

Making it Happen : A Novel Way to Construct, Customize and Implement your “SAS EBI User Enablement Framework”

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ABSTRACT

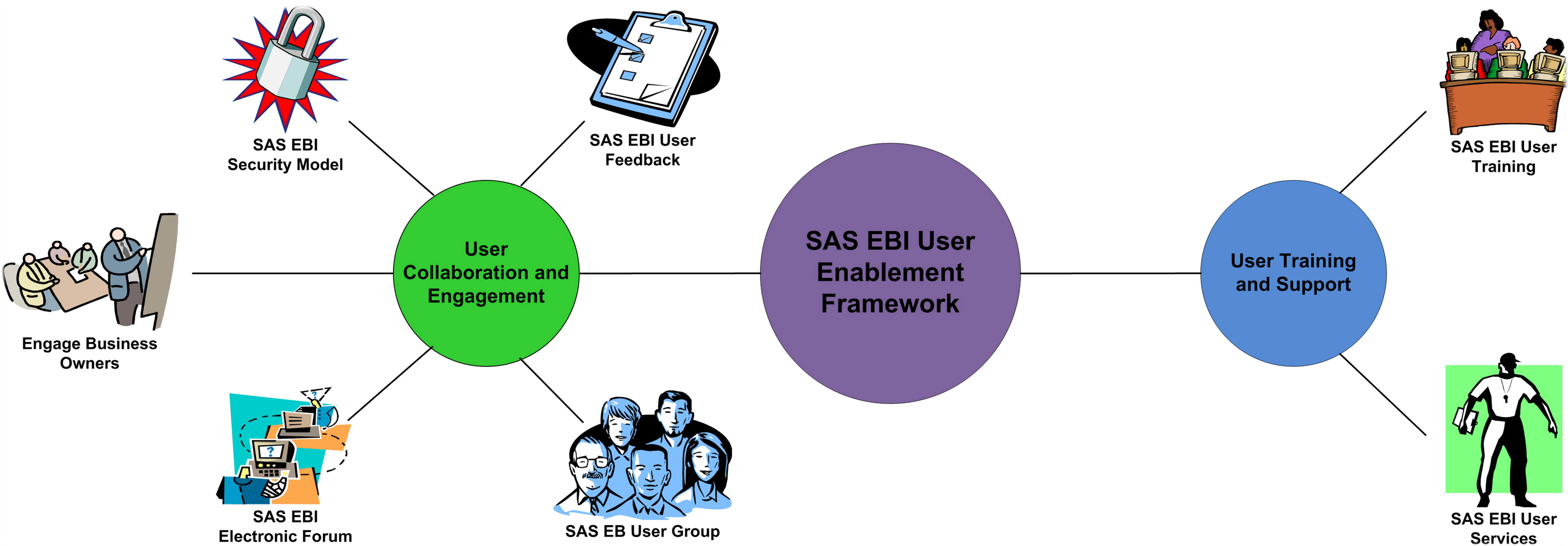
In an environment where there are multiple stakeholders involved in delivering business analytics, a framework is required to enable the users to perform their analytics , data discovery and information delivery tasks ,This poster displays the SAS EBI (Enterprise Business Intelligence) user enablement framework, its components, and the associated best practices that were implemented for:

- Improving the user experience when transitioning from the base and/or PC SAS to SAS EBI and for new SAS EBI users who perform self service adhoc and predictive analytics for identifying fraud and abuse.
- Communicating best practices for effective consumption of data from all available CMS data sources and fostering a collaborative platform so that users can align their work with CMS enterprise data group standards and associated best practices.
- Improving the user-driven data management approach by using the right SAS EBI tool for the right purpose.
- Improving the overall SAS EBI new user on-boarding process.

INTRODUCTION

Laying a solid foundation for user enablement is the “holy grail” of BI Tool implementation. Yet almost two-thirds (64%*) of BI Tool implementations rate the success of user enablement initiatives “average” or lower. New BI Tool implementations struggle even further, with more than half (52%*) rated as “fair” or “poor.” One reason for these numbers is that implementing user enablement is more complex than it sounds. It is not a one-size-fits-all program. BI users’ needs come in many different shapes and sizes, each with unique information requirements.

As part of one of the many initiatives to perform effective data discovery and actionable analytics to identify fraud and abuse in Medicare, in 2010, the Centers for Medicare & Medicaid Services (CMS) began implementing the SAS EBI business intelligence tool to address specific enterprise reporting, ad hoc, and advance (predictive) analytics needs throughout its various divisions and groups. As a proactive measure, in November 2011, CMS identified the need for laying a solid user enablement foundation and framework for SAS EBI users to ease the process of new user onboarding, and to encourage the effective use of this new tool to its fullest potential. This presentation describes the structure and different components of the SAS EBI user enablement framework and how this framework was implemented at CMS to improve the user experience with SAS EBI in addressing specific Medicare data discovery and advanced analytical needs.



SAS EBI USER FEEDBACK

- **Monitor SAS EBI Usage** - Know how users and groups use the system and to what degree. Monitor usage and usage patterns and tailor performance tuning and queries to meet user needs.
- **Review** - Examine and measure the effectiveness of every SAS EBI project and share success stories and lessons learned.
- **FAQs** - Track and catalog questions received by Admins and SAS User Coaches.
- **Customer Surveys and Interviews**
 1. Conduct pre-project customer surveys and interviews to better understand user tool requirement.
 2. Conduct frequent post project surveys to gauge user tool experience.

SAS EBI SECURITY MODEL

Proactively implement a security model by understanding users’ roles, information sources, and BI functionality required for each role.

ENGAGE BUSINESS USERS

Identify a handful of business owners from various components to identify specific business cases for utilizing SAS EBI and to develop, apply and customize SAS EBI user enablement framework to address there business needs.

SAS ELECTRONIC FORUM

This forum has different sections dedicated to the use of the SAS EBI environment. Within the forum are tips & tricks, effective yet not widely known techniques and other fundamental topics related to data analysis, advanced analytics and business intelligence using SAS EBI. The electronic forum also serves as a communication center for any SAS environmental changes or key announcements.

SAS EBI USER GROUP

- **Share the User Experience and Best Practices** - Identify and promote major areas of need, devise strategies to promote user participation in training, and bring users together to share experiences/best practices that are crucial to CMS's SAS EBI user enablement success.
- **Share Industry Case Studies** - Invite guest speakers from other industries to share challenges, experiences and best practices.
- **Share Tool Upgrades** - Present new version demos, pros and cons, upgrade strategy, and upgrade plans.
- **Project Demos** - Present an overview of other CMS SAS EBI project solution architectures to make sure users understand how SAS EBI works from beginning to end in a typical implementation.

SAS EBI USER TRAINING

- **Tailor to Users** - Train the users to use the tool with their own data, how to use and interpret the data, and what actions to take. Also , highlight specific features and functionalities of the tool, tips and tricks, best practices for achieving optimal performance, security model, VPN profiles, accessing SAS EBI from Citrix, folder structures, data libraries, change management, and more.
- **Train the Trainers** - Train users to train their colleagues (*in-database processing, data labs (see below), etc.*).
- **More Training Options** - Offer classroom, on-line (*webinar*), and self-paced training videos.
- **Data Labs** - Is a place to load data from SAS to join with data warehouse tables or filtering purposes. Contains temporary data and allows rapid prototyping, experimentation and exploratory analysis. Requires minimal IT support after initial setup.

SAS EBI USER SERVICES

- **SAS EBI User Coaching** (*scheduled and on demand*) - Provide person-to-person on site direct support for SAS EBI tool-related questions, issues and best practices.
- **SAS EBI Data Coaching** (*scheduled and on demand*) - Provide person-to-person coaching support for data-related questions, issues and best practices.
- **New User On-Boarding** - Develop and implement a workflow that can be used to guide and prepare new user communities in such a way they can effectively start using the SAS EBI environment. As part of the new user welcome package , include all required information that will help new users to start their SAS EBI journey seamlessly.
- **Citrix Implementation** - Improve SAS EBI software distribution, reduce new user access turnaround time by eliminating local installs in user machines.
- **Samba Solution** - As part of a seamless transition to SAS EBI for PC SAS users, it is very important to access their base SAS programs and files in the PC from Unix by a Samba drive.

CONCLUSIONS

SAS EBI provides an interface for multiple audiences to dissect, discover and decide, hence turning data into knowledge. These analytical and reporting tools make dynamic information and mission-critical data available for all users, giving them the ability to perform data discovery, manipulate results and further understand business. The main strength of SAS EBI is in reducing the data gatekeeper role in the organization so that every user can interact with the data to perform discovery and advance analytics.

In order to become pervasive, SAS EBI Tool Implementations will need to do a much better job of empowering users. Simply dumping reports, scorecards, information maps, stored processes, etc. on them does not work. Sending business managers to a small team of analysis gurus is nothing more than a bottleneck. Optimizing specific business processes with probabilistic models is not enough - the future of decision-making cannot become merely "machine driven." **People** run the nerve center of business. Therefore, a comprehensive BI implementation has to help people with an on-boarding process to effectively use BI tools. Such tools, like SAS EBI, have exceptional analytical and statistical strengths. A successful implementation allows the business to make well-informed decisions while leveraging their talent's intuition and learning.

We hope this paper/poster will provide a **framework for effective user enablement** which is a core function of any BI project and/or tool implementation. This framework is fully customizable and the audience can chose specific functions of this framework to suit their specific SAS EBI implementations.



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