

## SAS Information Delivery Portal – Delivering information to the masses!

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### ABSTRACT

The SAS® Information Delivery Portal is the only portal that combines the strengths of the worlds leading information delivery system with an open java portal platform allowing information to be selectively and securely disseminated throughout the organization. By providing out of the box support, not only for setting up a portal infrastructure, but also for utilizing the advanced data, decision support, and communication functionality of the SAS Server, the SAS Information Delivery Portal leads the way in delivering the access to the information the organization needs to make informed decisions.

### INTRODUCTION

Enterprises are in information overload. Transaction-oriented systems generate reports daily. Data warehouses and analysis tools slice and dice data in hundreds of ways. Productivity tools and the information available over the Internet add to the information overload.

Enterprises are implementing ERP tools from beginning to end, including – HR products, financial systems, and production-oriented systems for manufacturing. They collect data on every possible data point within the enterprise and store the information in disparate data sources – relational databases, application-specific formats, and multi-dimensional data sets.

To compound the information problem, today's enterprises exist in a global marketplace, which means that their data and applications are geographically distributed – every department has its own application and data warehouse. Because the information supply chain has not been completed, the valuable information delivered from this applications remains a mystery to many of those who could leverage the information to make effective decisions.

Knowledge workers waste a significant amount of time trying to find the right information instead of analyzing the information. The SAS Information Delivery Portal completes the chain. It provides an enterprise-wide information delivery vehicle that puts the highest quality information in the right person's hands when it is needed.

The SAS Information Delivery Portal:

- Facilitates the knowledge workers ability to make effective business decisions.
- Ensures the delivery of the right information to the right people.
- Allows enterprises to create communities of interest.
- Enables the highest-quality information through integration with SAS technologies.
- Provides a flexible and adaptable architecture that will grow and adjust as the enterprise changes.
- Ensures enterprise information confidentiality through a highly granular role-based security model.

### DELIVERING INFORMATION TO THE MASSES

Information must be shared throughout an organization if it is to function effectively and efficiently. To effectively implement

information sharing, a model for distribution must be designed. The SAS Information Delivery Portal leverages the distribution model of the SAS Publishing Framework as the foundation for ensuring that information can be freely shared. In addition, the portal provides you the ability to navigate your enterprise data warehouse, receive news from the Internet through support for RSS, and the exploitation of operational data. This is really the key differentiator for SAS – enterprise wide reach with industry leading aggregation capabilities.

### RIGHT INFORMATION AT THE RIGHT TIME

While the portal can bring together both internal and external information, it provides facilities to focus the intelligence delivered to your personal portal to reduce information overload. This occurs through a two level customization process, which provides the SAS Information Delivery Portal flexibility to adapt to your and your companies changing information needs.

Through a role-based security model, administrators customize the information needs of various groups throughout the organization, which SAS calls "communities of interest". In addition, you have the capability through personalization to further tune the information delivered to you. This flexibility to customize the portal out of the box provides you with the same flexibility to adjust as the information needs of you and your company change.

### ARCHITECTURE

The SAS Information Delivery Portal is a Web-accessible application that provides data encapsulation and access to enterprise-wide information from a single focal point. The Portal is based on an n-tiered topology and supports open standards that facilitate integration into various environments. The portal provides a set of Software Development Kits that enable programmers to leverage existing functionality while extending the portal with new functionality. All of this technology is hidden from the knowledge worker by the Portal's middle tier.

### REFERENCES

To find this paper in its entirety on the Web:

<http://www.sas.com/rnd/web/papers.html>

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