

SAS[®] Marketing Optimization

This Road Map briefly describes the media contained in your SAS Marketing Optimization package and how to proceed to install the software.

Description of Your Packages

Your SAS Marketing Optimization software comes in as many as two installation kits, each representing a distinct functional area of your SAS Marketing Optimization solution:

- SAS Metadata Server
- SAS Marketing Optimization

How to Proceed

Be sure to terminate all non-essential applications before proceeding with the installation of any CD. Disable any anti-virus software that may be running.

Step 1: Install and configure the installation kit containing SAS Metadata Server.

- ❑ To identify the installation kit that contains SAS Metadata Server, see the product listing on the SAS 9.1.3 label on each kit. Unless you have already done so, follow the steps in the *QuickStart Guide* in the Getting Started folder of the SAS Metadata Server kit.
- ❑ Read and complete the tasks in the *SAS 9.1.3 Intelligence Platform: Installation Guide*, which is available on the **Documentation for Installing and Configuring SAS** CD or Install Center. On the first page, select **Planning Installation Edition Kit**, then select **SAS 9.1.3 Intelligence Platform: Installation Guide** in the “Installation” section under “Installation Instructions – SAS Intelligence Platform.” The *Installation Guide* takes you through the pre-installation, installation, and basic configuration steps to install your SAS Metadata Server.

Step 2: Install and configure the installation kit containing SAS Marketing Optimization.

Note: *If SAS Marketing Optimization was included in the SAS Metadata Server installation kit, then skip to step 3. Otherwise continue with this step.*

- ❑ To identify the installation kit that contains SAS Marketing Optimization, see the product listing on the SAS 9.1.3 label on each kit. Unless you have already done so, follow the steps in the *QuickStart Guide* in the Getting Started folder of the SAS Marketing Optimization kit.
- ❑ Read and complete the tasks in the *SAS 9.1.3 Intelligence Platform: Installation Guide*, which is available on the **Documentation for Installing and Configuring SAS** CD or Install Center. On the first page, select **Planning Installation Edition Kit**, then select **SAS 9.1.3 Intelligence Platform: Installation Guide** in the “Installation” section under “Installation Instructions – SAS Intelligence Platform.” The *Installation Guide* takes you through the pre-installation, installation, and basic configuration steps to install your SAS Marketing Optimization.

Step 3: Install Platform Suite for SAS.

If your software order includes Platform Suite for SAS, locate the *Installation Guide—Platform Suite for SAS* on the **Documentation for Installing and Configuring SAS** CD or Install Center. On the first page, select **Planning Installation Edition Kit**, then select **Installation Guide--Platform Suite for SAS** in the “Installation” section under “Additional Installation Instructions.” Follow the procedures in that document to install and configure your Platform Scheduling Server on the same machine where your SAS Marketing Optimization Server is installed.

Additional Information

In order to take advantage of the features of SAS Marketing Optimization, we recommend you contact SAS Technical Support in order to receive a copy of the *SAS Marketing Optimization 5.1 Users Guide*. For U.S. and Canadian customers, support is provided from our corporate headquarters in Cary, North Carolina. You may call (919) 677-8008, Monday through Friday. Customers outside of the U.S. can obtain local-language technical support through the local offices in their countries. Customers in these locations should contact their local office for specific support hours. See <http://support.sas.com/techsup/contact/index.html> for contact information for local offices.

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