

## Sound Bites:

- “The biggest barrier to implementing successful analytic applications is integrating the data.”

(**Henry Morris**, Group VP and General Manager: Integration, Development, and Application Strategies, IDC)

- “The importance of Enterprise Information Management (EIM) continues to increase as more enterprises recognize what a valuable asset information can be...EIM is a business-oriented program that enables organizations to manage data differently in order to dynamically re-use information assets... to drive value in all kinds of customer-, enterprise- and supplier-facing business processes. With EIM, business managers cease to be just a consumer of data and start to take more direct control in the management of critical business information.”

(**Andrew White**, Senior Research VP, Gartner)



### ASR Analytics LLC

Delivering data that is integrated, accurate, and enhanced for real-time decision-making.

## Delivering Real-Time Business Data for Better Decisions

The value of predictive modeling, analytic applications, and all other flavors of business intelligence is predicated on the notion that the underlying data are sound. Managing data quality is no easy matter, particularly in large organizations, which often must contend with multiple information systems – designed for different business functions, but containing redundant, duplicative, or obsolete data.

ASR follows proven methods to manage business data, assess data quality, and evaluate the impact of data quality on an organization’s performance. We design and implement data quality applications that deliver clean and accurate data to business decision makers just-in-time.

## ASR and SAS

ASR is a SAS Alliance Partner and a Consulting Partner, teaming with SAS to deliver high-end analytic solutions to our clients. Our consultants are very experienced using the SAS platform to translate an organization’s raw data into useful, trusted, and timely information to facilitate fact-based decision-making. At ASR, we are using SAS software to help our clients with data integration and storage, analytics, business intelligence, and industry specific solutions. To learn more about SAS software, visit

<http://www.sas.com/software/index.html>

## Services and Solutions

ASR specializes in delivering the following services and solutions to clients:

**Database and Design.** ASR is experienced helping public and private sector organizations manage their data in a variety of ways. Whether this involves design of a complex database or development of a custom data mart, we have proven results and extensive experience.

**Data Integration.** At ASR, we understand how to quickly and reliably create a unified view of enterprise data from multiple sources, leveraging all data regardless of the source or format.

**Data Cleansing.** Decisions are only as sound as the data they are based on. For this reason, we incorporate data cleansing as a major component of our data management strategy. This involves profiling, cleansing, augmenting, and monitoring data to create consistent reliable information.

**Real-time Data Delivery.** In this fast-paced business world information must be available in real-time for business executives. We help our clients achieve real-time data access through business intelligence software. This includes creating online data querying tools, dashboards, and wireless PDA business intelligence applications.

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## ASR Success Stories

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**Federal Emergency Management Agency (FEMA):** ASR Analytics assisted the Federal Emergency Management Agency (FEMA) with its hurricane recovery efforts in the state of Florida. ASR Analytics supported FEMA through a series of quick-turnaround tasks, including development of a customized website and a custom database to track the supply and demand of recovery resources.

**Office of Cancer Complementary and Alternative Medicine:** ASR Analytics worked with the Office of Cancer Complementary and Alternative Medicine (OCCAM) to create a database of non-Federal government organizations that fund cancer CAM research.

**Large Insurance Company:** ASR Analytics built and delivered an Analytic Data Mart (ADM) to facilitate better reporting on key measures of the handling and settlement processes. This dimensional data mart was designed to replace legacy production data sources for reporting and analysis and serve as the foundation for

OLAP cubes. In addition the project included the development of a Online Forecasting Tool which was surfaced through a URL portlet in the SAS Information Delivery Portal. This tool enabled users to generate forecasts based on a variety of business levers, and provide what-if simulations.

**Large Commercial Vehicle Manufacturer:** ASR Analytics was awarded a contract with a Large Commercial Vehicle Manufacturer to build a wireless PDA business intelligence application. Development of the application used SAS Integration Technologies, including Metadata Server authentication and authorization, SAS Stored Processes, and HTML forms. The solution provides real-time query capability to surface vehicle supply and demand databases, creates email alerts, and reports on current inventory through a handheld PDA.

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## For More Information

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If you are interested in learning more about ASR's Data Management, Integration, and Enhancement solutions please call us, send us an e-mail, or visit our website:

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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.