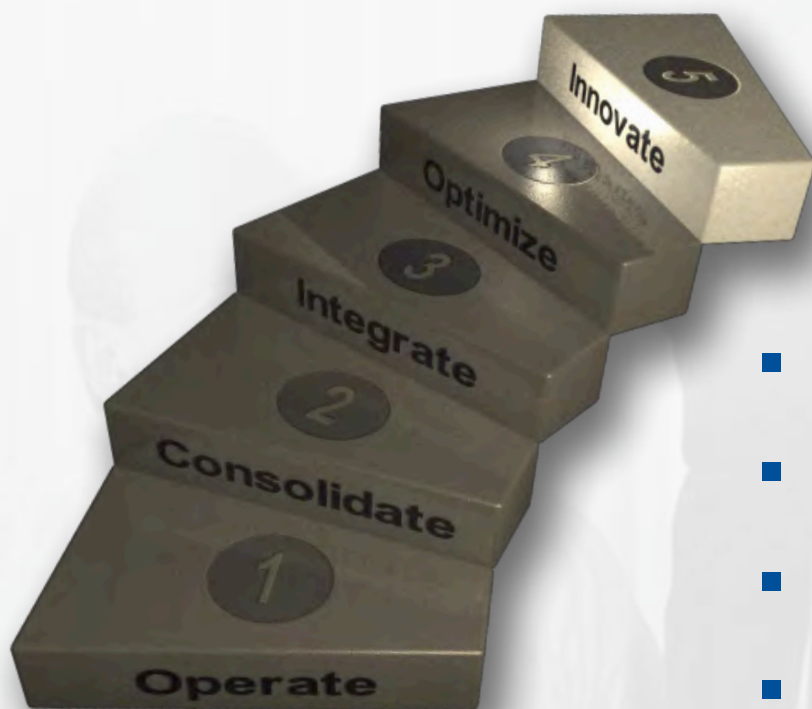
Level 4: Optimize



- Focus on the bottom line
- Efficiency programs put in place
- Incremental improvement
- Performance management
- Transparency into operations

Information Evolution Model

Level 5: Innovate



- Focus on the top line
- Data is a strategic asset
- Commitment to fact-based decisions
- Reliance on data
- Culture of innovation emerges

Information Evolution Model

Where do you land?



Level 5: Expand top line

Level 4: Optimize bottom line

Level 3: Enterprise focus

Level 2: Departmental

Level 1: Individual

The Intelligence Imperative

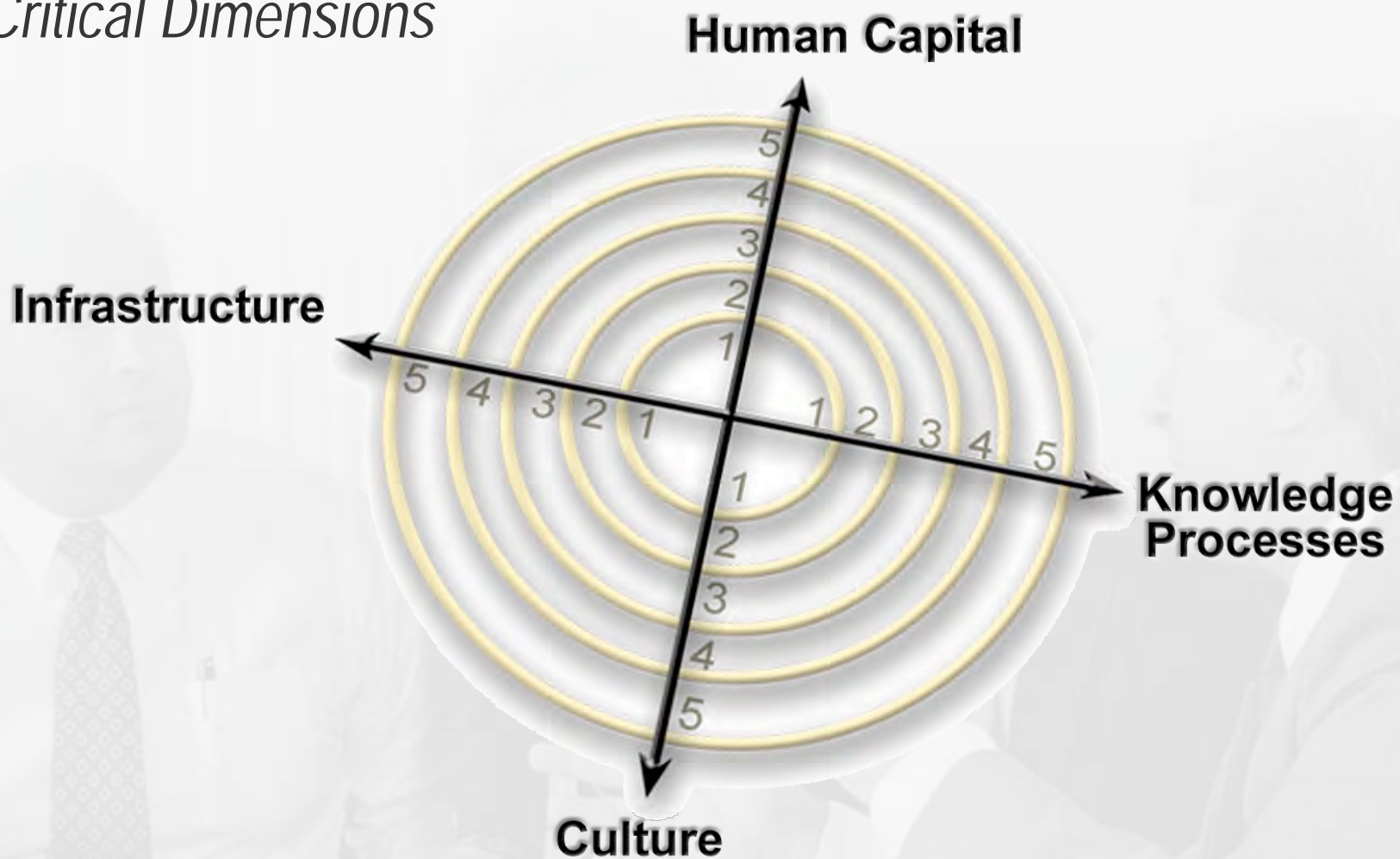
The Challenge

“Through 2009, overcoming complex organizational dynamics and having the skills to use business intelligence and performance management more broadly will become the most significant challenge to the success of business intelligence initiatives and implementations.”

Gartner.

Information Evolution Model

4 Critical Dimensions



4 Critical Dimensions

Infrastructure

Infrastructure

Human Capital

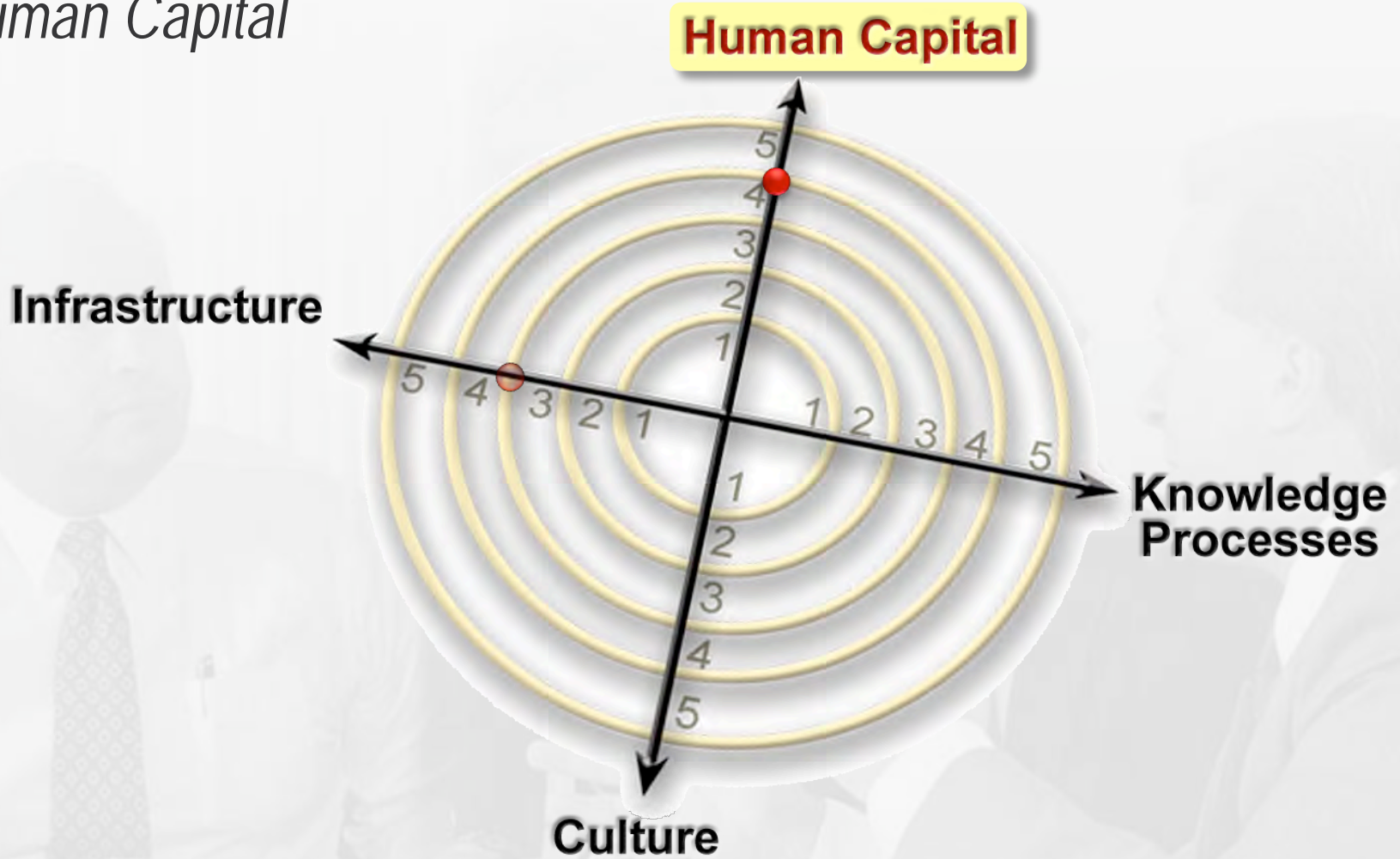
Knowledge Processes

Culture



4 Critical Dimensions

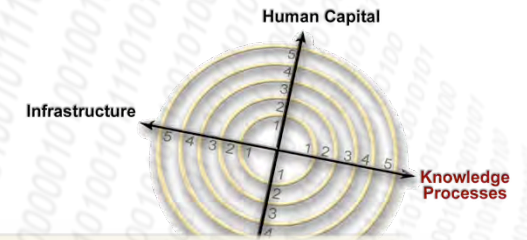
Human Capital



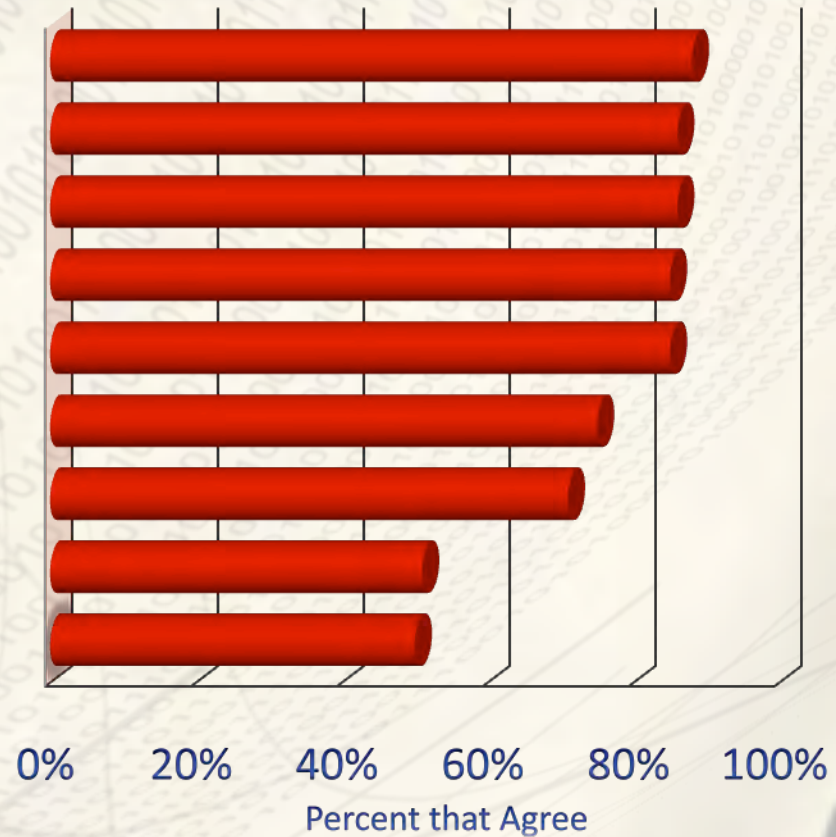
4 Critical Dimensions *Knowledge Processes*



Competency Center Benefits



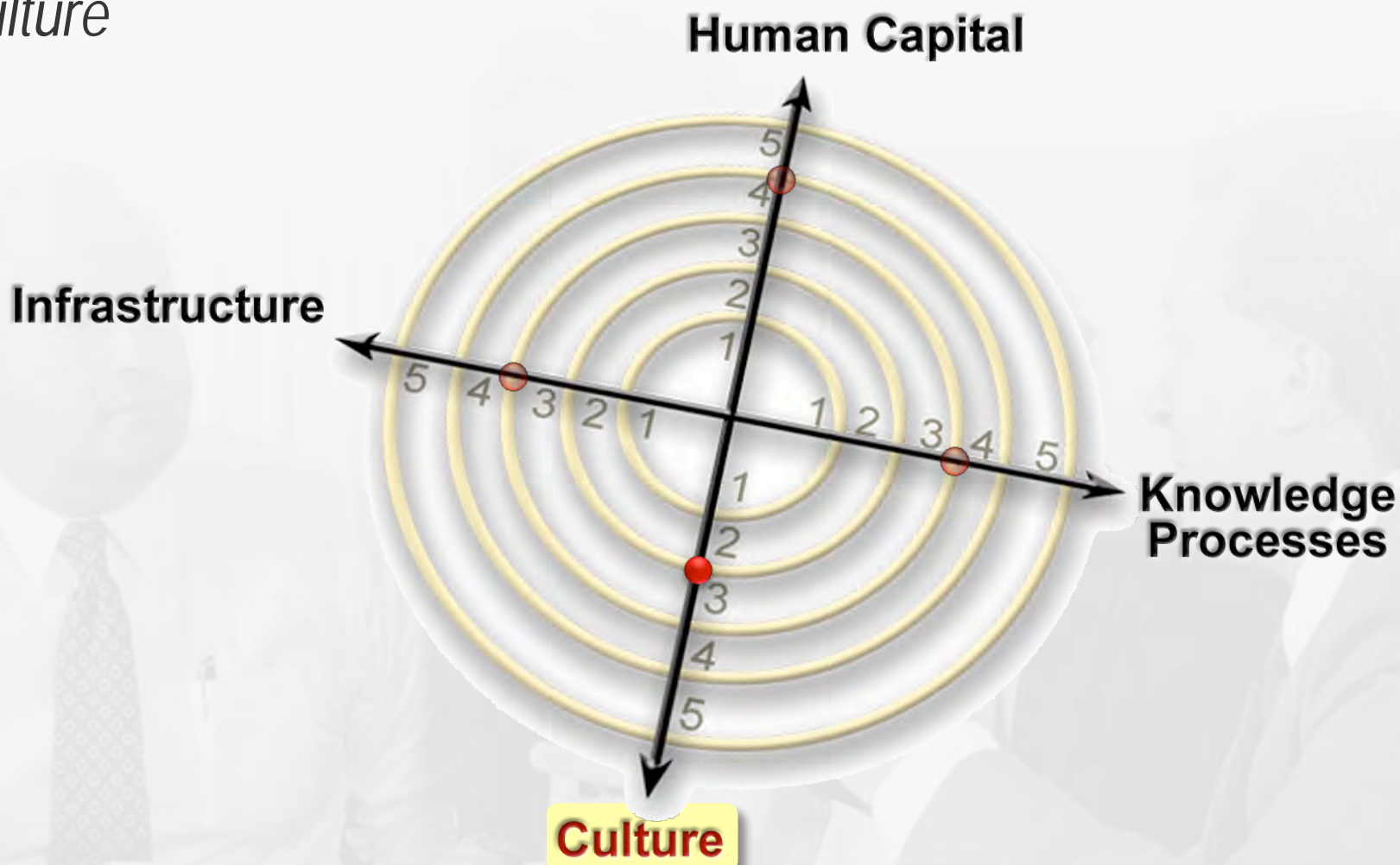
- Increased user satisfaction
- More accurate decisions
- Increased decision speed
- Increased business & IT collaboration
- Increased BI use
- New ways of applying BI
- Better understanding of BI value
- Decreased staff costs
- Decrease software costs



COMPUTERWORLD

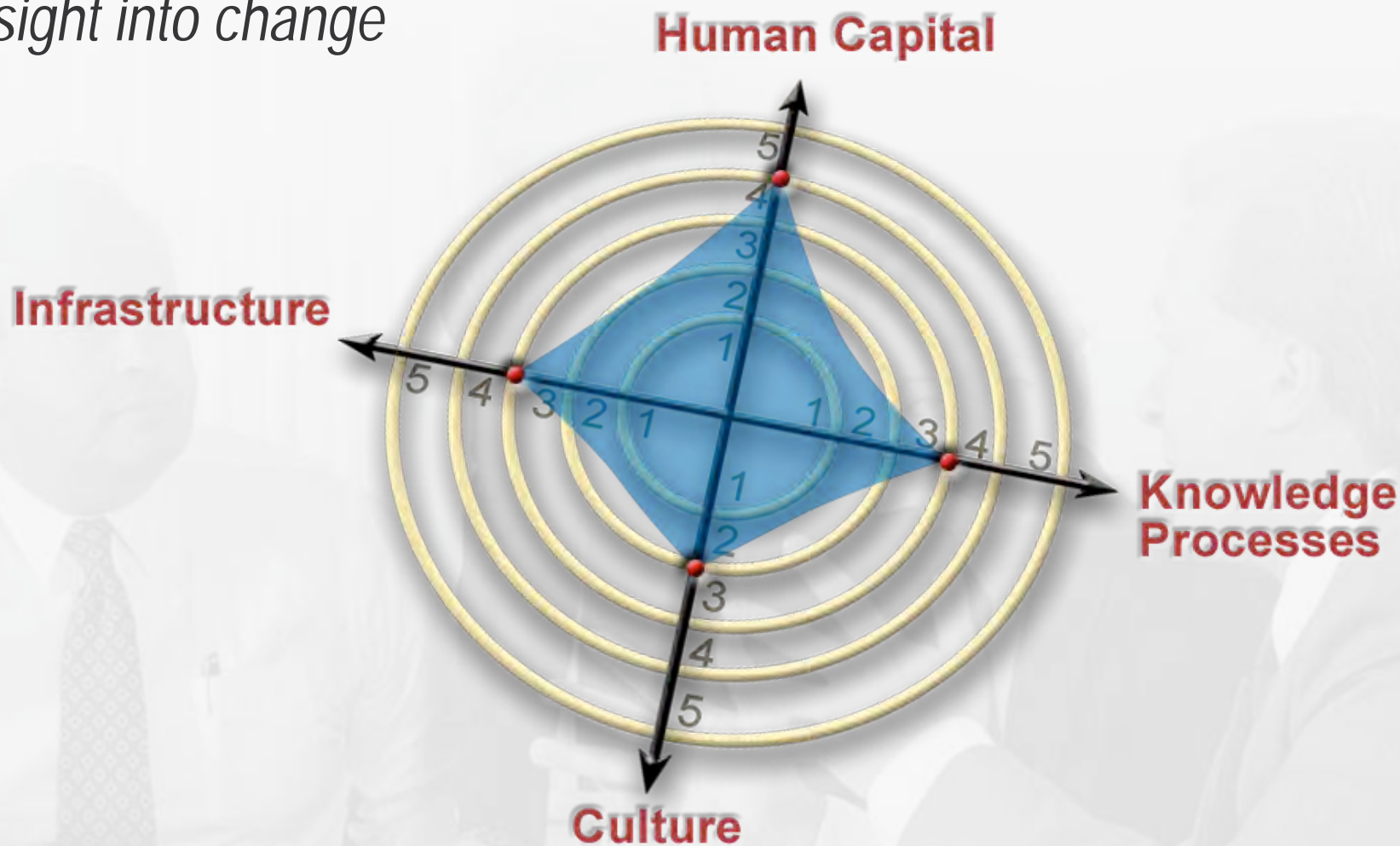
4 Critical Dimensions

Culture



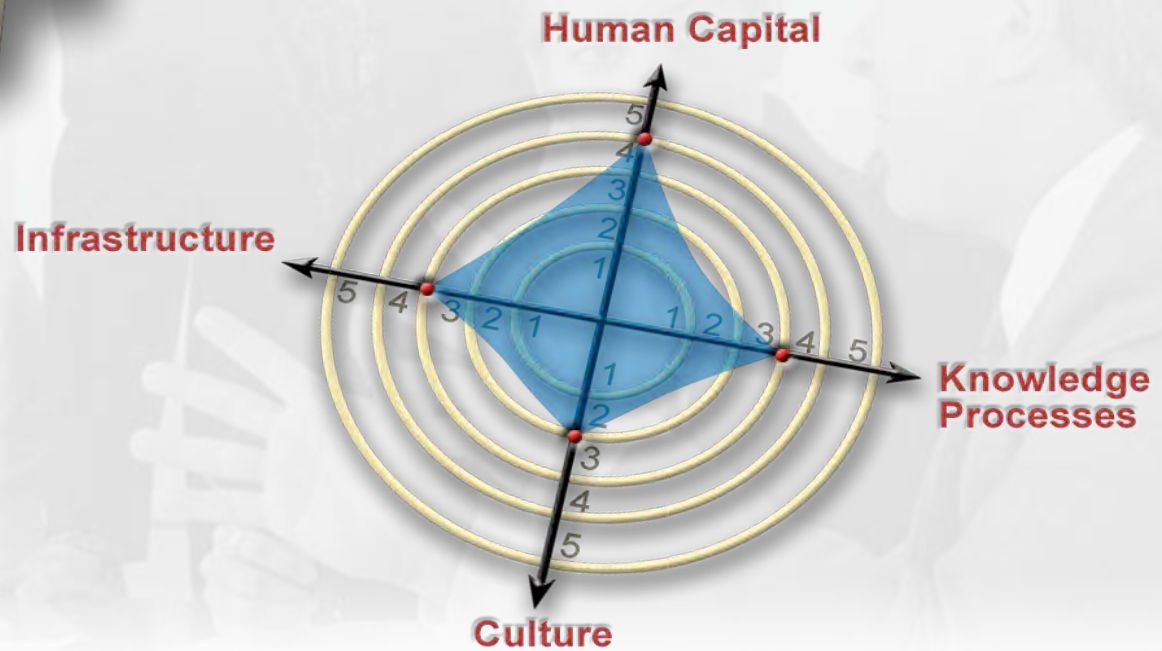
4 Critical Dimensions

Insight into change



A Commitment to Intelligence

Information Evolution Model



The Information Revolution

What's Next?

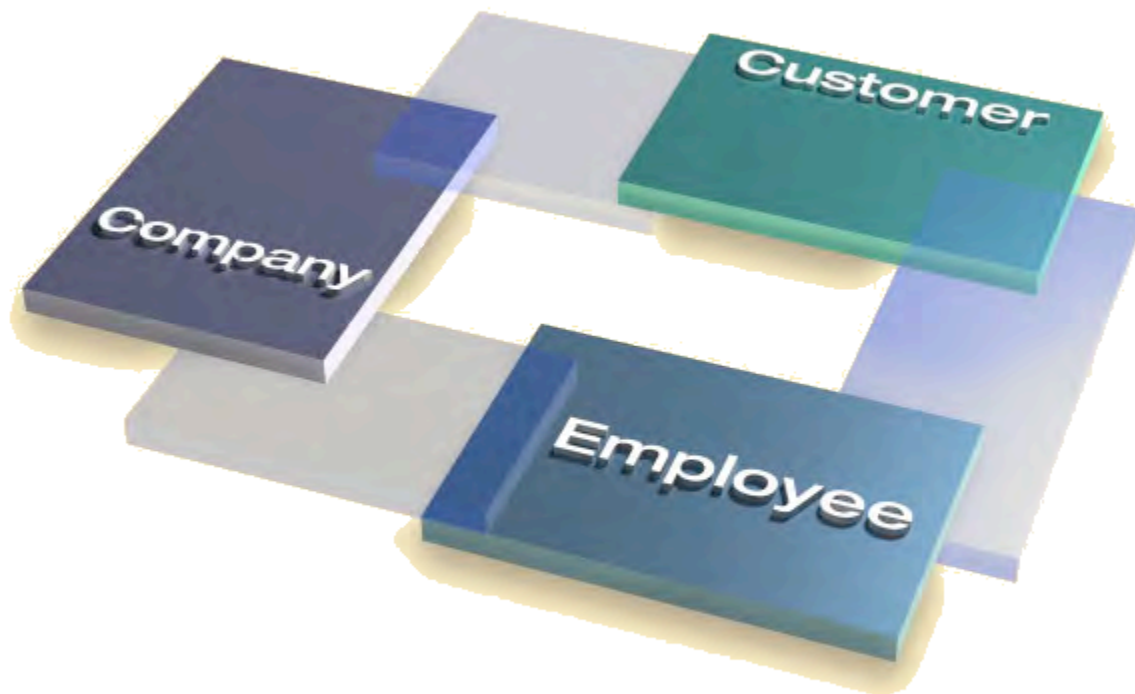
“The data explosion – what are its sources and how can organizations cope?”

“Is your organization ready for Generation Y?”

“How are companies leveraging unstructured data to grow their business?”

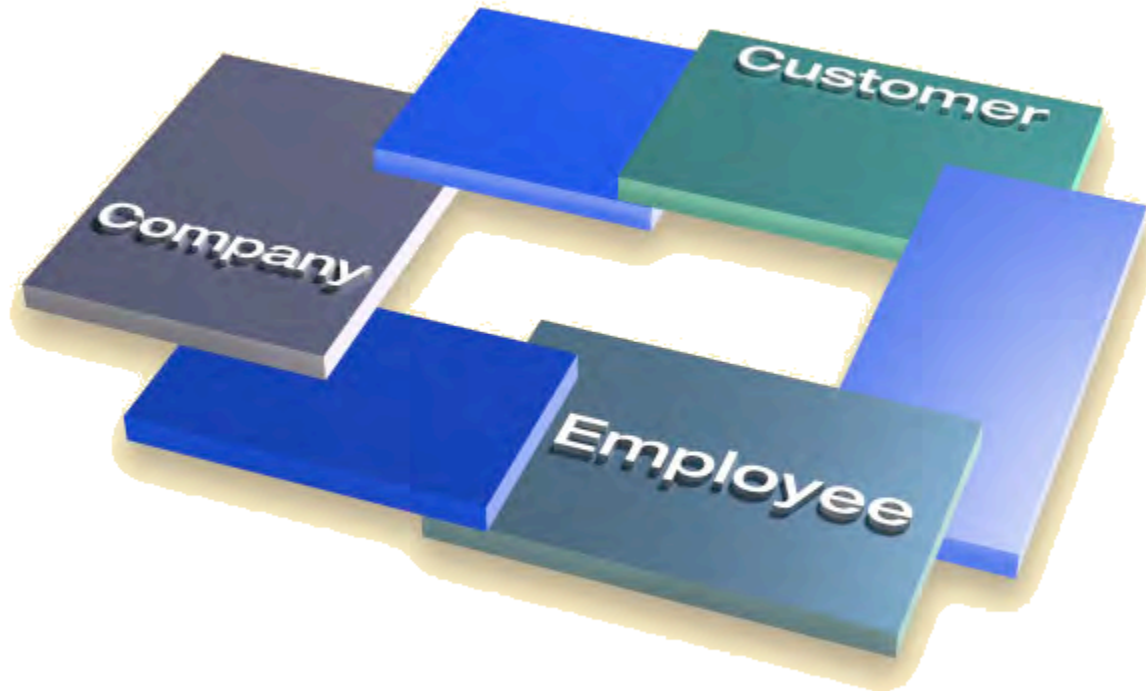
“Is ‘BI’ outdated?”

Successful Business Components



Successful Business Components

Relationships are Key to Success

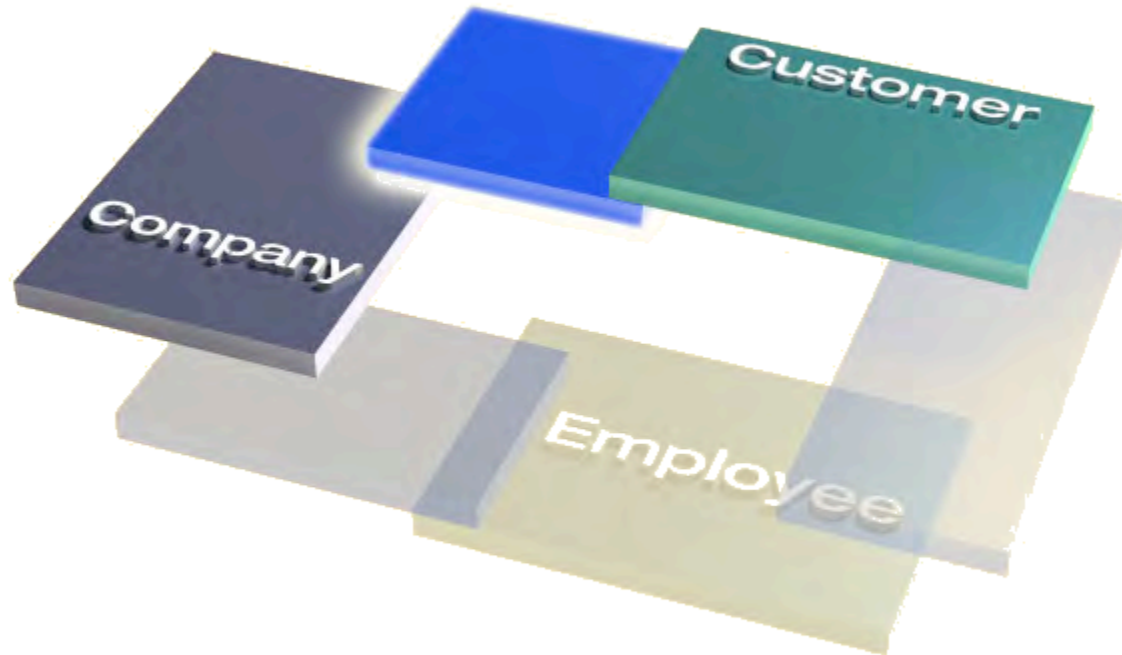


Successful Business Components

Relationships are Key to Success



Company-Customer Relationship



Company-Customer Relationship


- The SASware Ballot
- Users Groups
- Events
- e-newsletters
- User Experience
- Author with SAS
- RSS & Blogs
- Discussion Forums
- sasCommunity.org

Company-Customer Relationship

[Log in / create account](#)

article | discussion | view source | history

Main Page



search

Search

main menu

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sasCommunity.org

A collaborative online community for SAS® users worldwide

Welcome to sasCommunity.org! - Regional Conferences Season



It's October, which for many of us means cooler temperatures, fall foliage and, of course, the Regional SAS® Conference season. The [Pacific Northwest SAS Users Group \(PNWSUG\)](#) just concluded their meeting in beautiful downtown Seattle. It was an event rich in content, including a presentation by Kirk Lafler about sasCommunity.org. If you attended or plan to attend a regional user group, we want to [hear from you!](#) [read more](#)

See the [archive](#) of prior **Main Page** articles.

View the [web-site usage statistics](#) and the [definition of terms used in that report](#).

Left-Side Navigation Shortened


The navigation links along side the left hand side of each page have been streamlined. Some of the items from **main menu** were moved to **Quick Links**. The **getting started** items have been moved to a **Help** link that, along with the **login** link have been moved into the **main menu** section.

Hopefully shortening of the navigation panel will improve navigation.


Forums

Visit the forums for help and discussions on issues that affect members of the community. Find an expert to help with troubleshooting, or simply weigh in on general industry-related topics.


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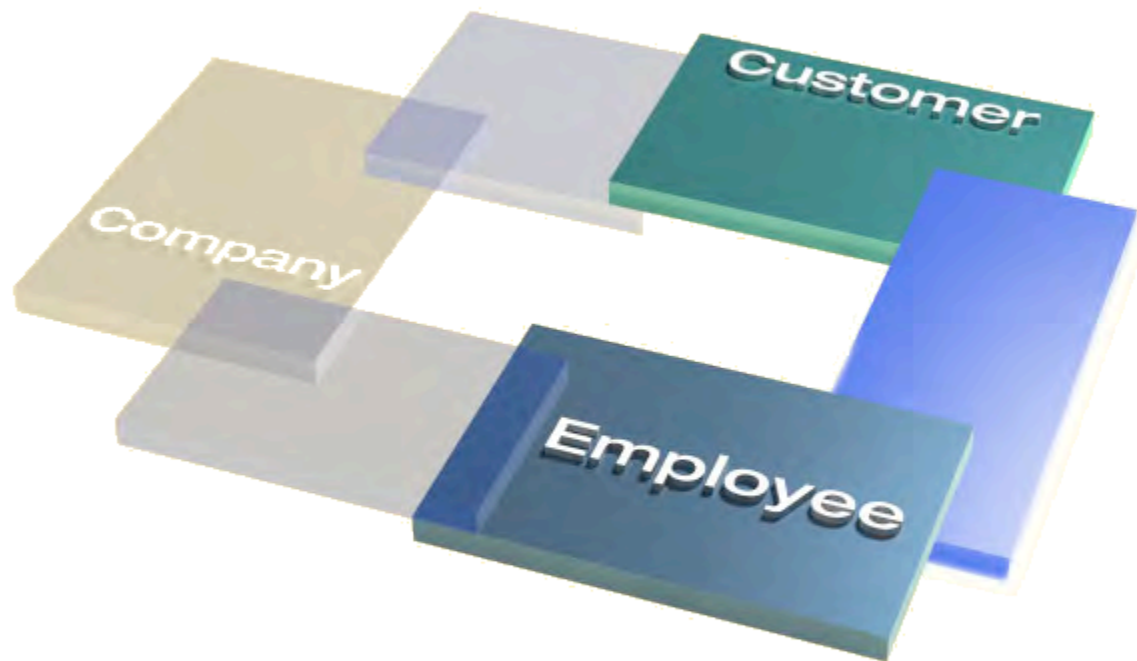
[User Groups](#)

This page was last modified 19:00, 3 October 2008. This page has been accessed 262,755 times.

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Customer-Employee Relationship

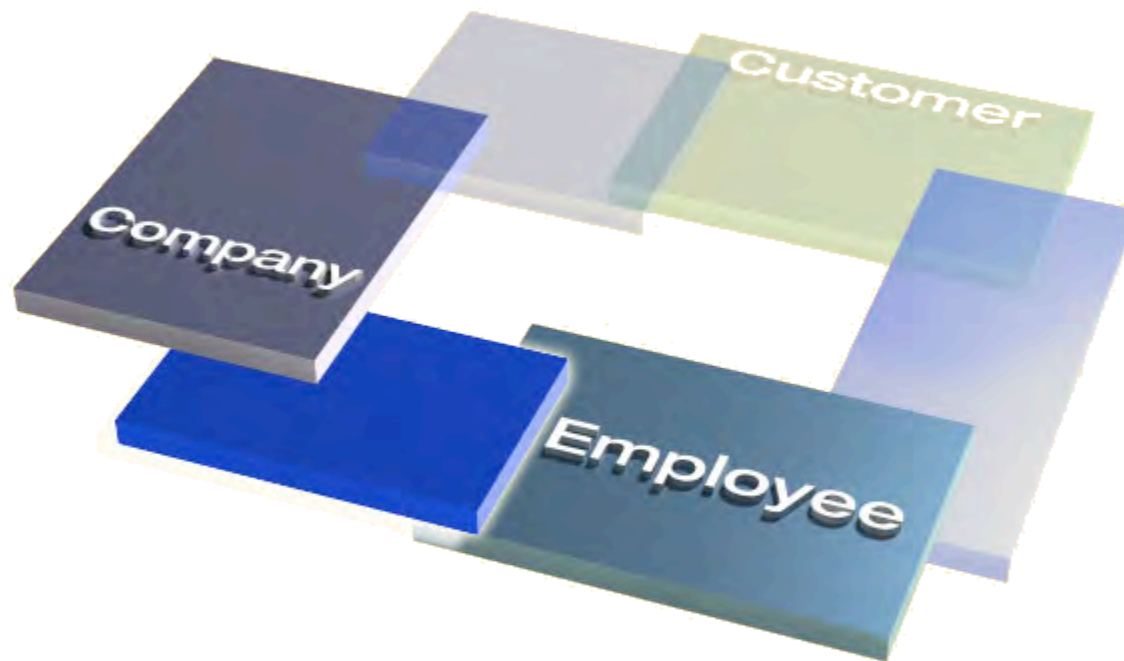


Customer-Employee Relationship

Local Presence



Employee-Company Relationship



Employee-Company Relationship

Create an Exceptional Working Environment

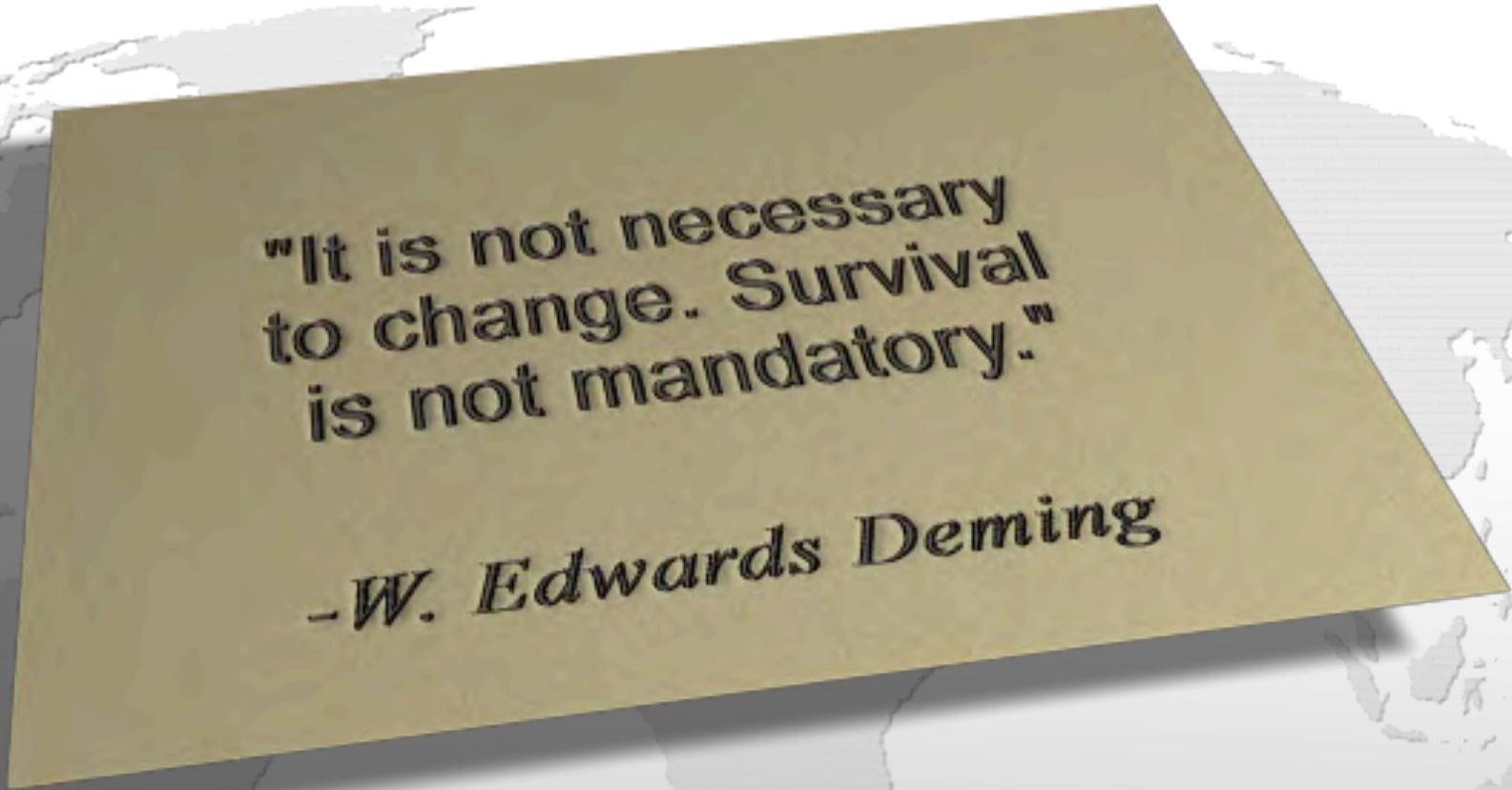


The Perpetual Business

Key Points

- People are our most important asset
- Leadership = vision + motivation
- Strong relationships = strong business
- Business must continuously evolve





"It is not necessary
to change. Survival
is not mandatory."

-W. Edwards Deming



**THE
POWER
TO KNOW®**