

#ExploreSAS

SAS EXPLORE

Level Up Your Skills in AI and Analytics

Sept. 11-14 // Las Vegas





Diana Maris and Steven Allan

Event-Based Intelligent Decisions

Event-Based Intelligent Decisions

Steven Allan, Solutions Product Strategy

Steven Allan is a Principal Product Manager in the Solutions Product Strategy Division at SAS, specializing in real-time analytics and machine learning with a focus on the Internet of Things.

Steven looks to combine the best of technology with intuitive designs to deliver successful products and solutions.



Event-Based Intelligent Decisions

Diana Maris, Product Strategy

Diana Maris is a Product Manager in the Product Strategy Division at SAS, covering the SAS Intelligent Decisioning product – recognized most recently as a leader in the Forrester Wave: AI Decisioning Platforms, Q2 2023.

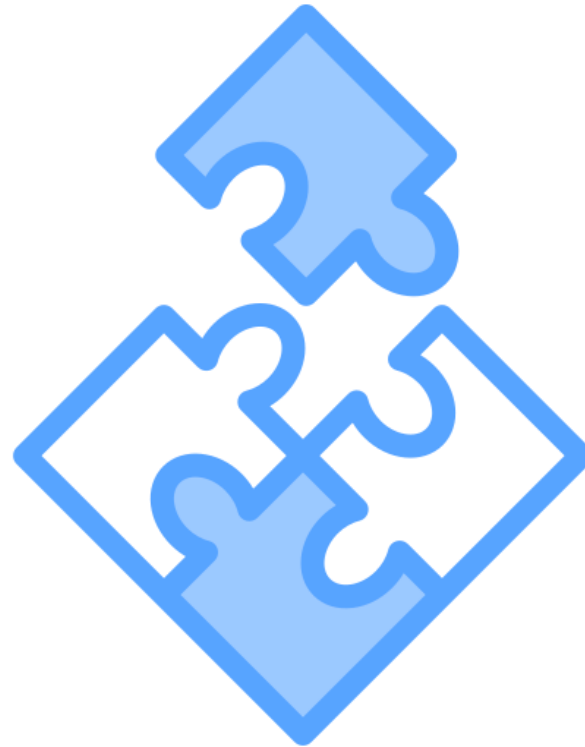
Diana supports customers in getting the most value out of their investment in analytics, through defining and implementing decisioning processes that lead to actions in the moments that matter.



Event-Based Intelligent Decisions

Different Approaches – Working Together...

Realtime
Streaming
Analytics



Transaction
Based
Decisioning



Streaming Analytics

powered by SAS Event Stream Processing

Streaming Data

Streaming Analytics

Capturing Value Almost Immediately, as the Events Occur



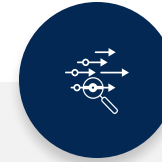
Streaming Analytics is the **application of analytics to data while it's in motion, and before it's stored** – and ranges from data manipulation, normalization all the way to machine learning.



Provides insights into previously **untapped** resources ranging from connected things like sensors and devices to **unstructured** data such as **audio** and **video**



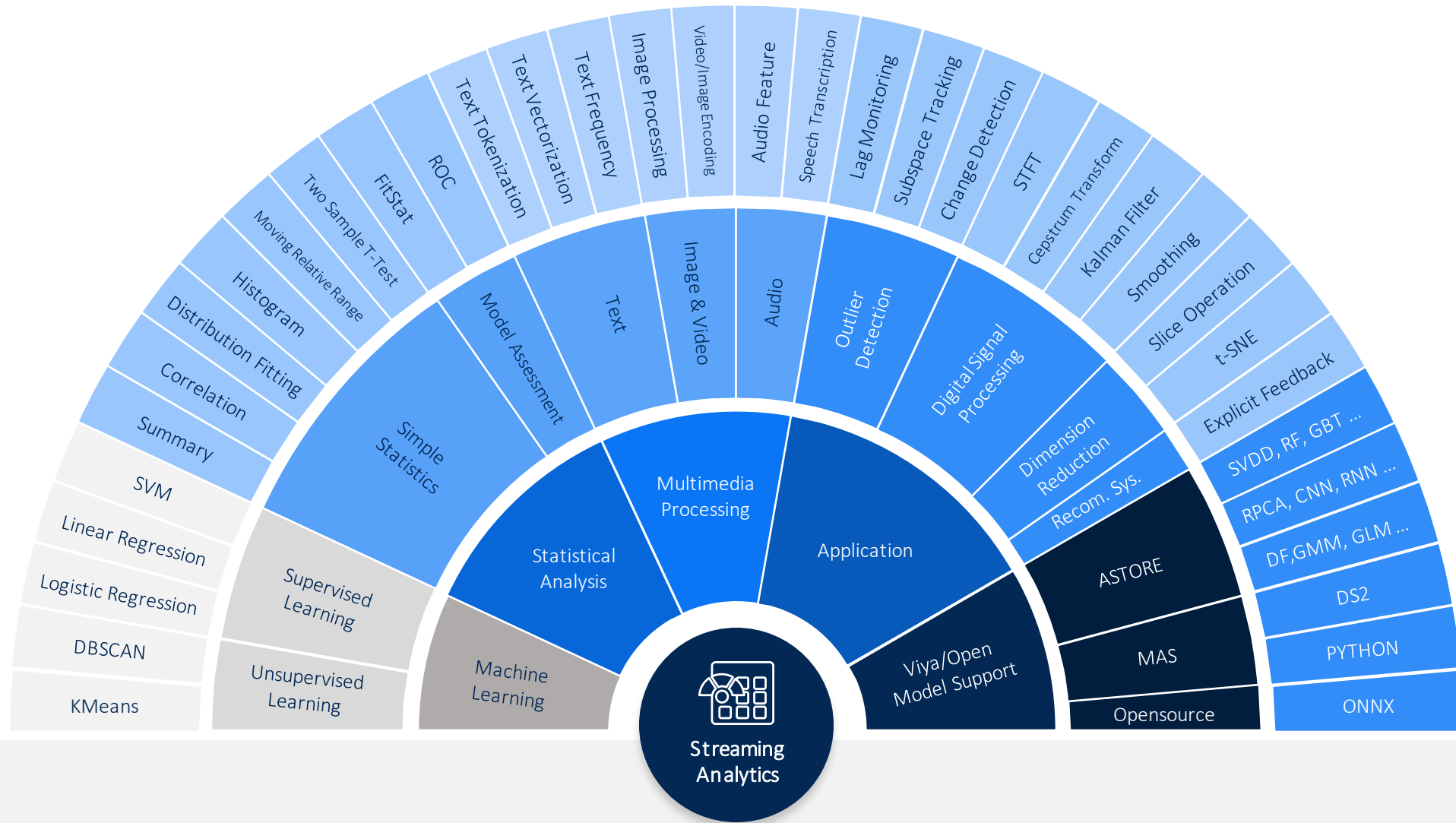
Analyzes data at the edge, as close to the event location as possible, before its value is diminished due to information lag and before the volume of data overwhelms traditional analytics



Identifies and examines patterns as events occur, so **immediate actions can be taken on those events of interest as they happen**



Streaming Analytics Depth and Breadth



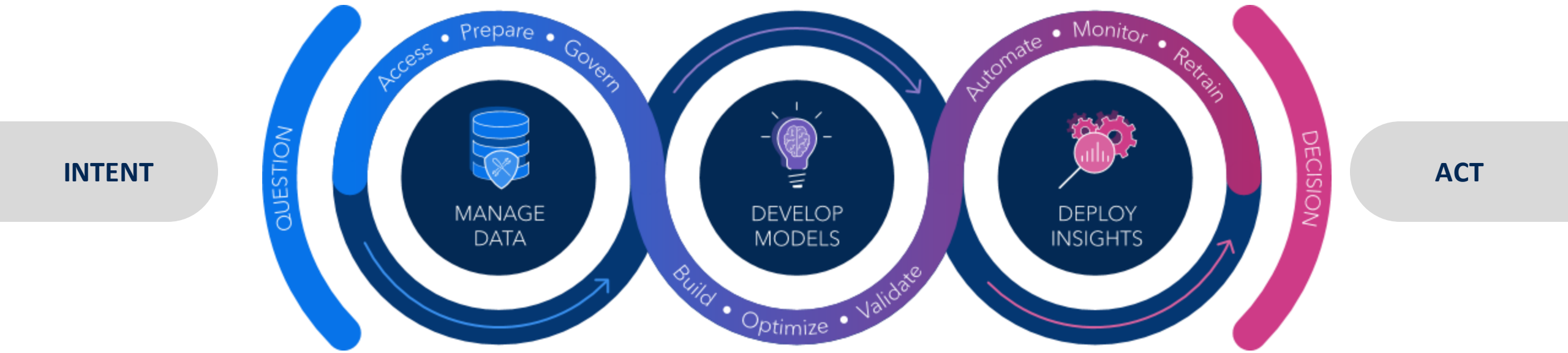
Automated Analytical Insights at Scale with SAS Intelligent Decisioning



Decision making

Full AI & Analytic Lifecycle Support with SAS Viya

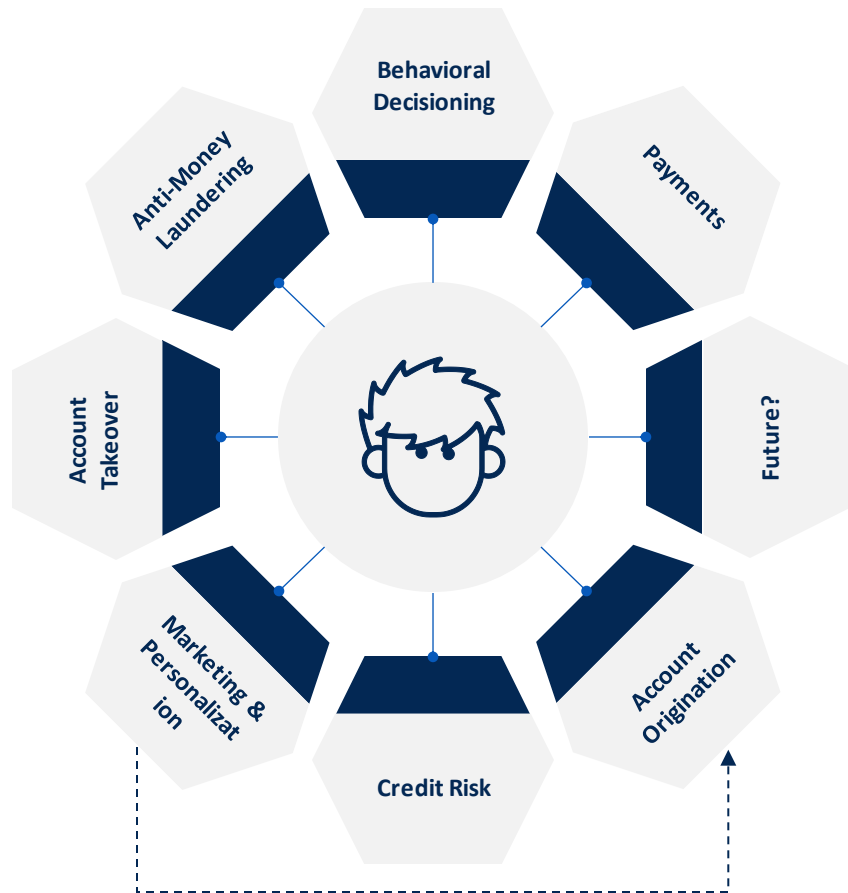
Data, Models, Business Rules, Decisions



« End to End Lifecycle Support »

Enterprise Decisioning

Example Financial Use Cases



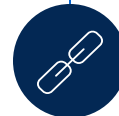
Easily create and manage decision flows

Intelligent Decisioning, OODF's (object-oriented decision flows)



Create, integrate, and manage analytics, rules and context

SAS, Open Source, Model Management



Provide connective tissue across the enterprise

Data Integration and Orchestration



Deploy decision flows/models anywhere

In Stream, In Memory, In Database, In Cloud



Continuously improve tradecraft and capabilities

CI/CD, Seamless updates at your pace

Event-based Decisions

Powered by Event Stream Processing & Intelligent Decisioning

Event-Based Intelligent Decisions

Use Case Review

- Become more customer centric
- Introduce more accurate personalized offers
- Respond at key moments in real time



Realtime customer account activity



Card Transaction
Bank Transfers



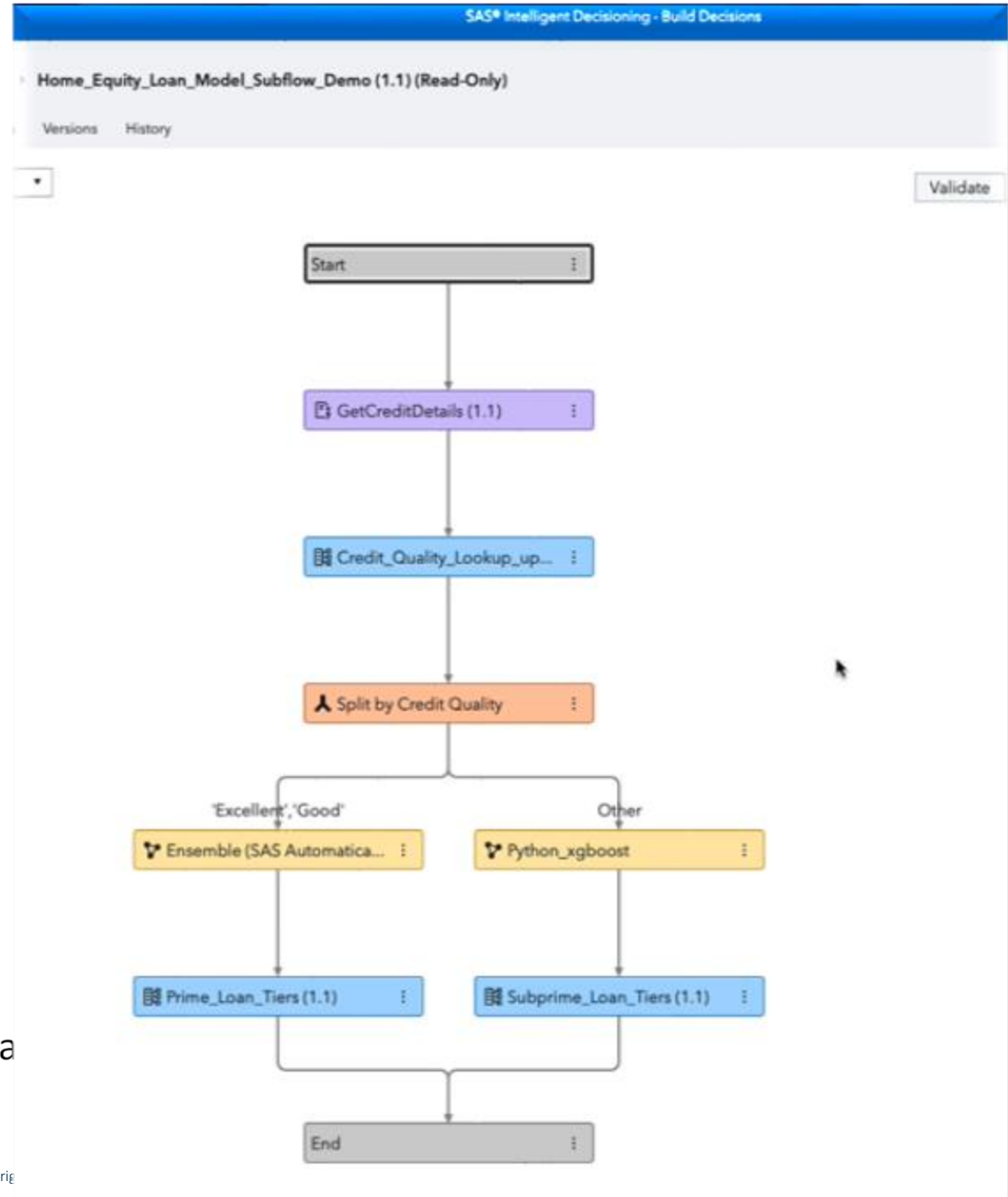
Click Tracking
Web App Activity

Online behaviour of users

Event Stream Processing Server



Historic Customer Da



Event-Based Intelligent Decisions

Key Takeaways



SAS offers the most built-in analytics
Irrespective of where you want to execute your analytics...



SAS is striving to demystify analytics and decisioning
User friendly UIs, low code development and deployment tools



SAS is an enabler
Strategic partnerships, open architecture and complimentary technologies

1

2

3

Learn more at:
www.sas.com/esp
https://www.sas.com/en_us/software/intelligent-decisioning.html

Thank you!

For more information, please contact

diana.maris@sas.com

steven.allan@sas.com



Scan for ESP Information



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