

# case study

# APG Investments

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# About APG Investments

- Investment banking on behalf of APG (ca. €200 billion)
- Approx. 450 employees in Heerlen, Schiphol, New York and Hong Kong

# About EOM

- Business Intelligence with SAS
  - Consulting
  - Architecture
  - Implementation
- Datawarehousing, BI, Analytics
- 10 employees and steadily growing
- Exclusively SAS
- SAS partner since its establishment in 1998

# Returns and Risk



civil servants

now

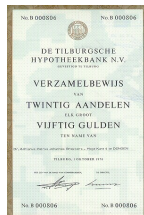
€

later

€



investments



equities



iron



gold



bonds



real estate



infrastructure

# Returns and Risk

Aim:	Returns	↑
	Risk	↓

## Questions:

- What are the risks?
- What to buy/sell to increase returns?
- What to buy/sell to decrease risk?
- Risk U.S. dollar investments?

# Returns and Risk

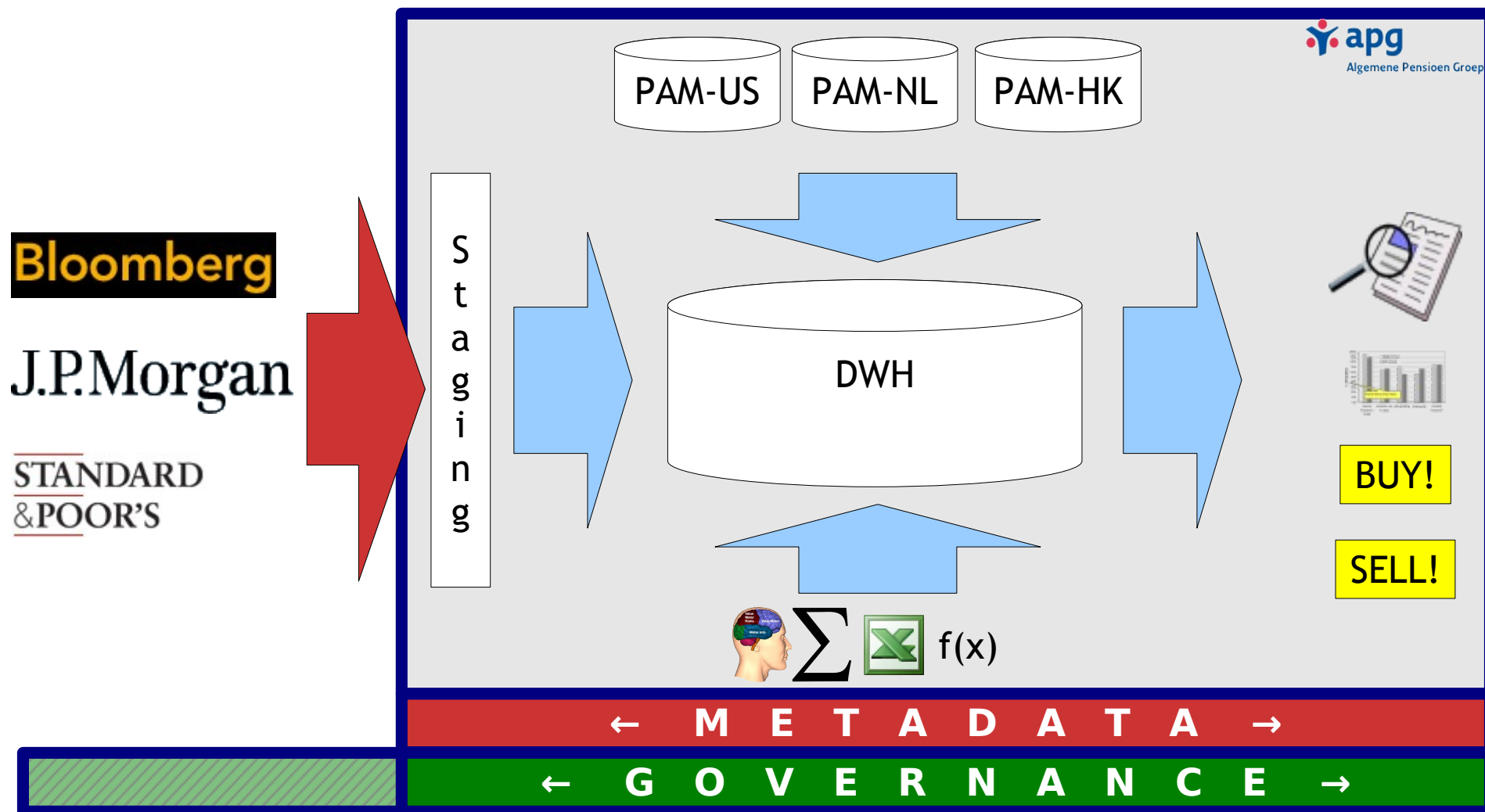
Investment decisions based on:

- Internal data
  - What have we got (*Cash, Positions*, put down in PAM)
- External data:
  - Stock market prices
  - Ratings (eg. S&P: AAA rating Rabobank)
  - Benchmarks (eg. Dow Jones for comparison)
  - ...

# Approach chosen

- Data warehouse
- First all data in, then roll out
- Low-profile start
- Culture
- Business Intelligence Competency Center
- Management

# Architecture



# How are we doing?

- **The Gulf** ... convert from spreadmarts to more standardized views of information ... **Business based on Business**



# Where are we going?

## The Chasm ...

- executives need to perceive BI as a business-driven, mission-critical, enterprise resource
- IT department needs to consolidate analytical silos and rapidly deliver new applications and reports to meet new and fast-changing business information requirements.



# Where are we going?

- Global
- Custodians
- Demand driven
- Analytics

# QUESTIONS