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Using Your SAS® Programming Knowledge in SAS Customer Intelligence Solutions

Jack Bulkley, SAS Institute Inc.

ABSTRACT

SAS® Marketing Automation and SAS® Real-Time Decision Manager both offer ways to use your SAS® programming knowledge to enhance these products. The ability to package your SAS code as stored processes or macros and access it from custom process nodes will be covered. This paper will give various examples to set you on your way to creating faster, more powerful, and user-friendly enhancements.

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CONTACT INFORMATION

Jack Bulkley
SAS Institute Inc.
Jack.Bulkley@sas.com

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