

Odysseus vs. Ajax: How to build an *R* presence in a corporate SAS environment

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A lot has changed in the year since I gave my talk at the UseR!2010 [1]. There have been multiple prominent articles about *R* as detailed in [2]. There has been a noticeable decline in *SAS* and a steady increase in *R* as detailed in [3]. As well as many other factors, but there is still resistance in the corporate environment. There is certainly less than there was a year ago, but it is still there.

How does one break through the resistance?

By following some simple steps (simple doesn't necessarily mean easy), you can build a strong *R* following at your corporation. This work will provide those steps as well as some methods to implement them.

- Start Small.
- Spread the word.
- Show the ROI.
- Focus on what *R* does better than *SAS*.
- ... Tune in to find more.

Last year, I likened *R* to David and *SAS* to Goliath, however I revise that now as shown in the title. Both *R* and *SAS* are powerful forces in a war against poor analytics (Troy), but *R* is the crafty intelligent fighter like Odysseus while *SAS* is the formidable, but brutish fighter like Ajax [4].

References

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4. Homer. The Odyssey.