

Welcome to FANS Nordic Network Meeting

Customer Intelligence

28. of October

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The agenda

- 12.00 - 12.10 Introduction by FANS
- 12.10 - 12.20 What is the Nordic CI network
- 12.20 - 12.50 Digital Strategi
The presentation is held by Allan Russel, Digital Strategi.
- 12.50 - 13.20 Demo on Customer Journey Optimization
The presentation is held by Adrian Carr from SAS Institute.
- 13.20 - 13.30 Competition and more
- 13.30 - 14.00 Implementation of CI-360 in Jyske Bank:
 - Who is Jyske Bank, and what is the Intelligence Platform?
 - The business's considerations in relation to business cases
 - Technical considerations
 - Project progress
 - Stakeholders and roles around implementation and use
 - Integration with other systems, including channels*The presentation is held by Birger Larsen, Jyske Bank.*

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 services.

Become a member

FANS - Nordic SAS User Group

Country contact persons:



[Frans Holm](#)
Denmark



[Pietari Koskela](#)
Finland

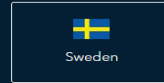
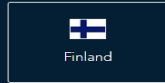


[Pia Rønnevik](#)
Norway



[Daniel Ringqvist](#)
Sweden


FANS Network Meetings



FANS-netværksmøder i Danmark

Alle netværksmøderne vil blive virtuelle resten af 2021.

Præsentationerne holdes på dansk medmindre andet fremgår.

Register 

Date	Network - Agenda (external links)	Platform	Time (CET)
28/10	FANS Network Meeting Customer Intelligence (Nordic - In English)	Virtual/Teams	12:00-14:00
28/10	FANS Network Meeting An introduction to SAS Customer Intelligence (Nordic - In English)	Virtual/Teams	15:00-16:00
23/11	FANS Network Meeting Visual Analytics (Nordic - In English)	Virtual/Teams	13:00-16:00
30/11	FANS Network Meeting Data Science (Nordic - In English)	Virtual/Teams	13:00-16:00
1/12	FANS Network Meeting Visual Analytics	Virtual/Teams	09:30-12:30
1/12	FANS Network Meeting Programming	Virtual/Teams	13:30-16:30
2/12	FANS Network Meeting Platform	Virtual/Teams	09:00-12:00
3/12	FANS Network Meeting Platform Overview	Virtual/Teams	09:00-12:00
7/12	FANS Network Meeting AML for AML users/customers (Nordic - In English)	Virtual/Teams	08:30-11:30
14/12	FANS Network Meeting An introduction to SAS Customer Intelligence (Nordic - In English)	Virtual/Teams	13:00-14:00

<https://www.sas.com/sas/events/nordic/fans-nordic-sas-user-group/all-events-dk.html#scroll>



Thanks to those who are presenting in a Network Meeting



Meet the Expert

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

Topics:

- SAS Code - Trouble-shooting & Optimising
- SAS Customer Intelligence 360
- SAS Visual Analytics 8.5
- CAS Programming in SAS Viya
- SAS 9 Platform Administration
- SAS Data Management and DI Studio
- SAS Enterprise Guide
- SAS Studio
- SAS Analytics, AI and Machine Learning
- SAS Architecture & Administration

[Learn more and register](#)



Why choose SAS for marketing?



Marketing Analytics

Overview Solutions Services Ecosystem Partners Resources [Request demo](#)

360°

Reimagine Marketing

Today and tomorrow. In times of prosperity and disruption.

SAS receives the highest scores in both the Current Offering and Strategy categories in The Forrester Wave[®]: Cross-Channel Campaign Management (EMSS Modules), Q2 2021

Why choose SAS[®] for marketing?

Purpose-built, intelligent marketing.

No matter your level of marketing maturity, SAS can help you move from data to insight to action with rich functionality for adaptive planning, journey activation and an embedded real-time decision engine – all fueled by powerful analytics and artificial intelligence (AI) capabilities. Marketing solutions from SAS empowers you to reimagine marketing, creating and extending real-time, personalized customer experiences that increase profitability and create lasting brand loyalty.

What Analysts Are Saying

https://www.sas.com/no_no/solutions/customer-intelligence.html?gclid=CjwKCAjwwsmLBhACEiwANq-tXNDDrJ1n2okGhDmh9muxqlaXdMYmtC4bv4KvTxFF_Ff0FV9nEcsZHxoC2D8QAvD_BwE

The SAS Marketing Journey



Manage Data

Seamlessly enhance and extend customer data activation beyond a traditional customer data platform.

[Learn about marketing data management](#)



Plan

Accelerate, automate and streamline marketing planning activities for optimal accountability.

[Learn about marketing planning](#)



Activate

Create personalized customer journeys that boost response rates and generate profitable leads.

[Learn about customer journey activation](#)



Embed Analytics

Act faster with out-of-the-box insights driven by advanced AI and machine learning.

[Learn about embedded customer analytics](#)



Extend Impact

Deliver a broader brand experience through other functions, suppliers, vendors or stakeholders.

[Learn about extended marketing impact](#)

[LINK](#)

The SAS Hybrid Approach

SAS CUSTOMER INTELLIGENCE 360



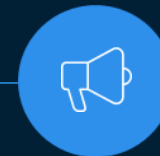
SAS 360 PLAN

World Leading Workflow & Planning



SAS 360 DISCOVER

Web/Mobile Data without Compromise



SAS 360 ENGAGE: DIGITAL

Digital Marketing



SAS 360 ENGAGE: DIRECT

Direct Marketing



SAS 360 Engage: OPTIMIZE

Optimize Customer Contacts



SAS 360 MATCH

Offsite Targeting



SAS 360 ENGAGE: EMAIL

Digital Email Execution

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SAS is the only vendor to be a leader in every Forrester CCCM evaluation since our inaugural report in 2008.

The Forrester Wave™: Cross-Channel Campaign Management (EMSS Modules), Q2 2021 • Forrester Research Inc., April 26, 2021

Documentation



Documentation

Find user's guides and other technical documentation for SAS Customer Intelligence.

The documentation for SAS Customer Intelligence is intended for use by existing customers and requires an access key. You can obtain the access key from your SAS consultant or by contacting [SAS Technical Support](#). To expedite your request, please include **SAS Customer Intelligence** in the subject field of the form. Be sure to provide the SAS Site Number for your software license along with your request.

<https://support.sas.com/en/software/customer-intelligence-support.html>



Documentation

Find user's guides and other technical documentation for SAS Customer Intelligence 360.

The documentation for SAS Customer Intelligence is provided on secure sites that require a user ID and password, which you can obtain from your SAS Professional Services representative or by contacting [SAS Technical Support](#). To expedite your request, please include SAS Customer Intelligence in the subject field of the form.

<https://support.sas.com/en/software/customer-intelligence-360-support.html#documentation>

Papers around Customer Intelligence

- SAS® Customer Intelligence 360: Creating a Consistent Customer Experience in an Omni-channel Environment, by Mark Brown and Brian Chick:
<https://manualzz.com/doc/19861157/sas%C2%AE-customer-intelligence-360--creating-a-consistent-cus...>
- Using the SAS® Customer Intelligence 360 Hybrid Cloud Capabilities for True Omnichannel Marketing, by Stephen Cuppett:
<https://www.semanticscholar.org/paper/Using-the-SAS-%C2%AE-Customer-Intelligence-360-Hybrid-Cuppett/67b3adf93537875c7d0fac0ba5f16e1c3b36bf3d#related-papers>
- 33 different papers on Customer Intelligence from SAS Global Forum:
https://www.lexjansen.com/cgi-bin/xsl_transform.php?x=sci&c=sugi
- Others papers on Customer Intelligence:
https://docplayer.net/10984934-Sas-customer-intelligence-solve-more-marketing-challenges-with-a-comprehensive-enterprise-solution.html#google_vignette

YouTube video's to watch

- What is CUSTOMER INTELLIGENCE? What does CUSTOMER INTELLIGENCE mean?
<https://www.youtube.com/watch?v=FmXfmP1aDRc>
- SAS Customer Intelligence 360 – Plan:
https://www.youtube.com/watch?v=YfM_pSKkLlg
- SAS Customer Data Platform Capabilities | SAS Customer Intelligence 360:
<https://www.youtube.com/watch?v=pMpspg5NAHU>
- Intro to Journey Activation | SAS Customer Intelligence 360:
<https://www.youtube.com/watch?v=Sa3T43K1TY0>
- Customer Intelligence - What a Single Customer View means for Retailers:
<https://www.youtube.com/watch?v=m8c-5jyg9Rs>

FANS competition



Upcoming CI activities

Please join....

- SAS Innovation Summit 9th of November
 - The Digital Front Door
 - Gerry Brown, Head of CX EMEA, IDC
 - Tom Palving, Center of Excellence Lead, Jyske Bank
 - Target Group: Executives
 - Register here: [Agenda | SAS Innovation Summit](#)
- Marketing for Tomorrows Customers 11th of November
 - First Party Data, Modernizing your Marketing, Marketing Measurement
 - Topdanmark
 - Target Group: All levels
- - Register [here](#)