

Welcome to FANS Nordic Network Meeting

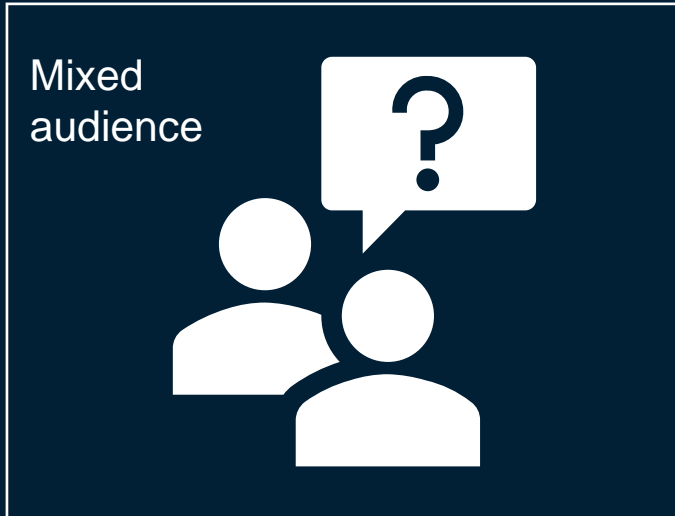
Customer Intelligence the 9. of March

The agenda

- What is the Nordic CI network?
Presented by Thomas Thorning
- Introduction by FANS
- Presentations:
 - Attribution analysis: optimizing each channel, presented by Sanne Thomns from Topdanmark
 - A customer case: the value of simplicity in an omnichannel strategy, presented by Martin Schierning Wammen from Valtech_eCapacity
 - Demoing smart wallets: great cx through wallet communication, presented by Jiri Nosal from Assisto
 - Demo of Customer Data Platform (CDP): 360 view of the customer, presented by Mikkel Brix from SAS Institute
- Round up

FANS Network Meetings

CI FANS meeting today



CI FANS Meeting going forward

A large blue arrow pointing from the 'CI FANS meeting today' section to the 'Next meeting' section, with the text 'CI FANS Meeting going forward' written inside it.

Next meeting 2 - 4 times a year

- CI users – FANS Member
 - Marketing
- Use cases, Sharing and Network

Separate session – New to CI

- An introduction to CI
 - Reimagine Marketing
 - Live demo



Allan Mølgaard



Thomas Thorning



Mikkel Brix



Helene Knutsen



Simo Lehtovirta



Thomas Karlsson



The Nordic
CI Advisory
Team



Welcome to FANS - Nordic SAS

SAS User Group. Attending FANS gives you the opportunity to share and enhance your skills and knowledge about the latest SAS products and solutions.

Become a member

FANS - Nordic SAS User Group

Country contact persons:



[Frans Holm](#)
Denmark



[Pietari Koskela](#)
Finland



[Pia Rønnevik](#)
Norway



[Daniel Ringqvist](#)
Sweden

Membership packages

[Denmark](#)

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Membership packages Norway

Type of package	FANS Networking Events	SAS Nordic Forums	SAS Global Forum	Analytics Experience Europe	SAS Days	SAS Learning Conference	SAS Analytics Value Training	SAS Certification Day	Free e-Learning courses	Fee per year NOK
Company	Unlimited access	15 tickets*	2 tickets	2 tickets	Yes	25% discount	10% discount	20% discount	3 free courses**	19.500
Personal	1 ticket	1 ticket	1 ticket***	1 ticket***	No	25% discount	10% discount	20% discount	1 free course**	3.000
Personal Light	1 ticket	1 ticket								1.000

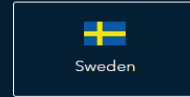
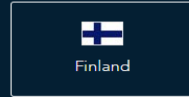
FANS Network Meetings

[Denmark](#)

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Virtuelle FANS nettverksmøter i Norge

På grunn av Koronasituasjonen vil alle fysiske møteplasser være virtuelle til over sommeren. Delta gjerne på ett eller flere av følgende møter:

Date	Network - Agenda (links)	City	Time
9/3	FANS Network Meeting Customer Intelligence (Nordic)	Virtual/Teams	09-11
9/3	FANS An introduction to SAS Customer Intelligence (Nordic)	Virtual/Teams	13-14
10/3	FANS Network Meeting Platform	Virtual/Teams	14-17
11/3	FANS Network Meeting Analytics incl. FANS Annual Meeting	Virtual/Teams	13.30-17
25/3	SAS Platform Overview	Virtual/Teams	14-17
6/5	FANS Network Meeting Cross Topics	Virtual/Teams	14-17
2/6	FANS Network Meeting Data Science (Nordic)	Virtual/Teams	09-12
2/6	FANS Network Meeting Cross Topics	Stavanger	14-17
9/6	FANS Network Meeting Cross Topics	Trondheim	14-17
10/6	FANS Network Meeting Cross Topics	Tromsø	14-17

Ask the Expert:

Nordic and
Global Webinars

Nordic Topics:

- 7/4: What SAS 9.4 content can be migrated to SAS Viya?
- 28/4: Quick Wins with Azure
- 26/5: Version control in SAS
- 16/6: An introduction to Proc DS2
- On-demand: Ease of building stand-alone machine vision devices

[Link to Ask the Expert](#)

Meet the Expert

Book a 30-minute 1:1 session with a SAS Expert

Topics:

- SAS Code - Trouble-shooting & Optimising
- SAS Visual Analytics 8.5
- CAS Programming in SAS Viya
- SAS 9 Administration
- SAS Data Management and DI Studio
- SAS Enterprise Guide
- SAS Studio
- SAS Analytics, AI and Machine Learning
- SAS Grid - Architecture & Administration

[Learn more and register](#)

SAS[®] Global Forum

[Keep yourself updated on this page!](#)

Registration will open in April

Americas | May 18 - 20

Asia Pacific | May 19 - 20

EMEA | May 25 - 26

FORBES ONLINE CONFERENCE

ARTIFICIAL INTELLIGENCE & ETHICS MANDATE

In cooperation with

ARTIFICIAL INTELLIGENCE & THE ETHICS MANDATE

- In cooperation with SAS
- Tuesday, March 16, 2021 |
11.00-12.30 CET

[Register now](#)



Don't miss out – stay updated!

[SAS-L](#), in-depth discussions online.

[SASENSEI](#), an online game where you get to test your SAS knowledge.

[SAS Bowl](#), 30 min. online game on a specific theme each time.

[Blogs](#), a great way to stay up to date on various fields.

Github, where you can find SAS code that people share. Recommend [Roger DeAngelis](#).

Articles about SAS can be found on [Lexjansen](#)

[SAS Global Support Community](#) & [SAS Nordic Communities](#), where you can ask questions and participate in discussions.



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Overview Plan Discover Engage Intelligent Decisioning Teacher Resources


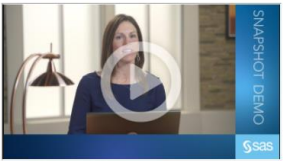
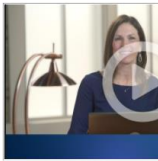
Merge customer-level digital data with traditional data sources for a 360-degree customer view. With an easy-to-use marketing interface backed by advanced analytic capabilities, SAS Customer Intelligence 360 is instantly available on the cloud. A/B test capability enables you to evaluate the effectiveness of different creative content on customers, and you can measure the results of the variations in creative content as well as manage performance.

Are you a SAS Marketing Automation customer? Learn about transitioning to SAS 360 Engage Direct

Support Resources

- What's New
- Documentation
- SAS Community

- available for individual purchase
- order in the cart (use country link)
- 1-year license
- group discount available

SAS 360 PLAN	SAS 360 DISCOVER	SAS 360 ENGAGE
		

SAS Customer Intelligence 360 Learning Subscription

Dashboard / Courses / SAS Customer Intelligence 360 Learning Subscription / Engage

Overview Plan Discover Engage Intelligent Decisioning Teacher Resources

COURSES	VIDEOS
<p>SAS 360 Engage: Digital</p> <ul style="list-style-type: none">SAS 360 Engage: DigitalSAS 360 Engage: Administration and Settings	<p>SAS Customer Intelligence 360 Overview</p> <ul style="list-style-type: none">Reconcile TagsEnable Asset External SharingSearch Assets by TagsCreate Asset VersionsCreate Asset RenditionsEdit Email TaskAdjust Column WidthsCreate and Personalize Email ContentCreate a Direct Marketing TaskCreate an Export TemplateManage User RolesUpload Multiple AssetsProfile segmentsCreate, update or delete tasksImport Customer Data
<p>SAS 360 Engage: Direct</p> <ul style="list-style-type: none">SAS 360 Engage: DirectSAS 360 Engage: Administration and SettingsSAS 360 Engage: Direct - Defining the Marketing Data (NEW)	
<p>SAS 360 Engage: Email</p> <ul style="list-style-type: none">SAS 360 Engage: Email	
<p>SAS 360 Engage: Optimize</p> <ul style="list-style-type: none">SAS 360 Engage: Optimize (NEW)	

Support Resources

- What's New
- Documentation
- SAS Community

Feel free to contact us about
SAS CI 360 Learning Subscription:

nordicedu@sas.com

Learning Portals: Learn SAS Today – Learn SAS Viya Today

Available for individual purchase - order in the cart for your country:

[Denmark](#) [Sweden](#) [Finland](#) [Norway](#)

- Content & Courses included in the portal - see country link
- 25 e-courses, 1 year license
- Local pricing 12 500,-/ EUR 1 295 (DKK SEK NOK / FI)

- Content & Courses included in the portal - see country link
- 14 e-courses, 1 year license
- Local pricing 9 500,- / EUR 995 (DKK SEK NOK / FI)

Learn SAS Today

Norway

Overview Prerequisites Course Outline

The SAS 9.4 foundation learning subscription provides access to all foundation e-learning for SAS 9.4 products. The subscription enables you to access the SAS 9.4 foundation Learning Portal, which is your gateway to the e-learning courses and a selection of free tutorial videos. More than 20 courses and over 70 tutorials are available in the Portal.

Learn how to

- Apply the basics of statistics.
- Develop a wide range of modelling techniques with SAS.
- Use SAS Studio and SAS Enterprise Guide to write and submit SAS programs.

Who should attend
 Statisticians, researchers, programmers, business analysts and data scientists who use SAS programming, SAS Enterprise Guide and SAS Enterprise Miner to generate analyses including users that access SAS with Microsoft applications.

Formats available **Standard duration** **System Requirements**

e-Learning: 100 hours/1 year license CULRNSAS

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Self-Paced e-Learning

Title	Duration	Access Period	Language	Fee	Add to Cart
Learn SAS Today	100.0 hours	365 days	English	12 500 NOK	

Learn SAS Viya Today

Norway

Overview Prerequisites Course Outline

The SAS Viya foundation learning subscription provides access to all foundation e-learning for SAS Viya products. The subscription enables you to access the SAS Viya foundation Learning Portal, which is your gateway to the e-learning courses and a selection of free tutorial videos. More than 10 courses and over 70 tutorials are available in the Portal.

Learn how to

- Administer your Viya applications.
- Use SAS Studio for programming.
- Use SAS Visual Analytics and Visual Statistics.
- Perform data preparation within SAS Viya.
- Apply Data Science techniques like text analytics, data mining and forecasting.
- Manage your models in SAS Viya.

Who should attend
 Statisticians, researchers, programmers, business analysts and data scientists who use SAS programming, SAS Enterprise Guide and SAS Viya to generate analyses, including users that access SAS with Microsoft applications.

Formats available **Standard duration** **System Requirements**

e-Learning: 20 hours/1 year license CULRNV

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- ◆ SAS Users Blogs
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Self-Paced e-Learning

Title	Duration	Access Period	Language	Fee	Add to Cart
Learn SAS Viya Today	20.0 hours	365 days	English	9 500 NOK	

Learn SAS Today

Learning Resources Connection Points More Ways to Learn

SAS Programming SAS Enterprise Guide SAS Visual Analytics Analytics and Model Building

TUTORIAL

A flexible and extensible fourth-generation programming language for data access, transformation and reporting, Base SAS forms the foundation for all SAS solutions.

Build a strong SAS programming foundation to manipulate your data, perform complex queries and simple analyses, and generate reports. Gain the knowledge needed to become certified as a Base SAS programmer or Advanced SAS programmer.

e-learning Courses

- Base Programming
- Advanced Programming
- Other Programming Course

Videos Documentation Stay Connected

- available for individual purchase
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- group discount available

Do you want a demo of the Learning Portals or have any questions?

Feel free to contact us:
nordicedu@sas.com

Learn SAS Viya Today

Welcome Administration Visual Analytics Data Prep Data Science ModelOps Get Certified! Need help?

SAS Visual Analytics

Learn how to prepare and analyse data, build and compare models and create reports in SAS Visual Analytics and SAS Visual Statistics.

SNAPSHOT DEMO

Courses:

- SAS Visual Analytics 1: Basics (version-less)
- SAS Visual Analytics 2: Advanced (version-less)
- SAS Visual Statistics: Interactive Model Building

Other Resources

Connection Points

- User Groups
- SAS Support Communities
- SAS Blogs

More Ways to Learn

- Viya Enablement
- Earn SAS Certification
- SAS Users YouTube
- SAS Learning Post
- SAS Global Forum Papers
- Books
- Ask the Expert Webinars
- Free How-To Tutorials

How-To Tutorials

- Analytics with SAS Viya
- Data Management with SAS Viya
- SAS Visual Analytics on SAS Viya

Administration Data Prep

Get access to all three Learning Portals!

SAS Enablement Portal

- available for individual purchase
- 1-year license
- group discount available
- order with email to nordicedu@sas.com

Country contact persons:

- [Heidi Bach Svanholmer](#) - DK
- [Jesper Weber Dohn](#) - DK
- [Marie Lienzen](#) - SE
- [Matti Ristiluoma](#) - FI
- [Ragnhild Skuland](#) - NO


SAS Enablement Portal
Learn SAS 9.4
Learn SAS Viya
Learn SAS CI 360
Extra Resources


Welcome Ragnhild to your SAS Enablement Portal.

These learning pathways are designed to enable you with skills for today's digital world.

Start developing your capability for some of today's most sought-after positions from business analysts through to data scientists by progressing through the pathways using the buttons below.

Content will be updated so please return frequently.






Learn SAS 9 Today

[Go to Pathway](#)


From Base SAS Programming to SAS Enterprise Guide find e-learning courses to help you quickly adopt SAS Software on the SAS 9 Platform.



Learn SAS Viya Today

[Go to Pathway](#)

Learn how to quickly transform raw data into operational insights that support every kind of decision your organization makes with SAS Viya.



Learn SAS CI 360

[Go to Pathway](#)

Merge customer-level digital data with traditional data sources for a 360-degree customer view.

Extra Resources

- [Webinars](#)
- [Blogs](#)
- [SAS.com Resource Hubs](#)
- [Offers](#)

Did you miss our Nordic Education Newsletter?

The newsletter cover features a city skyline at sunset with a network of glowing nodes and lines overlaid. Various circular icons representing different aspects of learning and technology are scattered across the scene.

SAS Learning News
SAS Education Nordic, March 2021

Welcome to the new SAS Learning Newsletter!

We are here to help ensure you get the most value out of your investment in SAS software. Be sure to take advantage of learning opportunities in 2021 and use the SAS Learning Newsletter to keep up-to-date and receive the latest training and certification news, tips and tricks, and more from SAS Education.

Whether you are looking for training to bring yourself or an employee up to speed, want to launch an e-learning portal for your team, or work out an onboarding plan, SAS Education is always ready to work with you and provide the best learning solution. Keep healthy, keep safe!

Sincerely,
SAS Education Team

sas.com

