

SAS UK to create business performance software with

Submitted by: Golin

Wednesday, 23 May 2001

SAS Institute UK, the market leader in e-intelligence and decision support, has announced that it will be a technology partner to Cranfield School of Management's Business Performance Best Practice Roundtable, which aims to help managers extract the maximum value from business performance data.

Launched in January 2001, the group aims to identify and share best practice in the design, implementation and use of performance measurement and management systems. Its main focus is to help managers use performance measurement data more effectively. The group is developing a toolkit of frameworks, methodologies and techniques that managers can use to analyse and understand business performance data. In addition, a training programme is being developed to support managers wishing to adopt these frameworks, methodologies and techniques. Case studies will also highlight the issues and solutions associated with using measurement data.

SAS UK is supporting the group through the development of software solutions that will include its award-winning data mining software, Enterprise Miner (tm) and its performance management software, Strategic Vision(tm). The solutions will focus on revealing the really important aspects of businesses' performance to help organisations be more effective.

"Benchmark studies show that the average company invests more than 25,000 person days per billion dollars of revenue in the planning and performance measurement processes. Yet very few companies extract any value from their measurement data," said Professor Andy Neely of Cranfield School of Management's Centre for Business Performance. "What we are aiming to do is to help organisations use their performance measurement data much more effectively".

John Wilkes, Programme Manager for Enterprise Performance Management at SAS UK added: "Most organisations are swamped with performance data and many find it difficult to isolate those critical measures and trends that really made the difference. Intelligent analytic applications can discover these key nuggets of information, and present them in a way that makes them both easy to use and to share with others."

About the Business Performance Best Practice Roundtable, Cranfield School of Management

The Business Performance Best Practice Roundtable was established by Cranfield School of Management's Centre for Business Performance in early 2001. The aims of the roundtable are to provide a forum where practitioners and academics can share experiences in the fields of business performance measurement and management. The particular focus of the roundtable this year is how can organisations extract more value from the masses of measurement data they have access to.

Cranfield School of Management is a world-class university business school, renowned for its strong links with industry and business. It is committed to providing practical management solutions through a range of activities, including: postgraduate degree programmes, management development, research and

consultancy.

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About SAS

SAS is the world leader in e-intelligence software and services, enabling its customers to turn raw data -- including the vast quantity generated by e-business -- into usable knowledge. Software from SAS, the world's largest privately held software company, is used at more than 35,000 business, government and university sites in 110 countries.

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