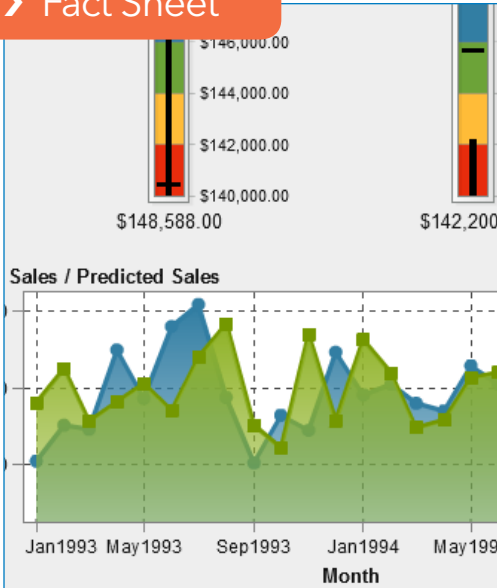### What does SAS® Office Analytics do?

It enables any size organization to access powerful SAS Analytics and high-performance tools using a familiar, Windows-based interface. Analysts can easily share findings. Executives can track performance from within their email or SharePoint portal. Credentialed users can embed analytic results directly into Excel spreadsheets, Word documents or PowerPoint presentations, and update charts and views directly from their Office applications.

Why is SAS® Office Analytics important?

Powerful business intelligence capabilities are now within the reach of any business user, with minimal IT support. Users can access and share more accurate, fact-based information for greater collaboration and better-informed decision making.

For whom is SAS® Office Analytics designed?

It's designed for business and data analysts, statisticians, programmers conducting self-service analysis and business users who need to access the analytical results of SAS output created by others.

SAS® Office Analytics

Analytic power and data visualization from familiar Microsoft Office environments

Organizations have huge volumes of data and are amassing more at amazing speeds. And pulling together all that data and transforming it into valuable information can be challenging.

But gaining access to data is only part of the issue. Even when information is accessible, it's often scattered among different sources and databases, and the potential for reporting errors is high. IT departments struggle to manage it all in the face of shrinking budgets and limited resources.

SAS Office Analytics puts the power of SAS Analytics in the hands of business users via the familiar environment of Microsoft Office products. From intuitive point-and-click interfaces to its easy-to-follow metadata capabilities, SAS Office Analytics reduces the learning curve, enabling business users to get valuable insights quickly.

Benefits

- **Access powerful SAS Analytics via Microsoft Office applications.** An intuitive point-and-click interface puts information where people can easily get to it, and in today's world that means Microsoft Office applications. SAS Office Analytics lets business users access and analyze large amounts of data and view results directly in familiar Microsoft Office environments – e.g., Outlook, Word, Excel, PowerPoint and SharePoint. Guided analysis via built-in tasks and visual process flows means even SAS novices can quickly perform sophisticated analyses, schedule projects, share results and easily embed outputs for repeated use.

- **Create and share reports with anyone, anywhere.** Create and distribute custom wizards as needed, and deliver information through an established publishing framework. You can also publish dynamic, interactive content – including data visualizations created in SAS Visual Analytics – to Microsoft Office and web users.

- **Liberate IT by centralizing data access and control.** Centralized access to corporate data enables IT to ensure that users have appropriate access privileges, while empowering them to react quickly to changing business demands. Performance and audit reports enable proactive compliance with data governance rules. And because the software enables self-sufficiency, IT is free to focus on more strategic initiatives.

- **Achieve greater productivity through high-performance computing.** Integration with high-performance tools from SAS enables greater productivity. Jobs can be optimized for your environment, and auto-detection of the grid environment saves time and enables you to get results sooner.

Overview

SAS Office Analytics is an easy-to-use, project-oriented solution that provides access to the analytic power of SAS via the familiarity of a Windows environment.

Business analysts, statisticians and SAS programmers can gather and manage data to quickly perform meaningful analyses and easily share results using familiar Microsoft Office applications (Excel, Word and PowerPoint), Outlook email and SharePoint portals.

A tiered licensing model accommodates organizations of all sizes. You can buy just what you need, and expand as your needs grow.

Data access and business metadata management

Microsoft Excel users can access and view a variety of data sources and analyze the data with SAS. An intuitive query interface returns results directly to Excel spreadsheets so you can preview and query data sources larger than those permitted by Microsoft Excel.

Several thousand rows of data can be browsed at the same time. This ensures more accurate analyses based on a complete set of records, while eliminating problems associated with summarized data formats, which are often subsets or aggregations of detail data.

Because data processing is performed on the SAS server, the data limitations of Microsoft Office are bypassed.

Filter and Sort dialog boxes make it easy to reduce and organize results to acceptable sizes, as well as to identify the data to be inserted into Microsoft Excel. Results from various data sources can be delivered as raw data into Excel for further manipulation with native Excel functionality.

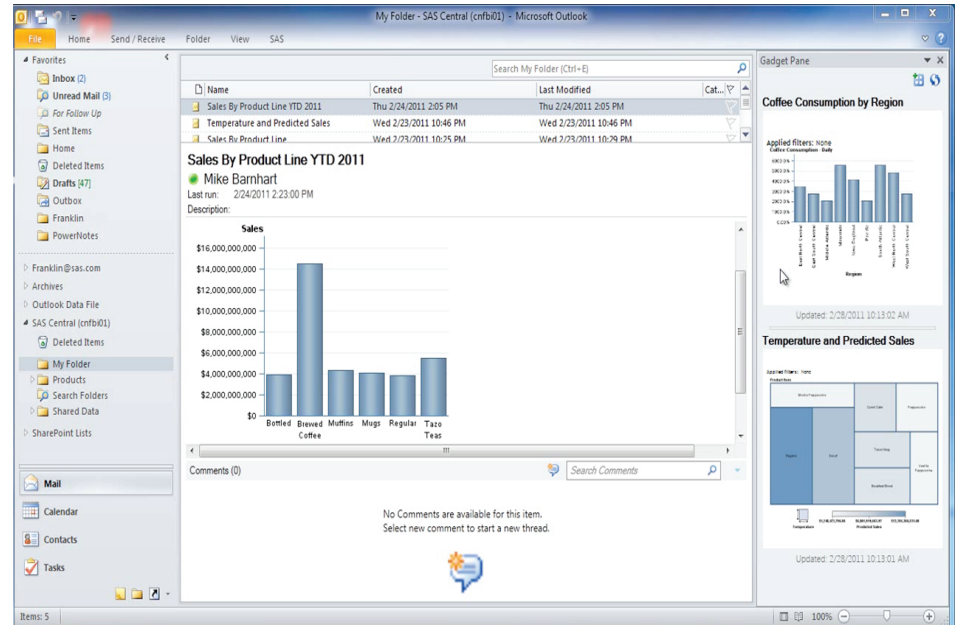SAS Office Analytics lets you refresh data automatically, as well as rerun any queries and apply relevant filters to ensure that the most up-to-date information is available. You can switch dynamically between multiple data sources, which lets you run multiple tasks with different data sources from within one worksheet or document. You receive a warning whenever the result set will be over the size limit you have set.

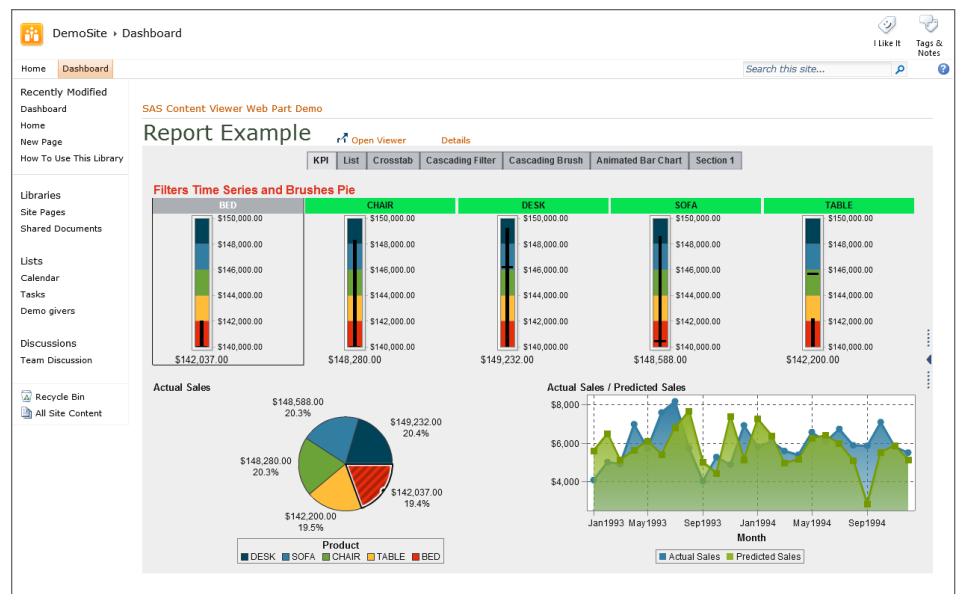Streamlined, centralized security gives decision makers access to the data they need without overburdening IT. The result is fewer backlogs, easy access to accurate information and faster, more-informed decision making.

Powerful SAS® Analytics

SAS offers the most extensive set of predictive analytics available. SAS Office Analytics provides a wide range of statistical methods – from traditional analysis of variance to

View KPIs, reports and graphs from Microsoft Outlook.

A SAS Visual Analytics report displayed within SharePoint.

exact methods and dynamic visualization techniques.

Using statistical software can help you uncover new information for improving processes, driving development and revenues, and retaining valued and satisfied customers.

Graphics and reporting

Because almost everyone has some familiarity with Microsoft Office applications, organizations often use it as a standard for management reports.

SAS Office Analytics lets you easily create reports and share findings. You can publish and distribute Microsoft Office documents – with embedded SAS Analytics – to relevant decision makers using native Microsoft functionality.

Recipients can update the embedded results from the Microsoft Office documents on demand, as needed.

As more people have access to data and analytics, it's important to have conversations about the data and results. These conversations are critical for understanding, interpretation and alignment. Seamless integration between SAS Office Analytics and SAS Visual Analytics enables you to include data visualizations or reports from this powerful data visualization software within your Microsoft Office apps. That means users can view and comment on dynamic reports sent to their Outlook mailbox. And all comments are kept with the report, so there's no need to consolidate comments later.

Guided analysis and high-performance tools

The solution includes SAS® Enterprise Guide®, which gives advanced users access to more sophisticated types of analyses, data manipulation and visualization. You can incorporate these custom analyses and results into web-based reports or Microsoft Office documents.

Key Features

Data access and business metadata management
- Map physical data structures to business terms in an easy-to-use interface.
- Access data from virtually any data source, including multiple sources at once.
- Define consistent business views of the data for relational tables and OLAP cubes.
- Create one business view over disparate database management systems for a combined set of query attributes.
- Combine data from multiple sources.
- Control the size of result sets that can be returned to avoid long-running queries.
- Capture consistent business rules and specify allowable options and prompts for users.
- Centrally manage metadata.
- Create and manage repositories and prompts (including cascading prompts that use dynamically generated value lists), control the SAS Metadata Server, define access controls, and register and manage users and groups through a single interface.

Guided analysis and high-performance tools
- Enable power users, programmers and analysts to perform more advanced types of analyses using .NET-based native Windows applications.
- An enhanced user interface includes context-sensitive menus, toolbars and role-based user definitions.
- Includes a large number of prebuilt tasks and task templates covering a variety of topics.
- Create complex conditional processing faster with wizard-driven conditional flow logic capabilities.
- Enhance programmer productivity with program editor features, such as autocomplete and integrated syntax.
- Improve the efficiency of query-building processes with computed columns creation, filtering options and the ability to preview results.
- View OLAP cubes from SAS or other vendors that support OLE DB for OLAP and the MDX standard. (SAS OLAP Server is available as an add-on.)
- Use slices of OLAP cubes from SAS OLAP Server for further analysis.
- Easily incorporate geospatial data into analyses.
- Query and subset data graphically from any accessible source or write SQL/MDX.
- Package results into SAS Stored Processes for use in all SAS BI interfaces and Microsoft Office to gain access to anything SAS can do, allowing work to be distributed without IT involvement while maintaining security.
- Integrate with high-performance tools from SAS with the addition of the high-performance logistic and high-performance linear regression tasks.
- View all errors, warnings and notes generated, as well as related line numbers and a sample of the affected code, in a log summary window.
- Identify potential internationalization issues in SAS programs and get substitution suggestions.
- Add notes to a process flow or to specific objects in the process flow.
- Includes the new .msi installer and application streaming support.

Microsoft Office integration
- Access SAS capabilities for data access, reporting and analytics directly from Microsoft Office tools, including Word, Excel, PowerPoint and Outlook.
- Create wizard-driven reports within Microsoft Office tools.
- View previously created results offline.

Integration with SAS high-performance tools, as well as several administration and productivity enhancements, enable faster, more efficient results, and less margin for error.

Microsoft SharePoint integration

By adding a SAS Stored Process web part to a SharePoint site, you can enable report consumers to view and refresh reports, as well as apply filters and parameters for custom views, while maintaining user authorizations and reusing the underlying SAS asset.

Business metadata management for IT

IT users and data architects can define business rules consistently and translate data structures into terms that business users can understand and use. These data structures enable IT to control which data – and what volume of data – users can retrieve.

This ensures that IT maintains control of the data without infringing on users' flexibility and productivity.

To learn more about SAS Office Analytics, download white papers, view screenshots and see other related material, please visit sas.com/officeanalytics.

Key Features (continued)

- Use Microsoft Excel as an application instead of an ad hoc data store.
- Access data from any centrally IT-defined enterprise data source and perform a "writeback" to source data using Microsoft Excel.
- Refresh data at the click of a button from any central, IT-defined enterprise data source.
- Cycle through data that exceeds Microsoft Excel's row limitations. Server-side optimization ensures large data sources are never transferred as one to the client.
- Use all Microsoft Excel capabilities on the data displayed, while always having access to the latest view of information.
- Embed intelligence and information derived from SAS into Microsoft Word and Excel.
- Deliver results as a PDF, RTF, or HTML with Microsoft Word, raw data (CSV) or HTML into Excel for further manipulation with native Microsoft Office functionality.
- Manipulate pivot tables to illustrate multidimensional data from various sources.
- Deliver graphics results directly into Microsoft Word, Excel, PowerPoint and Outlook in any of these formats: ActiveX, PDF, GIF, JPEG or PNG.
- Refresh tables and charts automatically to get the latest view of information, pulling from current data that is centrally maintained.
- Enable distribution of embedded results on demand using native Microsoft Office functionality.
- Utilize the latest Microsoft Office ribbon-bar technology to logically group like items.
- View visualizations and explorations created by SAS Visual Analytics in Microsoft Word, Excel and PowerPoint.
- Render reports created with SAS Enterprise Guide in Microsoft Office.

Microsoft SharePoint integration
- Add reports from SAS Stored Processes to SharePoint so users can monitor organizational performance.

Business process modeling
- Use the point-and-click process authoring features of SAS Workflow Studio to define simplified automation of sophisticated business processes.
- Rapidly integrate fundamental process management into business operations and business offerings based on SAS solutions and products.
- Systematically route tasks requiring manual intervention.
- Automatically trigger basic actions and alerts.
- Provide centralized reporting and audit functions.

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