David v. Goliath: How to build an R presence in a corporate SAS environment

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SAS has been growing and gaining market share since 1976. In 1991 that began to change as a new competitor, R, was born. Now 19 years later R is a viable alternative to SAS, but there is still resistance in the corporate environment.

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.

Remember, Goliath was toppled by one stone from one small boy. . . There was an entire army waiting, but the tipping point was one boy.