Industry Focus Sessions

Industry Focus Sessions have been added and expanded for the SUGI 31 lineup. These sessions examine SAS technologies and how they help you achieve your goals in these industry areas. Each Focus Session has a keynote presentation by a recognized expert in the field. Following the keynote, a thought leader from SAS discusses how SAS technologies address the issues, concepts and recommendations presented in the keynote. Each Focus Session concludes with case studies in which organizations review their experiences implementing the proposed ideas and technologies.

Due to the competitive information in these presentations, we are unable to provide the full presentations in these Proceedings.

Tailored presentations to meet your unique needs in key industries at SUGI 31!

- Communications
- Education
- Financial Services
- Life Sciences
- Manufacturing
- Retail

Communications Focus Session

The shifting landscape creates an environment where timely and accurate information is essential, not just for reporting on the past, but for predicting the future. SAS solutions help communications service providers navigate through this time of uncertainty. Armed with insight into customer behavior, financial health, network performance, campaign effectiveness and channel profitability, SAS customers are outsmarting their competitors. SAS solutions enable service providers to clearly understand their cost structure, forecast demand and meet service level agreements. In this session, you will learn how communications service providers use SAS to gain the insight they need to effectively implement business strategies, manage risk, retain and grow customer relationships, maximize profits, leverage existing technology and take full advantage of enterprise-wide data.

Section Chair:

Stephanie Schaller
Sprint Nextel

Keynote: Communication’s New Complexities: A New Landscape, A New Business Model

Tal Givoly, Chief Scientist, Amdocs

As industry convergence blurs the lines between the services offered by communication service providers (CSPs), the ability to span wireless and wireline voice, data and video services is a key advantage. In addition, the threat of cable is more than looming; it’s a reality.

To embrace these market dynamics and thrive, CSPs are being forced to closely examine and change the very way they do business. Sound strategies for taking advantage of next generation network services and supporting a triple/quadruple play strategy require new technologies and new business models that have their own associated challenges and opportunities. But foremost among these considerations is the need to focus on the customer and deliver a compelling, differentiating customer experience. That means collecting actionable customer data. That means aligning resources-people, processes and systems-to be able to respond to fast-changing market dynamics with agility and cost- and time-efficiency. As services converge and aggressive new players enter the market, gaining and keeping customers comes down to the value of the experience you provide.

Join Tal Givoly as he provides an insightful perspective on the implications of competing with and supporting a triple/quadruple play strategy on the service provider's BSS and OSS environment and the challenges, opportunities and successful strategies associated with moving from a network centric business model to an agile, customer-centric environment that facilitates an intentional customer experience at all touch points.
Education Focus Session
The Education Industry Focus Section will highlight SAS Education Practice through software solutions, academic programs and strategic services. SAS provides teachers, students, parents, administrators and policy-makers with tools to make decisions for more effective and efficient learning. In addition, real-life examples from academic settings will be discussed. Educators are challenged by constant changes like shifts in demographics, technology transitions, shrinking budgets, government regulations, staff development and student behavior. To address the challenges, fact-based decisions can be made in areas like student services, curriculum, retention, training, finance, human resources and fundraising. SAS Business Intelligence solutions address the financial, resource allocation and strategic planning areas.

Section Chair: Diana Suhr
University of Northern Colorado

Keynote: Insight Expectations: Issues and Implications for Educators
Mark David Milliron, Ph.D., Vice President, SAS Education Practice
Services like Amazon.com, TiVo, and online banking have driven the expectation that technology will be thoughtfully used to better enable teaching and learning, student services, and institutional management. Moreover, they have driven the expectation that institutions will leverage "insight"—enterprise intelligence systems, data mining, and predictive analytics—to make a difference in how they teach and reach students, better customize services, and drive strategic planning and accountability efforts. During this presentation, we'll track similar movements in the commercial, government, and healthcare industries, and look at the implications and issues surrounding the search for insight in the world of education.

Keynote: SAS Education Panel Discussion
Panelists include:
Kathy Lee, Director of SAS inSchool
Jerry Oglesby, Director of Higher Education Consulting
Elliott Inman, Ph.D., SAS EVAAS
Polly Mitchell-Guthrie, SAS' Student Ambassador Program

Financial Services Focus Session
The Financial Services Focus Session will look closely at how SAS software provides integrated, holistic solutions for complying with Basel II regulations and anti-money laundering laws. A keynote presentation will provide an overview of the challenges stemming from each of these areas, and papers will address how the SAS Risk Management for Banking solution and the SAS Anti-Money Laundering solution enable success in today’s complex regulatory environments. In addition to papers on these SAS solutions, appropriate topics for Basel II will include using SAS for measuring risk exposure, improving capital allocation and optimizing the corporate risk-reward profile. For AML, topics will include using SAS to identify potential money laundering activity, provide compliance reporting and automate workflow.

Section Chair: John E. Bentley
Wachovia Bank

Keynote: AML Enterprise-Wide Risk Assessment Process
Alan Abel, Managing Director, Advisory Services, Pricewaterhousecoopers LLP
Regulators require that risk assessment be a core element of an AML program, and their frameworks of risk-focused supervision universally recognize four key risk areas: operational, compliance, reputation and strategic. Approaching AML operational risk requires processes and resources for assessing and documenting risks and collecting, storing and managing data connected with customers, geographies, products and services, and distribution channels. This session will discuss these risk areas, and leading practices for managing and sustaining an AML risk assessment program.

Keynote: Basel II and the Impact on the Financial Services Industry
Perry Mehta, Senior Manager Financial Services Advisory Practice, Ernst & Young LLP
The set of capital and risk management rules known as Basel II are among the most profound regulatory changes the banking industry has undergone in recent times. They have coincided with, or triggered, substantial changes in the way large and regional banks internally rate their credit exposures, and quantify
the credit risk in their assets. The rules provide guidance on model validation, reflecting the increasing emphasis the banking industry is placing on statistical models for risk assessment. These models have significant data requirements, which the banks are addressing by building, or expanding, data warehouses. This presentation outlines the key elements of the Basel II rules, and delineates their impact on the way banks assess, and manage, their credit portfolios.

Life Sciences Focus Session
The Life Sciences session will focus on the SAS technologies applicable to the life sciences industry, including pharmaceuticals, health care and health insurance. Each session will start with a keynote speaker addressing a significant industry issue, followed by papers presented by SAS developers and case studies presented by managers and technical teams at companies that have implemented SAS solutions. Pharmaceutical industry topics will include the evolution and implementation of the CDISC standards for FDA submission, and integration of drug development processes. Health care topics will include consolidating and integrating volumes of data from all parts of the organization, and analytical approaches to turning the data into usable business intelligence.

Section Chair:
Lauren Haworth
Genentech Inc.

Keynote: Embracing a Balanced View of Healthcare Performance: Evolution of the Balanced Scorecard at Brigham & Women’s Hospital
Dr. Michael Gustafson, M.D., Vice President, Center for Clinical Excellence, Brigham & Women’s Hospital
Today’s healthcare environment is characterized by both an ever-increasing volume of available performance data, as well as by a demand to make this information transparent to the public. Various forces at play include recognition of the patient safety improvement opportunity all institutions have; public reporting of quality metrics being mandated or advocated by multiple private and government organizations; in-roads made recently in establishing pay-for-performance contracts between providers and insurers; increased consumerism and activism, driving institutions to pay more attention to access and service issues; and exploding application of information technology in direct patient care.

A resulting challenge is how to integrate this expanding data into a meaningful framework and structure that allows effective analysis and reporting, performance management, and strategic alignment. The Balanced Scorecard framework and its application within healthcare will be reviewed, as well as one institution's hospital-wide implementation over the last 3 years.

Keynote: Standards to Link Clinical Research and the Electronic Health Record
Rebecca D. Kush, Ph.D., Founder and President, Clinical Data Interchange Standards Consortium (CDISC)
While the use of electronic health records (EHR) gain increasing attention and acceptance in patient therapy and product safety and efficacy, the intended electronic data capture (EDC) technology interface with the biopharmaceutical industry is slowly being adopted. Factors that may improve this situation include a stronger link between healthcare and clinical research processes, improved data sharing among systems supporting healthcare and those supporting clinical trials, collecting data electronically from the source for multiple downstream uses, and standards for protocol design and data collection.

This session will explore different initiatives that are taking place towards turning these opportunities and ideas into reality to improve the situation for sites and patients.

Specific initiatives to be discussed include:
- Harmonization of clinical data standards for clinical research and standards for healthcare
- Single Source, a concept to encourage entry of data once
- eSource Data Interchange, an initiative to leverage standards and facilitate the collection of eSource data
- NIH initiatives that share tools and applications across sites within therapeutic areas to streamline clinical research
- Formal encouragement of vendors of EHRs to include the use case of clinical research in their future technical development and vendors with such plans.
Keynote: Pushing the Innovation Envelope: Achieving Success in an Uncertain World
Kenneth I. Kaitin, Ph.D., Director, Tufts Center for the Study of Drug Development

Soaring R&D costs and stagnant success rates are the driving forces behind efforts by the research-based pharmaceutical and biotechnology industry to improve drug development efficiency and boost new drug output. To achieve these goals, many firms realize that old models of R&D must be replaced by newer, more efficient approaches to innovation. “Blockbuster” drug development strategies, which drive up the cost of R&D by increasing the likelihood of late-stage clinical failures, are no longer a viable business model. Many firms today are eschewing this model and opting for an approach that leverages company scientific and technical expertise, exploits new technologies, and focuses on partnerships and collaborative relationships.

The current presentation will review today’s economic and political environment for pharmaceutical innovation and the challenges confronting the research-based pharma industry, examine current drug development metrics, focusing on the time, cost, and risk to bring a new prescription drug to market, and assess the impact of current drug development strategies and explore new R&D paradigms.

Manufacturing Focus Session
Manufacturing companies today have extensive inventories to track and move, a greater number of products to generate, quality standards to maintain, numerous suppliers to negotiate with, and an ever-increasing need to acquire, satisfy and retain customers to remain profitable. Because of these complex pressures, it is imperative that all the links in the supply chain be managed successfully. The Manufacturing Industry Session will focus on solutions to help companies turn data into knowledge, enabling them to develop unique demand, supply, operational and customer insight as well as targeted solutions that leverage existing investments in operational/transactional systems. The session will also include SAS® Supply Chain Intelligence solutions that deliver analytics-based insights and decision guidance to maximize profits.

Section Chair:
Michael Mace
The Goodyear Tire & Rubber Co.

Keynote: Warranty Trends
Eric Arnum, Editor, Warranty Week

Retail Focus Session
Competition characterizes the retail industry — slow domestic growth, emergence of new and innovative sales channels and formats, globalization as well as changing customer demands have created a cutthroat environment for retailers. To generate shareholder returns in coming years, retailers need to take the offensive to dominate the competition and make raving fans of their customers. To grow and increase revenue, it is critical that retailers integrate customer demand intelligence in merchandising decision-making and improve core merchandising processes. The Retail Focus Session will look closely at how SAS solutions enable retailers to leverage customer and transaction insights throughout merchandising lifecycle and achieve merchandising dominance.

Section Chair:
Michael Mace
The Goodyear Tire & Rubber Co.

Keynote: Don’t Get Left Behind: The Role of IT in Assessing Emerging Technologies
Brian Kilcourse, Chief Strategist, Retail Systems Alert Group

Keynote: Best Practices in Blending the Science of IT and the Art of Merchandising
Scott Langdoc, Vice President, Research – Retail Industry, AMR