UNIVERSITY OF
ARKANSAS® | Sam M. Walton College of Business
Information Systems

Enterprise Systems Newsletter
September 2021

ENTERPRISE SYSTEMS EXPANSION

The Walton Enterprise Systems program is continually expanding its partnerships, offerings, and reach around the world and supporting more faculty and researchers and students with our growing collaborations. The most recent new collaborations and expansions include:

- Dillards Live – an expansion of the Dillard's dataset that includes weekly data updates,
- New SAS tools to meet new challenges of big and complex datasets: SAS Viya 3.5 and the new SAS EG & SAS EM versions,
- Accounting Textbook analytics support expanding to universities in China.

IBM & Z15

The University of Arkansas serves as an IBM hub for universities that are teaching mainframe and open-source Linux courses. The Sam M. Walton College of Business has been enhancing students' class experiences through the use of courseware and access to hardware and software provided by IBM and the Academic Initiative.

IBM has been a longtime partner of the Information Systems (ISYS) Department and the Walton College of Business. In 2017, IBM gifted the Enterprise Systems group with their latest Z13 Mainframe in order to enhance and expand the curriculum offered by the ISYS Department. This gift was intended for both "teaching and non-commercial research".

Enterprise Systems is pleased to announce that IBM is providing Enterprise Systems with Z15 hardware at no cost and gifting software for academic and classroom use in the Walton College. This gift's primary purpose is the enhancement of our Blockchain curriculum. These enhancements will allow the Blockchain Center of Excellence faculty to enhance our student's skills in:

1) spinning up blockchain nodes for quick development,
2) hosting persistent public blockchain nodes,
3) applying enterprise-level analytic tools,
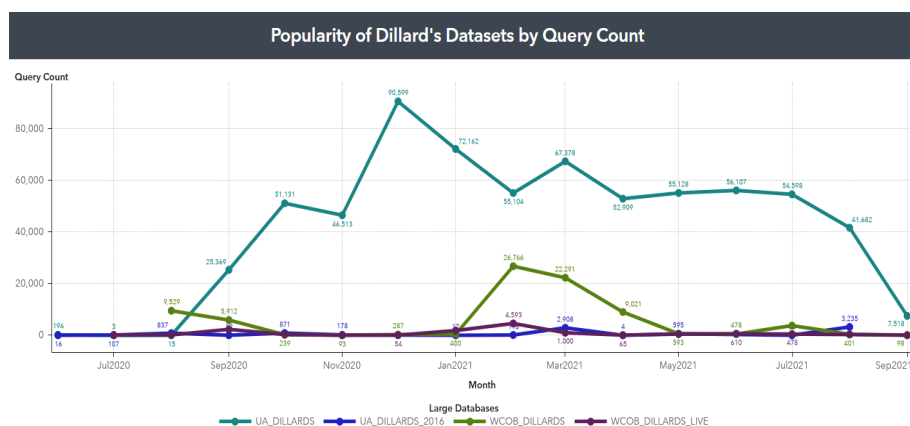4) providing Hyperledger Fabric instruction, along with many additional skillset enhancements.

We continue to look forward to IBM's support of our programs and want to recognize their contribution to our programs.

HIGHLIGHT: DILLARD'S LIVE

Dillard's Inc. has had an ongoing collaboration with Walton College Enterprise Systems. This collaboration has resulted in several gifted datasets, updates, and finally a weekly updated gift for advancing the skillsets of both our students and faculty.

The initial retail sales information, UA_DILLARDS_2016 was provided by Dillard's Inc. to the Walton College of Business, consists of five tables with more than 128 million rows populated and ready for use. Dillard's updated this dataset in 2018 (WCOB_DILLARDS) which included the same five tables and consisted of 75 million customers. The newest dataset provided in 2019 includes weekly updates to WCOB_DILLARDS_LIVE.

The Dillard's gifted datasets are based on real operational data; real retail sales information gathered from store sales transactions. This data provides a unique opportunity to expose students to real data. The latest collaboration with the Dillard's Live dataset allows faculty and students to create inferences on prior data in order to test model efficacy with the next week's update. In addition to their gift, Dillard's participates in mentoring student groups at both the graduate and undergraduate level. These student groups work directly with the Dillard's Live dataset.

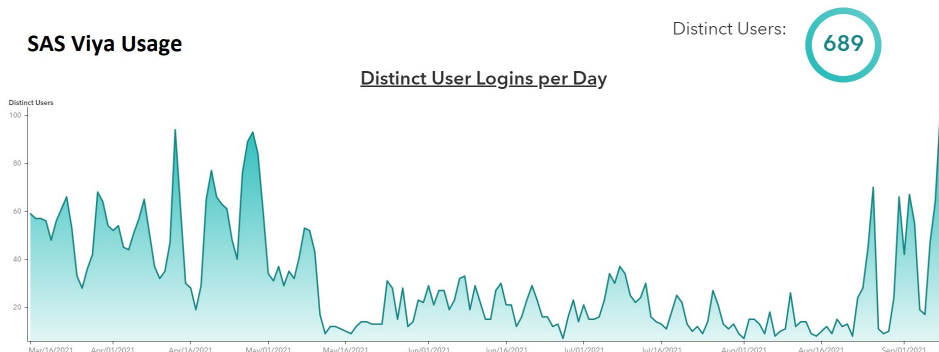Popularity of Dillard's Datasets by Query Count

ACCOUNTING SPOTLIGHT

Walton Enterprise Systems has supported accounting classes on our Microsoft SQL platform for many years now. With the growing success of *Data Analytics for Accounting* (Richardson, Terrell, & Teeter), a textbook merging both analytics and accounting fields, we are seeing numerous accounting courses using our SQL platform to access datasets from this text and a steady increase each year in the number of both classes and students using this textbook since its release in 2018 (2nd edition in 2020). In fact, users have expanded into China at Wuhan Institute of Technology. We are happy to have both students and faculty from all over the world on our platform in support of accounting and analytics.

The ongoing relationship between Walton Enterprise Systems and Data Analytics for Accounting has shown how related these fields are to one another and how analytics can be leveraged to gain insights in the accounting world. We look forward to expanding our platform and continuing to offer our world-class datasets.

UNIVERSITY OF ARKANSAS

Sam M. Walton College of Business
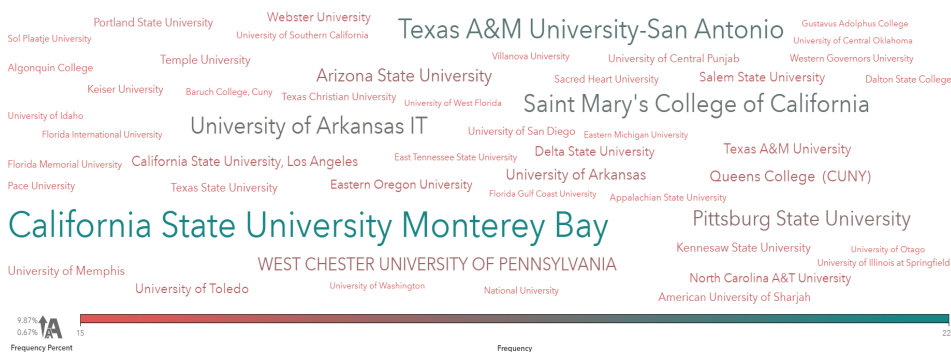*Information Systems*

SAS & TERADATA SPOTLIGHT

Walton College Enterprise Systems has recently begun work with two of our technology partners, SAS and Teradata, to enhance both our world-class cloud analytics platform SAS Viya and our industry leading Teradata Intelliflex data warehouse solution. These technologies, once acquired and deployed, will allow students to run SAS analytics processes and SAS data quality processes and procedures against large amounts of data inside the Teradata Intelliflex system. We are so thankful to SAS and Teradata for their continued support of the Walton College Enterprise Systems program and our students in the Walton College of Business.

SAS Viya Usage

Distinct Users: **689**

Distinct User Logins per Day

TOP 50 UNIVERSITIES REQUESTING ACCESS 2019-2021

ENTERPRISE SYSTEMS ADVISORY COUNCIL INVITATION

Walton College Enterprise Systems program invites interested industry representatives to participate in the ES Advisory Council and provide direct information from and input into the programs efforts and pursuits. We are looking forward to our next bi-annual Advisory Council Meeting on September 27, 2021, from 11:30 AM - 4:30 PM, including lunch on the University of Arkansas Walton College campus.

Following the meeting, from 4:30 PM – 6:00 PM, there is an opportunity to meet some Information Systems students in the Blockchain, Business Analytics, and Enterprise Resource Planning concentrations at a Networking Social Event. Additionally, the Walton College Career Fair is the very next day! Please email amorgan@walton.uark.edu if you would like to be added to our guest list!

WELCOME FALL 2021 USERS

The Walton Enterprise Systems team wishes a warm welcome to our registered Fall 2021 users! These users have requested accounts for their students to utilize our Enterprise Systems data and platforms to gain insights and knowledge for success across the globe. We are happy to have them on our systems!
- **Devon Baranek** | Rider University
- **Joe Bartling** | Univ. Missouri - Kansas City
- **Dario Bonaretti** | Nova Southeastern Univ.
- **Michael Doherty** | University of Idaho
- **Donald Gribbin** | Western Michigan Univ.
- **Lawrence Hall** | Plymouth State University
- **Jorge Hansen** | Aarhus School of Business, Denmark
- **Venkataraman Iyer** | Univ. of N. Carolina
- **Pamela Schmidt** | Washburn Univ., KS
- **Lixuan Zhang** | Weber State University, UT

Become a new user ❼

CONGRATULATIONS

Please join me in congratulating Dr. Ron Freeze on his appointment as Director of the Walton Enterprise Systems Program as of Fall 2021! Dr. Cronan continues to be actively engaged with Enterprise Systems as its Executive Director. I applaud Drs. Cronan and Freeze, and Mr. Gibbs, for the tremendous contributions Enterprise Systems makes to faculty and students across the Walton College and beyond.

Rajiv Sabherwal, Ph.D.
Distinguished Professor, Edwin & Karlee Bradberry Chair, and
Department Chair, Information Systems

UPCOMING DATES

- **September 27th** – Enterprise System Advisory Council Meeting and Company-Student Social Networking Event
- **September 28th** – Walton College of Business Fall 2021 Business Career Fair
- **January 4-7, 2022** – HICSS Conference

WALTON ENTERPRISE SYSTEMS TEAM

Dr. Ron Freeze *Director*
rfreeze@walton.uark.edu

Dr. Paul Cronan *Executive Director*
pcronan@walton.uark.edu

Mr. Michael Gibbs *Associate Director*
mgibbs@walton.uark.edu