



Case Study

PROFILE

Business Intelligence Weblog

This BI Weblog is a business intelligence portal launched by Pinnacle Solutions in 2005. The portal, which initially included a weblog and discussion forum, enables the company's marketing team to:

- share ideas with the business intelligence community;
- connect with clients and prospective employees; and
- build the Pinnacle Solutions brand.

NEED

SAS launched an update to its Enterprise BI Server software suite in April 2005. Soon after the launch, research conducted by the Pinnacle Solutions marketing department indicated that current SAS users and prospective clients alike were interested in the new technology, but became frustrated by difficulty in locating trial versions of the tools.

Early adopters of the new BI Server technologies often encounter another challenge. The software tools are so new to the market that demand for skills to implement & customize the software exceeds supply of trained & qualified consultants.

SOLUTION

Pinnacle Solutions installed the BI Server software suite on its servers, then configured the tools and the BI Weblog portal to enable online access to the software on a trial basis.

As a result, organizations considering the adoption of BI Server technologies can "try before they buy," and members of the SAS user community can conduct self-paced training to build their skills in preparation for wider industry adoption of these new tools.

▶ Weblog and BI Demo Portal

▶ BENEFITS

- “Live” hands-on demo for SAS BI Products
- SAS Test Lab for Internal Employees
- Autonomic Computing Features
- Reduced Complexities of SAS Administration

▶ TECHNOLOGIES

- SAS Integration Technologies
- SAS ETL Studio
- SAS Information Map Studio
- SAS Web Report Studio
- SAS OLAP Cube Studio
- SAS Web Portal
- SAS Enterprise Guide
- SAS Enterprise Miner
- Mambo
- Nitix (Linux Red Hat)



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