The weather outside the Long Beach Performing Arts Center was clear and warm the evening of April 22, but the on-stage conditions during Opening Session were thunderous. The 26th annual SAS Users Group International conference opened in its California venue with a crack of thunder and a downpour of data. Erratic laser lights and rolling storm clouds filled the theater.

As the data storm began to calm, Dr. Jim Goodnight, SAS’ president and CEO, strolled onto the stage carrying an umbrella. “Companies worldwide are already flooded with a deluge of data,” he told the crowd, “and the downpour is only going to get heavier.” Goodnight cited the increasing flow of data from e-channels and the ever-changing economy as challenges facing companies today. But in the face of this ominous downpour, the message was clear: SAS software is the key to weathering the storm. “Helping you harness data for competitive advantage is what SAS does best,” said Goodnight.

The annual four-day conference shattered previous attendance records with a crowd of nearly 4,000 participants. SAS programmers and business users traveled from more than 35 countries to learn how SAS can help their organizations weather the menacing data storm.

“Everything SAS does to deliver the power to know draws its power from SAS’ business intelligence platform,” explained Jim Davis, senior vice president and chief marketing officer. “The number one data warehousing solution, the number one data mining solution, the number one e-intelligence solution. OLAP. Web enablement. You know the list by heart, because you’ve put these technologies to work at the heart of your organizations.”

Held in conjunction with the users group conference, the SUGI Executive Conference included three days of presentations and networking activities designed to help top-level managers tackle key business issues, increase market share and improve profitability. CEOs, CIOs, CFOs, business strategists, IT executives and senior management interacted with world-renowned business consultants Ken Blanchard, author of The One Minute Manager; Barry Libert, co-author of Cracking the Value Code; and Patricia Seybold, co-author of Customers.com and The Customer Revolution.

The annual SUGI conference is planned and sponsored by the international users group to promote educational, training, networking and professional development opportunities for SAS users. Through a variety of programs, the attendees discuss their software applications, learn new techniques from other users and find out about research and development at SAS.
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Executive Conference participants learned from the real-world experiences of leading companies that are using the latest SAS technology to harvest the deluge of e-business data and improve profitability. CEOs, CIOs, CFOs, business strategists, IT executives and senior management interacted with world-renowned business consultants Ken Blanchard, author of The One Minute Manager; Barry Libert, co-author of Cracking the Value Code; and Patricia Seybold, co-author of Customers.com and The Customer Revolution.
and transform it into a healthier bottom line.

For SAS users, who tended to be more technically oriented than the executive conference attendees, the SUGI demo area offered a treasure trove of the latest SAS software enhancements. Hands-on workshops and paper presentations showcased data warehousing, data visualization and applications development capabilities. SUGI sponsors Compaq, HP, IBM and Sun Microsystems also demonstrated their latest technologies, and SAS Alliance members displayed their SAS applications.

Several of the presentations highlighted the latest enhancements in SAS Release 8.2, including SAS support for Linux, PDF support in ODS, and an exciting new data quality framework. Looking ahead, SAS users eagerly listened to details about SAS Version 9 – code-named Project Mercury – to learn of the future of information analysis and visualization as well as the new SAS Scalable Architecture.

### U.S. Census Bureau, Sprint win awards from SAS

The U.S. Census Bureau and Sprint accepted SAS’ Enterprise Computing Awards at the 26th annual SUGI conference. The awards honor leading businesses and government agencies for their innovative use of SAS software in realizing remarkable productivity gains, cost or time savings, or other milestone achievements.

#### U.S. Census Bureau counts on SAS

The U.S. Census Bureau, which recently completed the decennial census using SAS’ data mining technology, won the award for government applications. With more than 5,000 permanent employees in 30 divisions, the Census Bureau uses SAS for tasks such as cost monitoring, keeping U.S. unemployment statistics and conducting the census.

With the help of SAS, the Census Bureau developed the Census 2000 Cost and Progress System, which allows data mining through a desktop application. This system lets census workers efficiently organize operations like budget and deadline tracking, as well as presentations to Congress about progress on census projects.

#### Sprint calls on SAS for CRM

Sprint won the 2001 Enterprise Computing Award for commercial applications. The telecommunications giant uses SAS’ data management and analytical technology to fortify its initiatives for customer acquisition and retention. Sprint uses marketplace and customer insights to identify, acquire and retain valued customers.

“The decision to bring this SAS Solution for Customer Relationship Management in-house has saved both time and money,” said Pam Crumpler, Sprint’s director of marketing information solutions. “Customer retention and up-selling are measurably higher. In addition, Sprint has already saved more than $1 million in processing costs.”

### Royal & SunAlliance MIS director wins 2001 User Feedback Award

Cited for her cheerful and positive attitude as well as her initiative to resolve SAS software issues, Mary Tucker, MIS director at Royal & SunAlliance, received the SAS 2001 User Feedback Award at SUGI 26.

Presenting the award to Tucker, Peter Ruzsa, SAS senior technical support analyst, noted that SAS has benefited through the years from customer feedback, especially where new products are concerned. “We couldn’t do it without people like Mary,” said Ruzsa. “She teamed with SAS Consulting, Technical Support and SAS developers to identify and resolve issues her site was experiencing while implementing and learning about AppsDev Studio software. She took initiative, both in researching and resolving current issues and in positioning SAS at her site.”

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