

Key Points:

- The Business Intelligence (BI) market is moving towards widespread adoption of advanced analytics to drive better decision management.
- Read more about ASR's point of view on Business Intelligence in one of our feature articles from DM Review magazine:

http://www.dmreview.com/article_sub.cfm?articleId=1088414

Sound Bites:

- "BI is becoming an imperative -- from the chief corporate officer level to the operational shop floors, and all the layers in between. Emerging technologies promise increased usability that will drive user adoption in coming years." (Gartner)
- "Current trends point to a continued adoption of analytic applications. Analytic applications are taking on an increasingly strategic role as organizations continue to be inundated with larger data volumes." (KM World)
- "Advanced analytics tools will become more relevant in an organization's daily operations as the opportunity to embed such tools into analytic applications increases." (IDC)



ASR Analytics LLC

Using business intelligence to improve decision management.

Using Business Intelligence to Improve Decision Management

The Business Intelligence (BI) market is moving towards widespread adoption of advanced analytics to drive better decision management. Increasingly, BI practitioners and consumers are recognizing that advanced analytics are essential to the delivery of high-value, decision-oriented functionality (e.g., forecasting, prediction, simulation and optimization). Meanwhile, early disciples are discovering that they can build a sustainable competitive advantage through adaptive and embedded analytics.

The driving force behind increased adoption of advanced analytics is a familiar one. Organizations that have embraced each progressive phase of data management modernization (ERP, CRM, DW, BI) are still looking to capitalize on their past investments. However, previous phases of the modernization process have focused on tasks that are inherently foundational to better enterprise performance (e.g., data capture, data architecture, and information delivery).

The promise of embedded analytics is to do for decision-making what OLAP has done for information – that is, to democratize decision-making assets. Believers describe it in terms of a knowledge management initiative, in which the organization's best practices for each decision-making process are pushed to the desktops of end-users, as embedded logic within analytic applications. Armed with the right tools, leaders can forecast and evaluate the impact of their decisions before executing them. This capability is particularly important when facing multiple (often competing) strategic objectives – and when complex or interrelated business processes create the risk of unintended consequences to a decision.

Services and Solutions

SAS Programming. ASR offers deep expertise in the development of SAS solutions—ranging from traditional programming, to customized application development, to comprehensive BI management through the SAS v9 Enterprise Intelligence Platform. Our staff includes formally trained SAS programmers and instructors, as well as PhD statisticians and economists. We leverage the capabilities of this team to provide services that go beyond basic programming, to address the specific needs of our clients.

Data Visualization. Historically, the core functionality of Business Intelligence has centered on Data Visualization – the tabular and graphical display of data generated through on-line analytic processing (OLAP). ASR pushes the boundary of these tools through the use of advanced visualization features, including real-time tabulation, drill-down analysis, and advanced mapping capabilities.

User Alert Systems. A logical extension of OLAP, user alert systems were designed to produce exception reports, typically containing a list of all unusual or outlier cases. ASR extends this idea through its "closed loop" applications, which notify specific users when a pre-defined tolerance is violated – such as a financial transaction that exceeds an established threshold, or an unacceptably high failure rate for a product.

Embedded Analytics. ASR designs BI solutions that: (1) provide contextual, business-oriented decision support; and (2) are able to evolve (and learn!) as you discover better ways to model decisions. Our approach to BI solution development makes it easy for knowledge workers to understand, interpret, and react to information as part of their day-to-day routine.

Success Stories

State of Maryland, Department of Health and Mental Hygiene: Using the SAS v9 Business Intelligence Platform, ASR developed a web portal to enable OLAP analysis of public health data from a consortium of state-level statistical agencies. The solution developed by ASR provides users with a web-based capability to create and report on multi-dimensional databases, including the ability to run queries, slice and dice data by applying filters, drill up or down through hierarchies, and conduct both distributional and time-series analysis of public health information.

Department of Defense, Uniformed Services University of the Health Sciences (USUHS): ASR developed a customized SAS-based software application for USUHS to facilitate data visualization, statistical analysis, and predictive modeling of USUHS data assets—including information on enrollment, retention, and alumni career outcomes. These tools are help-

ing USUHS—one of the largest medical schools in the United States—to quantify the professional accomplishments of its graduates, determine whether there are predictive relationships between student characteristics and career accomplishments, and compare the career accomplishments of USUHS graduates with their non-USUHS peers.

North Harris Montgomery Community College (NHMCC): Using the SAS v9 Business Intelligence Platform, ASR Analytics created a suite of data management and analysis tools, for use by a consortium of community colleges in the Houston, TX area. The data and tools developed by ASR allow NHMCC to surface information via a secure web portal, using a role based security model. All users interact with the same OLAP cubes, with each college maintaining control over its own reporting. District Executives are able to aggregate and disaggregate by College, while colleges are only able to see appropriate reports based on the permissions set at the District level.

For More Information

To learn more about the customized Business Intelligence solutions from ASR Analytics, or to request a demonstration, please contact as call us, send us an e-mail, or visit us on the web:

ASR Analytics

Peter Arena
Business Intelligence Solution Lead
peter.arena@asranalytics.com
www.asranalytics.com
[\(703\) 861-3592](tel:7038613592)



ASR Analytics LLC (ASR) provides high-end analytic consulting services to clients in the public and private sectors. ASR has deep expertise in the fields of business intelligence, predictive modeling, and data mining – and in the design and development of customized technology tools that support forecasting, simulation analysis, optimization modeling, and data visualization.