

VS02

Performance Management: Communicating the Results

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Abstract: *Communicating the Results. Every day important decisions are made with the power of SAS, whether we pull data from ERP systems or run quantitatively complex analysis – SAS is there. Programmers and analysts spend ever-increasing time writing software to reduce redundancy and to provide clarity in decision-making by turning data into information. The focus of these projects themselves is relegated those mundane, manual systems of yesteryear: email, project plans and the word processor. In a world where the average business analyst and executive spends over 3 hrs a day reading and processing email to satisfy both internal and external constituents, why not bring the world of business intelligence directly to the email interface? This paper shows how SAS technology and LetterMark can be seamlessly bonded together to make information matter – not simply another by-product of the information age. Here, we will show how dynamic web applications and email can be combined using tools like SAS/IntrNet, ODS or JavaSe*

Biography:

As President and CTO of ThotWave Technologies, Mr. Barnes Nelson leads software development activities and oversees the design, testing, and implementation of application development services. Mr. Barnes Nelson joined ThotWave with over 18 years of experience in market research, database marketing, systems development and project management. Currently, Greg is responsible for overseeing development of data warehouse and web-based decision support systems in the BioPharma, Energy and HealthCare industries.

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