

The Web

Its Utilisation, Evaluation
and Security

Media Anugerah Ayu



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Editor

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16. THE USE OF SAS FOR ENTERPRISE DATA MANAGEMENT

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ABSTRACT

This chapter presents analysis of current data management challenges, tools, and practices in selected financial institutions in developed (i.e. United kingdom) and developing (i.e. Malaysia) countries. The chapter attempts to explore how SAS tools were used to tackle those challenges and the benefits gained through implementing SAS software. Also, the chapter examined the business data management tools and practices used by the selected organizations to propose alternative technologies for improvement and best practice.

16.1 INTRODUCTION

The importance of data management (DM) in the 21st century economy is indispensable. The effective management and utilization of the diverse data and information obtained from financial transactions today is critical to enterprise governance and customer relations management. Several technologies/tools are being employed to help manage the vast amount of data at all levels in the financial sector. The challenges in managing and exchanging data in real time within and outside the financial institutions requires the use of sophisticated tools and practices for reliable and efficient