

Paper 359-2010

Using Analytics as Your Guide to Best IT Practices

Keith Collins, SAS Institute Inc.
Cheryl Doninger, SAS
David Edge, Thomson Reuters
Michael Ingraham, SAS Institute Inc.
Amanda Kreutziger, Discover Financial
Eric Williams, Catalina Marketing Corp

ABSTRACT

When you are investigating ways to incorporate analytics into your IT practice, there is no substitute for real-world examples of IT departments implementing analytics-driven technologies in multiple ways. This information-packed roundtable discussion pairs SAS experts with customers who have hands-on experience implementing analytics technologies. Hear how Thomson Transaction Services transitioned from intuition-based guesstimates to more accurate, fact-based capacity planning and resource utilization. Learn how Discover Financial maximized availability and timeliness for leading-edge decision support. Catalina Marketing shares how they have leveraged analytics technologies to build an IT infrastructure capable of handling massive data volumes, streamlining the model building process and delivering targeted messages with unparalleled precision.

- IT Intelligence – David Edge, Team Lead, Performance & Capacity Management, Thomson Reuters & Mike Ingraham, SAS Manager, Americas IT Intelligence Practice
- Grid Computing – Amanda Kreutziger, Director Decision and Business Intelligence Applications & Cheryl Doninger, SAS Director, Research & Development
- Business Analytics Framework – Eric Williams, Chief Information Officer, Catalina Marketing & Keith Collins, SAS Senior Vice President & Chief Technology Officer

No paper was submitted for publication.

CONTACT INFORMATION

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

Cheryl Doninger
SAS
Cheryl.Doninger@sas.com

David Edge
Thomson Reuters
david.edge@thomsonreuters.com

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