



Platform Overview

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SAS is a STRONG PERFORMER in the Forrester Augmented BI Wave, Q3 2021

- This placement validates the benefits of SAS Viya and the seamless experience it brings to customers as they rely on SAS Visual Analytics for interactive reporting, visual discovery, self-service analytics, scalability, governance and much more. SAS Visual Analytics is the lead offering for this Forrester Wave.
- SAS exhibited positive movement in both our current offering and strategy compared to the previous Wave in 2019.
- SAS has the third-highest offering score – only behind Microsoft and Oracle

The Agenda

- Why, How – Our mission
- Operationalization of Analytics
 - Data Preprocessing
 - Visualization and Analysis
 - Statistics modeling
 - Production and governance (Operationalization)

Purpose

How SAS can support
the Analytical lifecycle
in **one** Platform.

or

How a SAS Platform solves the critical
data and analytical challenges
for organizations today



“Data without analytics is value not realized”



Artificial Intelligence



Analytics Everywhere



Analytics for Everyone

PROGRAMMING
LANGUAGES

TALENT


CHOICE

ANALYTIC
TECHNIQUES

DATASOURCES



SCALABILITY

DATA & MODEL
GOVERNANCE


CONTROL

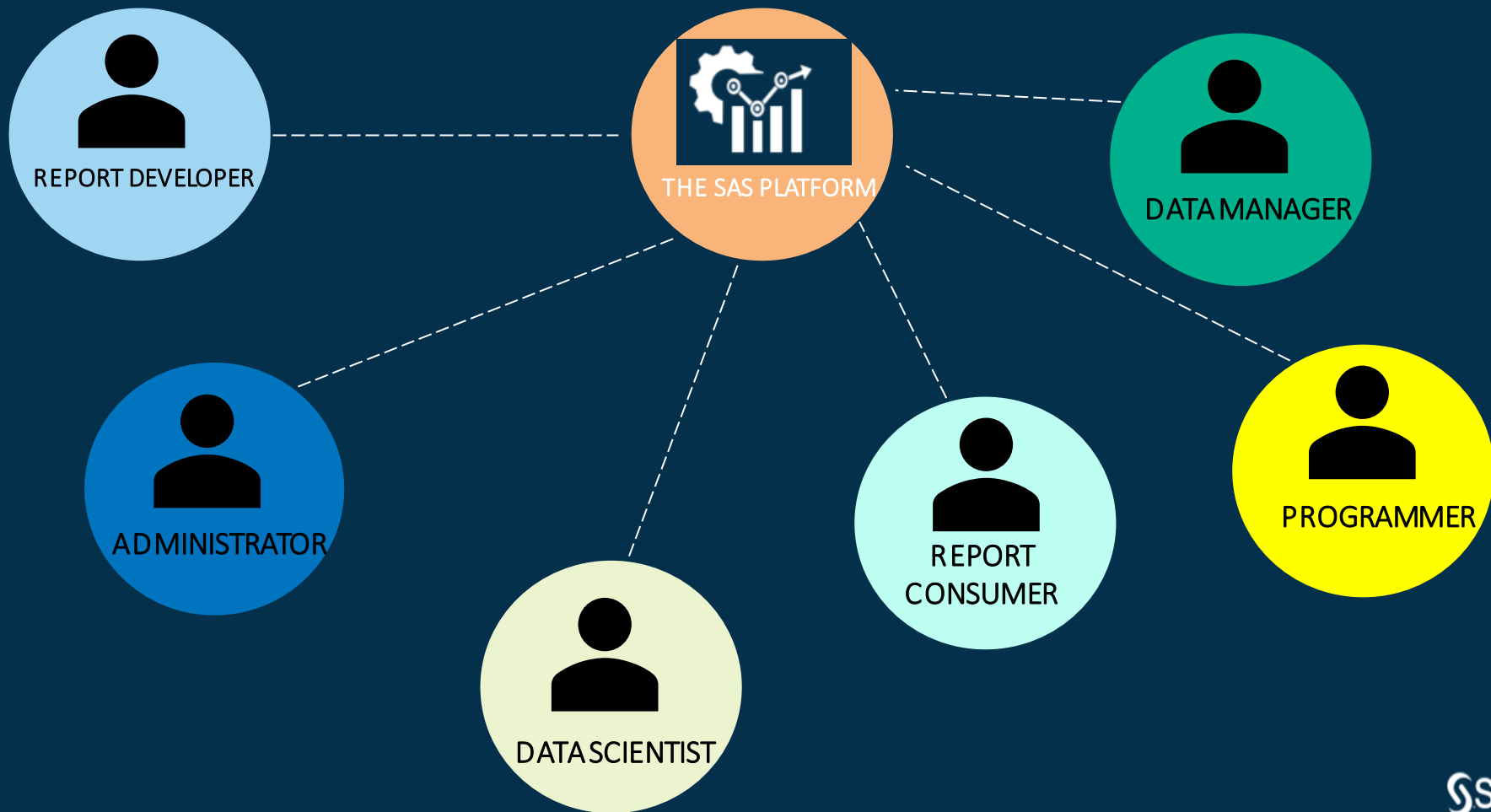
DEPLOYMENT

SECURITY AND
PRIVACY

THE SAS PLATFORM

Accelerate Your Analytics Journey

ROLES

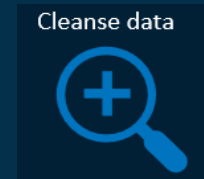
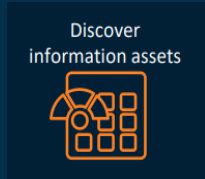
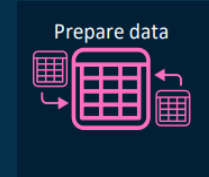
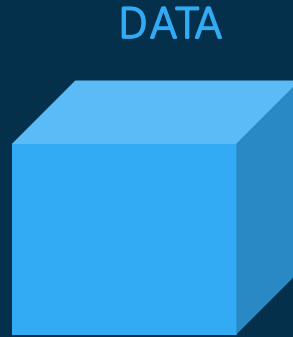




ACCELERATE

The Analytics Life Cycle

The foundation for analytics

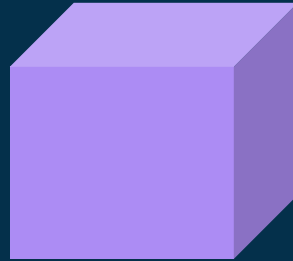


A broad range of capabilities to answer any questions

Explore and visualize



DISCOVERY



Analyze



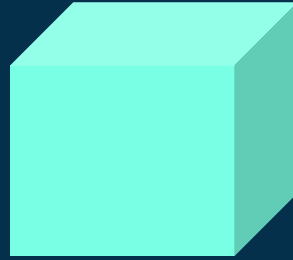
Build models



Putting the best model in production

Deployment

Manage models



Monitor



Govern

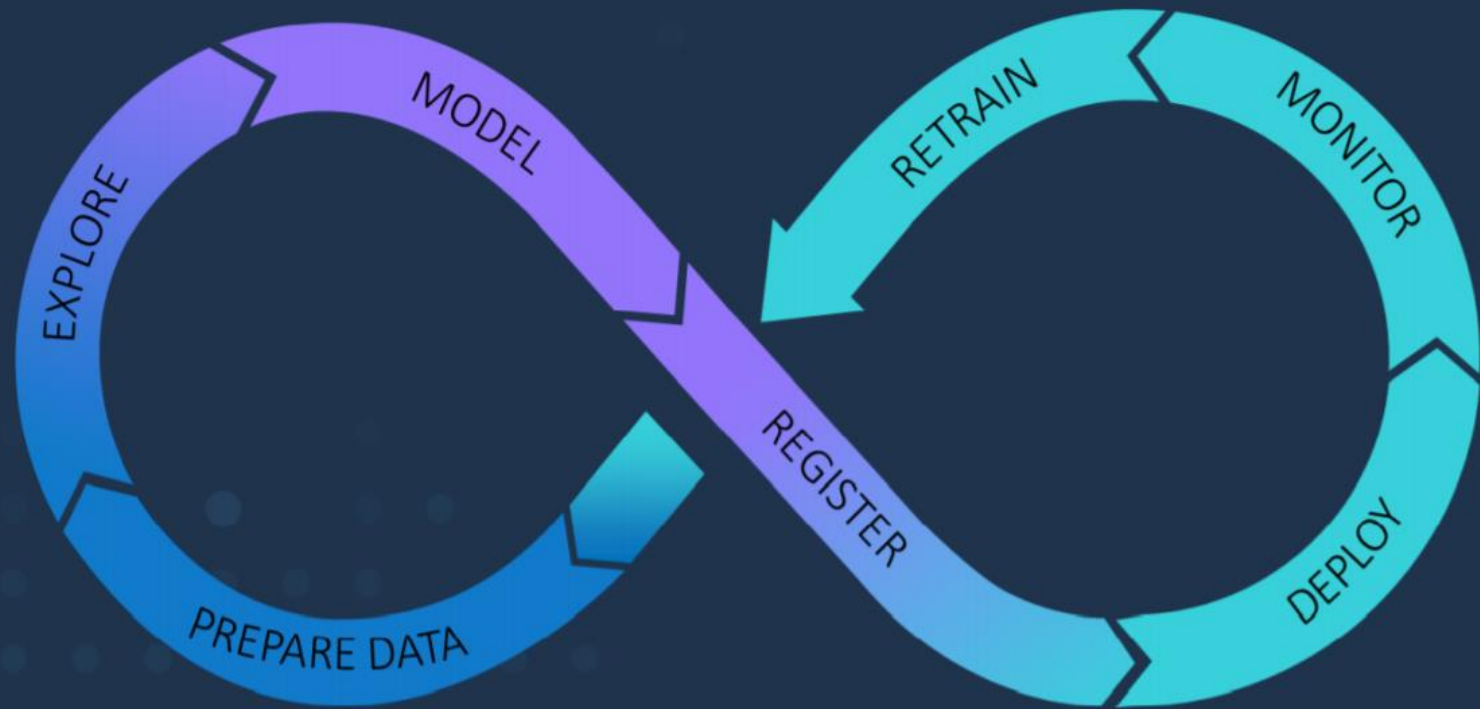


Lost possibilities

- Less than 50% of the best models get deployed
- 90% of models take more than three months to deploy
- 44% of models take over 7 months to be put into production

Operationalizing Analytics

The Analytic Life Cycle

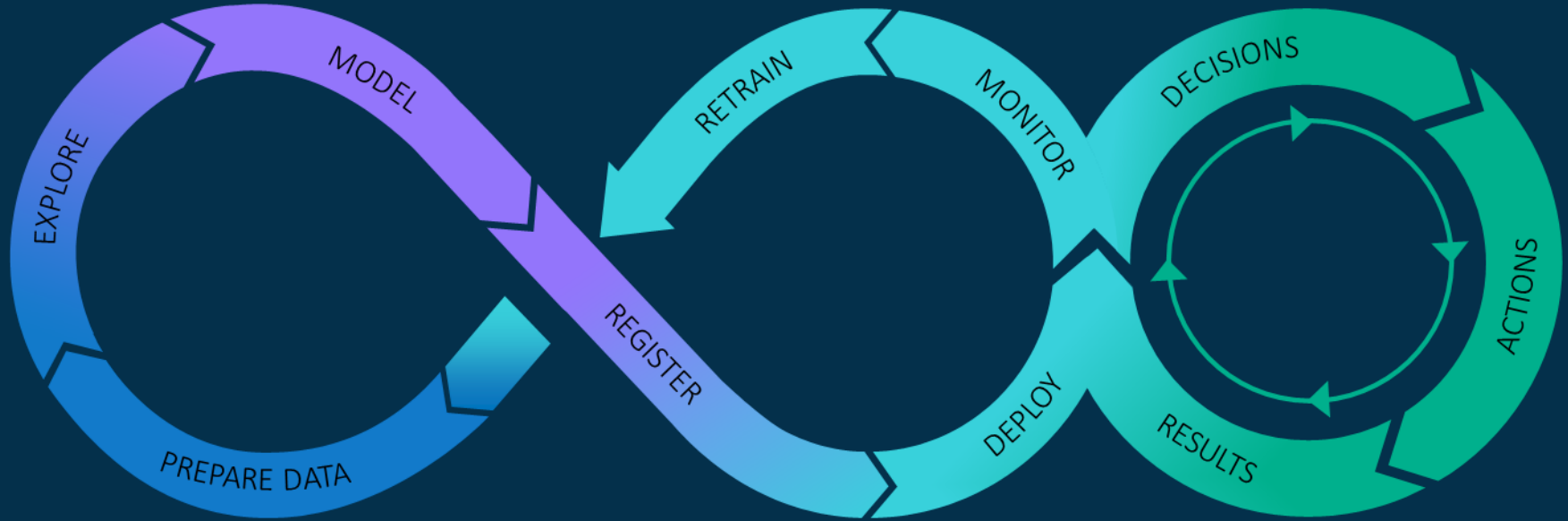


Gut feeling in decision making



"THE RISK-BENEFIT ANALYSIS SAYS NO, THE COST-BENEFIT ANALYSIS SAYS MAYBE, AND MY GUT FEELING SAYS 'GO FOR IT'!"

The decisioning process



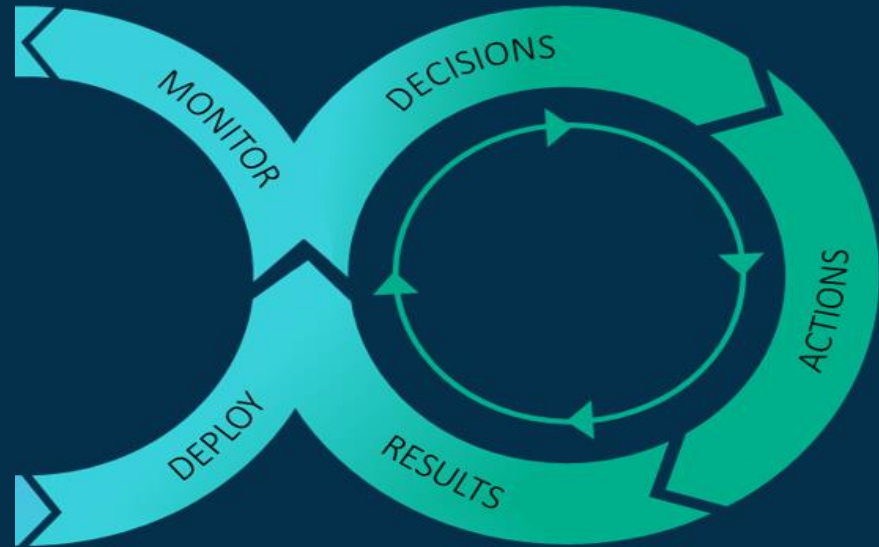
ANALYTICS

IT

BUSINESS

Operationalizing

- Manage decisions
- Business rule and analytical model execution
- Automated high volume interactions



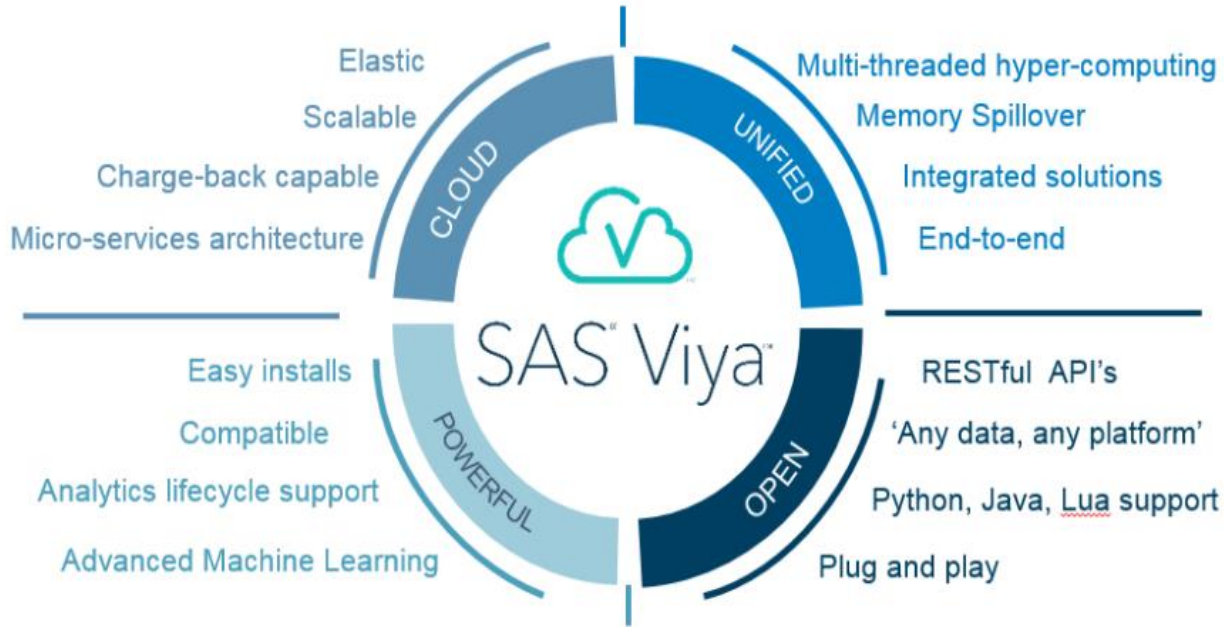
“ Data science teams are no longer measured by the models they build but by the business value they generate.”

The Analytics Lifecycle

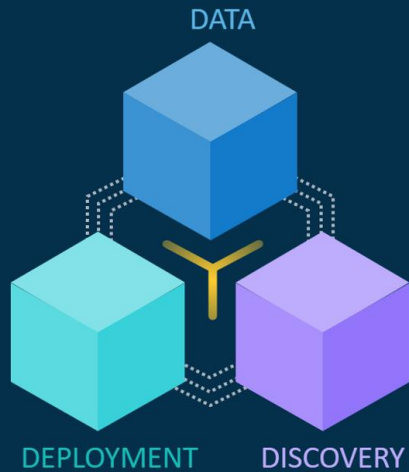
Process Model



VIYA: The future is open



The Analytics Lifecycle



- SAS® Drive
- SAS® Information catalog
- SAS® Data Preparation/SAS® Data Studio
- SAS® Visual Analytics - Adhoc

DATA

- SAS® Studio
- SAS® Visual Analytics - Dashboard
- SAS® Visual Statistics
- SAS® Visual Data Mining and Machine Learning
- SAS® Model Studio
- Open Source Integration
- SAS® Studio

DISCOVERY

- SAS® Model Manager
- SAS® Intelligent Decisioning

DEPLOYMENT

- SAS® Environment Manager
- SAS® Job flow scheduler
- SAS® Lineage

ORCHESTRATION



DEMO

Datasettet som vi skal bruke gjennom den analytiske livssyklusen

- Et datasett fra et kredittselskap, hvor over 40% av kundekontoene kan bli avskrevet.
- Hvis selskapet ikke gjør noe, så kan de tape over 240 millioner dollar.
- Datasettet består av 44 kolonner og 10 000 rader.