

Qualex Quarterly Newsletter

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The President's Column



Last June, G2E Asia was a great success. Our team-- Al Cordoba, Ximena Datorre, and Faith Lee from Qualex China--worked with SAS Hong Kong and met with several Macau casino representatives. Personally, I spoke on the Web and Mobile Marketing Panel to

a diverse crowd of casino industry executives from all over the world.

A joke heard around the island of Macau is that, "it is not a territory with a casino company, but a casino company with a territory." And that's a pretty truthful statement. We visited City of Dreams, Macau's newest and grandest casino. What an interesting crowd they had there. China has developed a significant middle class that now has some disposable income, so they can afford to travel.

This is a development that will probably continue, especially when the economic climate starts to improve.

I would like to let everyone know that I truly appreciate their hard efforts. Also, I owe a debt of gratitude to our business customers, without whom we wouldn't be here. I hope we can continue serving them for years to come. I always look forward to hearing from you and listening to your ideas. Please feel free to email me at clive@qlx.com, follow me on Twitter at [clivejp](https://twitter.com/clivejp), or find me on Facebook.

Customer of the Quarter

Orange Dominicana

Created in 2001, Orange Dominicana (ODo) is the second largest mobile operator in the Dominican Republic with 1.6 million subscribers. A subsidiary of France Telecom (Orange), today ODo has to work in a highly competitive market against competitors using fixed and mobile technologies to provide bundle offers to their customers.

Understanding, managing, growing and retaining its customers are some of key initiatives critical for Orange's success in the

coming years. Orange in the Dominican Republic developed a solution framework to address customer retention, sales, and payment risk issues to enhance and create loyalty. Orange understood that process improvements were necessary to meet its growth expectations and to achieve its marketing and revenue goals in its competitive Caribbean environment.

Within this framework, Qualex and France Telecom SIClient formalized an agreement to implement a solution to address Orange Customer

Intelligence needs. The joint participation of these two organizations brought unique synergies by merging the Qualex experience as company leader in the implementation of SAS solutions in the telecommunications industry with the knowledge and experience of FT-SIClient in Business Intelligence solutions with the France Telecom group. This project was completed successfully and it is currently operational.

Congratulations goes out to Lester Jones, who led the project.

Where Quality and Excellence Meet...



Upcoming Events

September, 2009

20-21 Pow-Wow at Paragon, LA
22-27 SAS Golf Championship, Cary, NC

Free WEBINARS and Software Online Demos

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

The 2009 webinar schedule is:

August 6, 2 pm (Teradata Demo)
August 11, 2 pm (Dataflux Demo)
August 11, 3 pm (Futrix Demo)
August 12, 2 pm (FCR Demo)
August 13, 2 pm (SAS MA Demo)
August 13, 3 pm (Futrix Demo)
August 14, 2 pm (Futrix/SAS BI Demo)

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

Partners-Partners-Partners

Scott Turman, SAS Institute, Inc.



On behalf of SAS, it has been my privilege to manage the partnership between Qualex and SAS for several years. My

relationship with Qualex began when Qualex became one of the first Value Added Resellers (VARs), serving small and medium-sized companies that needed the power of SAS. Qualex quickly became an important leader and partner in this new initiative and was awarded the 2007 Value Added Reseller of the Year Award at the annual SAS Global Forum. Qualex and SAS continue to add small and medium-sized customers as well as clients

in larger enterprises within a wide variety of industries, including gaming, insurance, health care, and manufacturing. As I support Qualex's efforts to continually learn and leverage the new 9.2 version of SAS, I see the tremendous positive impact they bring to our mutual clients. These two great companies--SAS and Qualex--represent the highest level of a true integrated partnership, bringing more value to the customers they serve.

"These two great companies--SAS and Qualex--represent the highest level of a true integrated partnership."
--Scott Turman

Where Quality and Excellence Meet...



In The News



From left to right: Ben Cheng, SAS Practice Manager, Darren Ho, SAS Executive, Clive Pearson, Qualex President and CEO, Ximena Datorre, CRM Manager, and Al Cordoba, Qualex Vice President, visited the high roller's suite of the Galaxy Casino in Macau.

Qualex Executes Value Assessment at Hard Rock Las Vegas

Lester Jones and Steve Wagar worked on a Value Assessment for HRLV. This assessment provides a roadmap in the information evolution model. It identifies gaps and improvements in the information architecture of an organization.

UTS in Curacao Starts TIS Models Implementation

UTS in Curacao has closed a significant services contract to review the migration of a large SAS installation as well as the creation of analytical models for customer retention. UTS is the largest mobile operator in Curacao.

Qualex Inks Federal GSA Contract Extension and Chosen as a Solution Provider

In early July, Qualex signed a five-year extension to its Federal GSA contract. Qualex has been accepted as a solution provider under

the American Recovery and Reinvestment Act (ARRA), allowing Qualex to continue offering its services to the Federal government.

Featured Products and Services: Installation and Migration: iQ-Install™

Most organization need to take advantage of their investment in the best Enterprise Intelligence Platform in the world--SAS 9.2. It is not an easy task. They usually need help with their data integration, analysis and/or reporting tasks. To achieve that goal, Preparation, Planning and

Experience are the key. The iQ_Install™ service benefits SAS installations in deploying the new powerful advanced SAS 9.2 features faster by: Shortening installation timeframes for the IT staff, providing knowledge transfer for the SAS 9.2. new deeper analytical features, tools and processes for the new end-users, and providing

critical SAS experience in the installation process.

The iQ_Install solution provides:

- (1) Installation and re-installation of the SAS software;
- (2) Updates for new versions of the SAS software;
- (3) Corrections to the use of the SAS software;
- (4) Modifications to SAS reports;
- (5) Assessment of SAS reporting options;
- (6) Adjustment of systems to local law needs;
- (7) Support via telephone at the level required by the customer;
- (8) IT support for SAS software integration;
- (9) Support in the use of SAS EBI;
- (10) Training of SAS support staff;
- (11) Administrative assistance in the creation or elimination of SAS users;
- (12) Assistance in the use of SAS software;
- (13) Assistance in writing basic SAS software code;
- (14) Assistance in the use of reports via the SAS portal;
- (15) Assistance to solve technical problems in multi-tiered environments;
- (16) Assistance in the maintenance of SAS stored processes;
- (17) Support to your business users.

For more information, contact Al Cordoba at al.cordoba@qlx.com.

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

Employee Recognition



From left to right, Ximena Datorre, Al Cordoba Clive Pearson, and Faith Lee of Qualex China.

Faith Lee has joined Qualex China as an Executive

Assistant. She previously worked for a large consulting company in Beijing. The company specialized in financial applications. She is very interested in Qualex's corporate culture. Faith has been supporting events in China and conducting research on specific marketing initiatives for Qualex. As she said: "I really enjoy my new company.

Qualex has a very unique corporate culture, very similar to SAS. I particularly like working from my home office. Traffic in Beijing is very chaotic. Working from home saves me money in gas and time. I look forward to my first visit to the USA soon. It is going to be awesome to finally meet people whom I have only spoken to over the phone.

**Qualex Consulting Services
World Headquarters**
4300 Biscayne Blvd
Suite 203
Miami, Florida 33137

Phone (877) 887-4727
Fax (887) 477-3357
www.qlx.com

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Meet....*

