

Qualex Quarterly Newsletter

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The President's Column

Even though the U.S. economy has hit a very rough patch, Qualex is weathering the storm. Our five practices -- Health Care, Hospitality and Casino, Technology, and Government -- are all humming along nicely. I specifically want to thank the practice managers -- Ray Bower, Steve Wagar, Lester Jones, Sarah Mitchell and Wayland Hundley-- for their continuing work.

I am excited about my

first book, *Double Down On Your Data*. It was just published and will be sent to our clients and prospective clients immediately.

The book delves into such topics as CRM, Mobile Marketing, Radio Frequency Identification Technology, the unique attributes of the Asian gambler and how to specifically target them, as well as the development of a new Table Games Revenue

Management system. The book has also been translated into Chinese for the upcoming G2E Asia Conference in Macao. Additional books on such differing topics as health care, the retail sector, and mobile marketing are also in the works. The book will also be handed out at the G2E Global Gaming Conference in Macao in June. If anyone has other book subject ideas, please let me know at clive.pearson@qlx.com.

Customer of the Quarter

BI Success Story: Centers For Disease Control & Prevention

The CDC has been involved in a Migration from Mainframe to Cluster of HP Machines since November 2008. CDC was retiring an IBM 2064 Model 102 Mainframe, and migrating to a cluster of HP ML370 G5 machines with a HP StorageWorks 8100 Enterprise Virtual Array SANS storage system. The mainframe was used by SAS Programmers, SAS Custom Application

Developers, SAS Custom Application Users, and Analysts. Since SAS was installed on the mainframe, CDC needed to migrate SAS to the new hardware. Special concerns and considerations were security and parallel environments.

Qualex worked with CDC to conduct system test and consider deployment procedures. Qualex concluded that due to the nature and types of jobs being submitted on the mainframe, a batch only mode of job submission

would not meet the current use requirements of the existing mainframe SAS users. By implementing the SAS Intelligence Platform approach, the system would enable the use of many of the SAS Tools such as EG, DI Studio, E-Miner, and the BI Platform.

Finally, Qualex recommended additional SAS software components not previously considered.

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Where Quality and Excellence Meet....



Customer of the Quarter Continued...

The architecture recommended by Qualex consisted of:

SAS 9.2 Intelligence Platform - because it enables the use of Enterprise Guide, DI Studio, E-miner, Business Intelligence and other SAS tools and solutions.

Platform LSF - chosen to handle the load balancing and job submission by CDC originally.

SAS GRID - Manager tightly binds SAS Intelligence Platform with Platform LSF and enables the proper user experience and integration with the key SAS Tools.

SUDAAN 10 - an internationally recognized statistical software package that specializes in providing efficient and accurate analysis of data from complex studies.

CDC was very pleased with the feedback and recommendations that Qualex provided.

Congratulations to J.R. Furman, who led this project.

“Qualex recommended additional SAS software components not previously considered”

Upcoming Events



[Premier Business Leadership Series](#)
London, England
May 5-7, 2009



[Dataflux](#)
San Diego, USA
June 1-4, 2009



[G2E Asia](#)
Macao, People's Republic of China
June 2-4, 2009

Free WEBINARS and Software Online Demos

Live online demos are scheduled through the second week of May for all Qualex Partners and Prospects.

The 2009 webinar schedule is:

May 11, 2 pm (iQ-Maintain™ Demo)
May 11, 3 pm (SAS PVO Demo)
May 12, 2 pm (First Call Resolution™ Demo)
May 12, 3 pm (iQ-Maintain™ Demo)
May 13, 2 pm (SAS MA Demo)
May 13, 3 pm (Futrix Demo)
May 14, 2 pm (Futrix/SAS BI Demo)
May 14, 3 pm (SAS PVO Demo)

June 1-2, 2009 Business Forecasting Conference at the Embassy Suites Hotel Cary, NC.

TBD June (SAS/Teradata Reference Architecture)

South Florida SAS User Group meeting June 19th, at the Sheraton Fort Lauderdale.

If you are interested in attending, please contact Ximena@qlx.com for the URL and dial-in information.

Where Quality and Excellence Meet...



Partners – Partners – Partners

Qualex Making Its Presence Felt at SAS Global Forum:



Ximena Datorre, Qualex CRM Manager, Jim Goodnight, SAS President and CEO, and Jim Davis, SAS Sr. Vice President and CMO, visited the Qualex booth at the Alliance Café at SAS Global Forum. Carl Farrell, SAS President of Americas, and Mikhail Hagstrom, Sr. Vice President EMEA, also

stopped by. These executives expressed their satisfaction with the support that Qualex is providing SAS. Some of the folks in the entourage even played a Wii game in an effort to win a Wii console. The booth's main focus was the new Qualex Mobile Application for extended programming support. Twenty people participated in the Wii contest.

Qualex also hosted a dinner party for existing customers and facilitated a meeting with government customers from the CDC to discuss the changes in their

software architecture. In addition, Luis Soriano held a meeting with staff from the Census Bureau to discuss their current projects. During the conference, our team coordinated projects with Teradata, Futrix, as well as several other alliance partners.

Qualex received 130 leads from the scanner provided at the conference and we are currently reaching out to them.

Staff participating from Qualex: Ray Bower, J.R. Furman, Ximena Datorre and Al Cordoba.

If you have any story ideas for future editions please contact Andrew Pearson at Andrew@qlx.com

In The News

Valley View Casino Selects Qualex for PVO implementation Valley View Casino, from the San Pasqual Band of Mission Indians, San Diego, California, has selected Qualex to implement SAS Patron Value Optimization software to help optimize its casino operations.

Qualex Shares Its Expertise With The Web Qualex has created Youtube videos that educate viewers on such topics as the SAS DI Studio, the SAS Management Console as well as the Futrix suite of tools.

James Gailey, who works

in the Miami office, should be singled out for his impressive work on these endeavors. If anyone would specifically like to request additional subject matter, please contact Sarah Mitchell at sarah.mitchell@qlx.com.

The videos can be seen



at: BroadcastYourself.com

Qualex and nGenX Announce Strategic Alliance to Host SAS Business Intelligence Solutions for SMB Market

In late February, Qualex partnered with nGenX, a

national leader of, outsourced IT solutions to offer SAS BI solutions in a dedicated hosted environment. In addition, Qualex will offer SAS software management services to its customers ranging from deployment and configuration, daily backups, software patches and upgrades, data migration services, and analytics.

By leveraging nGenX's flexible dedicated server configurations, Qualex will be able to offer fast deployment of SAS BI products with various hardware configurations to meet each of its customer's unique deployment needs.

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“Qualex Shares Its Expertise With The Web.”

In The News Continued...

The main goal of this strategic alliance is to offer SAS BI solutions with the lowest total-cost-of-ownership for the SMB market.

Qualex Joins Intel Business Builder to bring SAS BI solutions to SMB Market



In November, Qualex received the Intel® Certified Solutions Powered by SpikeSource Badge on six SAS Midsize Business Solutions. Qualex will bolster its business initiatives through [Intel® Business](#)

[Builder](#), a comprehensive set of interconnected services exclusive to Intel Software Partner Program members.

These services will help expose the SAS BI solutions for SMB to a broad and targeted audience and include the Intel Business Exchange (Intel BX) tools and resources to enable applications for advanced Intel technologies, the Intel Certified Solutions Program and the SpikeSource Solutions Factory. The suite of products include: SAS

Analytics Pro for Mid-size Business, **SAS BI & EBI for Mid-size Business**, SAS Data Integration for Mid-size Business, SAS Marketing Automation, SAS Service Parts Optimization, SAS Visual Data Discovery for Mid-size Business

The Intel Business Exchange is an online technology marketplace enabling vendors to market and sell products to SMB buyers globally.

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Where Quality and Excellence Meet....



Employee Recognition

Julian Londono from Qualex Dominicana

Julian recently joined Qualex as a web application developer. He is enjoying the Dominican Republic with his family. He moved to Santo Domingo from his native Colombia to work for Qualex. He told us that he is doing well despite moving homes, which is apparently the third most stressful of personal activities, behind only death and divorce. Julian has run into a little culture shock as well. As he puts it, "no matter how many

times you do it, moving to a new home in a new city



Is always a difficult challenge. You often don't know the area or what to expect. Simple things that should normally take you only 20 minutes to accomplish can take hours because you don't know where to go or how

to do them." However, he indicated, adaptation to the Dominican Republic has been easy and life near the beach is very enjoyable. "I like working with my Qualex colleagues and my customer Orange Dominicana (a subsidiary of France Telecom)", he says.