



ICICI Bank selects “SAS Enterprise Intelligence Platform”

- Implements SAS ETL Server, SAS Enterprise BI Server, SAS Enterprise Miner and SAS Text Miner
- ‘First’ Bank in India to implement a single Enterprise-wide Reporting Solution

Mumbai, September 21, 2005: ICICI Bank, India’s second largest bank, has selected SAS, the world leader in Business Intelligence & Analytical software and services Industry, to implement an Enterprise-wide reporting system in the bank. ICICI Bank’s initiative is the first initiative of its kind in the banking industry in India.

In its endeavour to consolidate its Business Intelligence framework, ICICI Bank plans to replace the existing disparate reporting systems in various divisions with a Single Enterprise-wide Framework. ‘SAS Enterprise Intelligence Platform’ including **SAS ETL Server, SAS Enterprise BI Server, SAS Enterprise Miner** and **SAS Text Miner** will cater to ICICI Bank’s need for flexibility, scalability and to derive a ‘single view of the customer’.

ICICI Bank plans to build a framework that will enable it to address the information needs of consumers across the Bank. ICICI Bank believes that SAS Enterprise Intelligence Platform would be an ideal fit. The SAS Enterprise Intelligence Platform is a web-based solution enabling access to all users across the enterprise. The platform scales upwards and outwards to address greater number of queries; can talk to all existing data sources as well as integrate several applications. As with any enterprise wide solution security is pre-eminent – this will be addressed with SAS Management Console, providing a single p

Commenting on the selection of SAS by ICICI Bank, **Mr.Pravir Vohra, SGM (Head – Technology Management Group & Retail Technology Group), ICICI Bank**, said, “Adoption of SAS in ICICI Bank is in line with our strategy to consolidate our Business Intelligence framework and establish an Enterprise-wide Business Intelligence Platform. With the SAS ETL Server it will now be possible for us to integrate our data sources across the enterprise. SAS Enterprise BI Server and SAS Enterprise Miner will empower our information users to have access to the requisite reports through an Enterprise-wide reporting system. Our partnership with SAS will go a long way in streamlining our BI Strategy.”



According to **Mr. Sudipta K. Sen, Managing Director & CEO, SAS Institute (India) Pvt. Ltd.** said, "ICICI Bank has always been a front-runner in the adoption of key technologies to help spur growth, and implementation of SAS Enterprise Intelligence Platform is one more step towards this direction." He added, "SAS Enterprise Intelligence Platform will empower all information users across the bank to derive the 'single vision of the truth'. We are pleased to partner with ICICI Bank in its endeavour to consolidate its Business Intelligence framework and adopt a consolidated enterprise-wide reporting system."

About ICICI Bank:

ICICI Bank (NYSE:IBN) is India's second largest bank with an asset base of Rs. 1812.27 billion as on June 30, 2005. ICICI Bank provides a broad spectrum of financial services to individuals and companies. This includes mortgages, car and personal loans, credit and debit cards, corporate and agricultural finance. The bank services a growing customer base of more than 13 million customers through a multi-channel access network which includes over 570 branches and extension counters, 2025 ATMs, call centres and Internet banking (www.icicibank.com).

About SAS

SAS is the market leader in providing a new generation of business intelligence software and services that create true enterprise intelligence. SAS solutions are used at more than 40,000 sites – including 96 of the top 100 companies on the FORTUNE Global 500® – to develop more profitable relationships with customers and suppliers; to enable better, more accurate and informed decisions; and to drive organizations forward. SAS is the only vendor that completely integrates leading data warehousing, analytics and traditional BI applications to create intelligence from massive amounts of data. For nearly three decades, SAS has been giving customers around the world *The Power to Know*®. Visit us at www.sas.com.