

SAS INSTITUTE'S TRAINING OPTIONS FOR THE SAS+ SYSTEM FOR INFORMATION DELIVERY: OVERCOMING THE FINAL BARRIER

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The barriers to true enterprise-wide information delivery that once existed are coming down. Release 6.07 of the SAS System is available across multiple hardware platforms and operating systems.

New SAS products and enhancements to existing products have strengthened the SAS System, making effective use of the software for your information delivery needs more critical than ever before.

Many of you consider the SAS System to be world class software. We at SAS Institute aren't content just to provide great software; we also want to provide you with world class training.

The SAS System for Information Delivery gives you the tools you need to overcome the various barriers between you and your information. SAS Institute also provides comprehensive training to help you become immediately productive with the Information Delivery System.

Even if we develop the best software available, it's of little value unless people know how to use it. We now have nine regional offices and training centers strategically located across the United States and Canada, with Seattle, Washington and Overland Park, Kansas our newest locations.

These centers bring the staff of the Institute closer to you, providing the latest in SAS software information and education. Technical seminars and classes with computer workshops are held throughout the year by a knowledgeable staff that stands ready to assist customers with software and training needs.

We in the Education Division exist for one reason: to help you maximize your investment in SAS software. We provide the resources needed to get

you started with the SAS System and to expand your skills by optimizing your use of the SAS System for Information Delivery.

SAS Institute offers a broad, multimedia training curriculum that can be mixed and matched effectively to provide your users with the best training curriculum, specific to your needs.

Instructor-based Training

When people think of training, the picture of a classroom almost always comes to mind. Instructor-based training, or IBT, has traditionally been the most popular training medium available from the Institute. Our instructors are teaching professionals who complete a rigorous training program before they are certified to present our courses to the public, and they must go through the certification process for each course they teach. IBT gives students access to an expert who can answer questions and provide information on issues of specific interest beyond the scope of the course. Typically, our public courses include hands-on computer workshops to explore and reinforce concepts introduced during the lectures. Supporting documentation, permanently-bound course notes, is provided to the students, who can later use their notes as a reference resource. Instructor-based courses are intense, information-packed sessions that cover a great deal of ground quickly. The Institute's IBT courses are continually revised and updated to include new information and to respond to students' reactions to course content and flow. Our public courses are taught at our regional training centers and our headquarters in Cary, NC. Public course schedules are included in *SAS Training*® magazine, which is published twice per year.

Other cost-effective instructor-based training options are our on-site and consortium courses,

Trainer's Kits, and the Ambassador family of services.

On-site training provides an opportunity for a number of users in your organization to learn from a SAS Institute instructor. It's an effective way to teach more people how to put the software to work for them right away and quickly increase productivity for your company. In 1991, we taught over 400 on-site courses at almost 200 companies.

Consortium courses enable several neighboring organizations to benefit from SAS training. A host company provides the classroom facilities, terminals, and computer time. If you have too many users to send to a public course, but not enough to justify an on-site course, then a consortium course may be the right fit for your company and others in the same area. When you host a consortium course, a number of your users receive free training.

If your site has an in-house instructor, our Trainer's Kits provide everything required to present an Institute-developed course at your site. With Trainer's Kits, your instructor can customize the training and adapt the workshop exercises to use data and problems specific to your site.

On-site Ambassador Service is a valuable 5-day package of authoritative training and expert advice to help you optimize your use of the SAS System.

On-site Ambassador Service includes:

- up to three days of instructor-led training from our curriculum of standard or statistical courses held at your site—at your convenience. We'll help you determine the course that best fits your needs.
- an optional two-hour presentation to your management team that will highlight information delivery applications of the SAS System including data access, management, analysis, and presentation.
- up to two days of assistance in building a custom application or prototype application, plus tips on getting the most from the SAS System.

Ambassador Select is the most customized training ever offered by SAS Institute. When you choose Ambassador Select, up to seven key representatives from your organization attend a custom training program at SAS Institute headquarters in Cary, NC. We tailor the training to the specific needs of your company by helping you select relevant topics. Data specific to your site may also be included.

While your representatives are at the Institute, they receive intense instruction on the topics they selected. Ambassador Select also provides time for special discussions with Institute staff from software development, technical support, and product planning. Your representatives have ready access to Institute staff for personal consultation and assistance on all facets of the SAS System. We'll make their stay worthwhile with an information-packed schedule and VIP treatment. When your representatives return to their offices, they bring new skills and information to share with their coworkers, thereby increasing efficiency and productivity with the SAS System throughout your site.

The On-site Technical Training Service brings a representative from the Institute to your site to discuss applications of the SAS System. Whether you require a one-day visit or up to five days of assistance, you receive custom, hands-on training and help designed to meet the specific needs of your site. On-site Technical Training can be held independently or in conjunction with on-site training. When combined with an on-site course, users receive a thorough training program, clarification and reinforcement of the topics learned, and support that is specific to your site's applications and needs.

SAS/TUTOR Online Training

SAS/TUTOR software is a library of online training courses that answers your need for practical, cost-effective training for any number of users. Because online training is self-contained, additional training support is not usually required. Students cover course topics at their own pace, usually in a familiar setting and using their own equipment. An important advantage to SAS/TUTOR training is that students actually learn and practice in the SAS environment—not a simulation of it. SAS/TUTOR

courses offer unique interactivity and sophisticated feedback, thereby keeping the student's interest.

Research has indicated that students develop skills faster when they can control and self-direct their learning. SAS/TUTOR training enables the students to control the sequence and format to a higher degree than any other computer-based training for the SAS System on the market. Topics can be reviewed or repeated as necessary, and the student can pause at any time during the instruction to practice new skills on data sets included in the course. Because SAS/TUTOR courses are modular, students can study the topics they need in the order they want to cover them. An exclusive index feature in the next release of SAS/TUTOR software will enable students to easily locate and access any topic they wish to study. SAS/TUTOR courses also make excellent online reference tools.

SAS/TUTOR courses are extremely cost effective, since there is really no limit to the number of students you can train with one course. An added benefit is that students don't have to be at the same site—the courses can be accessed from any terminal on the system where the course resides.

Video Production Facility

Our new Video Production Facility was completed in the spring of this year. Video plays an important role in the Institute's service to our users. Not only does this state-of-the-art facility produce videos on new or existing SAS products and user news, but also produces a wide range of video courses and tutorials to help you utilize the software.

Video courses consist of a number of video tapes, instructional student workbook that includes computer exercises, and a data tape containing files for the computer exercises. Courses focus on

broad applications of the software, while video tutorials are limited in scope and designed to quickly introduce students to specific tasks.

Our tutorials complement our other training media in that they are for the experienced SAS user. They focus on specific, task-oriented training for issues such as PROC REPORT, PROC SQL, SAS macro variables, and transition issues.

Although video-based training is usually considered self-paced instruction, it can also be used effectively in a classroom setting. Students who learn better in a classroom environment benefit greatly from this approach, particularly if a course moderator is present to answer site-specific questions. Video-based training can be a very cost-effective method for training a diverse group of students.

Communication is important.

Effective communication is the key to any successful training program. If you are an end-user, please work with your site's Training Coordinator to outline your training needs. If you are unsure who the Training Coordinator is at your site, call your Education Sales account representative at 919-677-8000, who will check the Institute's files and help you get in touch with your Training Coordinator.

Your Education Sales account representative is your link to the Institute for training questions. When you need assistance developing a training program for your site, call your account rep. They specialize in helping you optimize your use of the SAS System for Information Delivery.

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