SESUG Speaker Sharing Program

To arrange for a SESUG speaker, contact Marje Fecht at Marje.Fecht@prowerk.com

Speaker:
Greg Nelson
President and CEO, ThotWave Technologies, LLC.

Bio:

ThotWave Technologies, LLC. is a niche consultancy and a market leader in real-time decision support, specializing in regulated industries such as Life Sciences, Energy and Financial Services performing market and credit risk management, fraud and financial and clinical reporting services, with more than 18 years in enterprise software development, Greg Nelson started ThotWave to support the industries' thirst for better, faster and cheaper data paths... improving time to decision. Prior to ThotWave, Mr. Nelson spent several years in consulting, media and marketing research, database marketing and large systems support. Mr. Nelson holds a B.A. in Psychology and PhD level work in Quantitative Methods.

Presentation Topics:

- XML and SAS: An Advanced Tutorial
- Best Practices for Automated Testing and Real Time Notification in SAS Applications
- Real Time Decision Support: Creating a Flexible Architecture for Real Time Analytics

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Abstracts:

XML and SAS: An Advanced Tutorial

One of the goals for SAS applications developers has been to develop three-tier and n-tier applications where the application logic (business rules) is separate from the data, which, in turn, is isolated from the user interface. In a previous paper (Barnes Nelson, 1999) we discussed how to implement this logic separation using the SAS Component Language. This paper extends that line of thinking by introducing SAS developers to XML. eXtensible Markup Language, or XML, is a protocol of sorts that can be described as a technique for separating data from its presentation. In this paper, we will discuss XML in the context of SAS applications and how it can be used in the preparation and presentation of data. We will explore some of the features of XML that makes it a good partner for SAS-based applications.

Best Practices for Automated Testing and Real Time Notification in SAS Applications

Data management is one of the cornerstones of SAS as a language. SAS programs that access, manage, analyze and report on data are often taken from vast libraries of tools that are used over and over again for consistency and desirable for their reuse in similar projects. Over time, the number of potential uses of any one program or macro is challenged by the amount of time it takes to test, retest and validate these programs. As these programs become part of the production eco-system in a development environment, it is important they their testability, robustness and manageability become "built-in" to the software development process.

This paper outlines as a specific approach to building in that process to each and every program to monitor the conditions SAS programs encounter and proactively test for and announce any validation issues. We will explore the concept of automated tests through assertions, events and their attributes, event status management, and automatic notification of events to interested parties. These concepts are presented from the perspective of the SAS programmer and the systems analyst.

Real Time Decision Support: Creating a Flexible Architecture for Real Time Analytics

(Note: appropriate as a **Keynote/ Plenary Session presentation)**

Leaders have focused their entire careers on their ability to gather, assess, evaluate and assimilate data to effectively drive change. The deployment of enterprise systems and strategic initiatives to support customer intimacy and organizational preparedness has often led to the development of data warehousing and business intelligence applications that optimize the data paths between those who know and those who should know. The end result of much of this effort is a complete infrastructure designed to move data through the enterprise. Drip feeds, wipe and load, “slowing changing” dimension management, swim-lanes, parallelization, data optimization – all technical details that obscure the fact that data is still 12 hours old.

This presentation focuses on the things that we can do today to make data movement happen so that decisions can be made with better quality, in near real time. In addition, attention will be paid to when we should drive for real-time decision support and when it might not be appropriate. Finally, we will discuss a framework that supports low cost, incremental improvements in your information architecture at the same time optimizing the business processes to ensure information transparency across the enterprise.