

ID 9081



COVER

16 Increasing campaign response rates at Staples ... that was easy!

Jim Foreman on how the office superstore achieved a 137 percent rate of return on marketing.

FEATURES

14 Marketing: art or science?

Learn to balance the art of customer relationships with the quantitative analysis of customer data.

19 Banking on analytics

Banks worldwide are saving millions by detecting fraud, automating processes and forecasting risk.

21 Building a smarter grid

A modernized electrical delivery system is on the way – what will smart grid mean for you?

25 Telstra digs down under data

Find out how Australia's leading telco reduced processing times from 11 hours to 10 seconds.

28 10 steps to a greener supply chain

Tips from manufacturers like MillerCoors and POSCO to help you become leaner and greener.

31 Bringing down the house

Former professional card counter Jeff Ma tells how he used statistics to beat the game of blackjack.

COLUMNS

3 TECH HIGHLIGHT » SAS CTO Keith Collins on the hottest new applications for analytics – and what's coming next.

6 EMERGING TRENDS » Three simple steps for making the most of your marketing budget.

8 BUSINESS ANALYTICS » New research reveals untapped opportunities for small and midsize businesses.

10 PARTNER INSIGHT » The financial industry is poised for transformation, but is the infrastructure ready for high-performance risk?

DEPARTMENTS

35 ONLINE » Our favorite Web resources.

FROM BLOGS.SAS

36 BEST OF BLOGS » What is your organization doing to tackle rising volumes of data?



14



21



31

On the cover: Jim Foreman
Photo by Steve Muir