Enterprise Reporting through the SAS V9.1 Business Intelligence Architecture
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SAS Demonstration

Bio:
Jeff Shaughnessy is a Senior Software Manager at SAS Institute. He heads the Query and Reporting Department in the Business Intelligence Division. His teams are responsible for the development of the SAS Report Model, Intelligent Query Foundation Services, Information Map Studio, Report Management and Web Report Studio. He has been with SAS Institute since 1986 working in the Core, Graph, Enterprise Clients and now the Business Intelligence division.

Abstract:
In v9.1, we introduce the SAS Report Model—a universal definition of a "report" that can be utilized across all SAS applications. We take SAS's strengths (relational data access, V9 OLAP server and analytics) and via this universal model, allow you to create a single report that combines information from all of these SAS technologies! The reports can then be rendered in HTML or PDF, and in a reproducible fashion!