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## Panel Discussion: How to Roll Out a Powerful, Effective Business Analytics Framework

Keith Collins, SAS Institute Inc.  
Anne Robinson, Cisco  
Eric Williams, Catalina Marketing Corp

### ABSTRACT

Keith Collins, Senior Vice President and Chief Technology Officer at SAS, will moderate a panel focusing on how to deploy and support an operational framework for business analytics. The focus will be on using business analytics effectively in the operational and cultural sense.

Topics will include:

- What it means to deploy an operational framework.
- How to sell the value of business analytics and make that value real.
- The finer points of both large and mid-sized deployment.

Panelists include:

- Anne G. Robinson, Senior Manager, Analytical Forecasting and Modeling, Global Supply Chain Management, Cisco Systems
- Eric Williams, Executive Vice President and Chief Information Officer, Catalina Marketing Corporation

**No paper was submitted for publication in the *Proceedings*. Check <http://support.sas.com/rnd/papers/> or contact the author.**

### CONTACT INFORMATION

Keith Collins  
SAS Institute Inc.  
saskvc@emt.sas.com

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