


# FANS Sommeravslutning

Veien videre med SAS

Svein Tore Bø, Nordic Platform Technology

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**WE ASK THE QUESTIONS  
THAT MOVE THE WORLD  
FORWARD.**

# THE STATE OF ANALYTICS TODAY

Top Priority

However,

In Addition,

91%

73%

80%

OF EXECS SAY AI IS  
THE NEXT BIG TECH  
REVOLUTION

OF COMPANY DATA  
GOES UNUSED FOR  
ANALYTICS

OF ALL ML MODELS  
**NEVER MAKE IT TO  
PRODUCTION**

— EDELMAN AI SURVEY

— FORRESTER

— VENTUREBEAT

# AI & Analytics Challenges Today

## What to solve

### DATA

Lots of data in silos  
Data duplication  
No one view of data across org.



### TECHNOLOGY

Variety of tools and languages  
Inability to scale  
Perf. & version control issues



### PROCESS

Difficult to operationalize analytics  
Lack of governance  
Lack of interpretability



### PEOPLE

Manual processes  
Scarcity of skills  
Scattered skills and knowledge



# These challenges result in impact to **business outcomes**

Increased Cost  
of Analytics



Slow Pace of  
Innovation

# Challenging times - Market Perspective

## Technical Talent Shortages Hinder Analytical Productivity

### Inflation: Maybe One Cloud in Sight

Our conversations with integrators and CIOs suggest inflation, not demand, is now the primary concern. Talent shortages are acute – as professional services firms and enterprises alike compete for developers to support digital transformation initiatives. Expertise in setting up running public cloud environments is extremely scarce, and finding any headcount to support Salesforce and other "hot" SaaS applications is close to impossible.

Professional service firms are starting to pass on spiking labour costs to clients – but, even so, firms expect this to impact margins in '22. Talent shortages are also starting to affect project start dates – with larger SI's looking to delay programmes by several months in order to get appropriate resourcing.

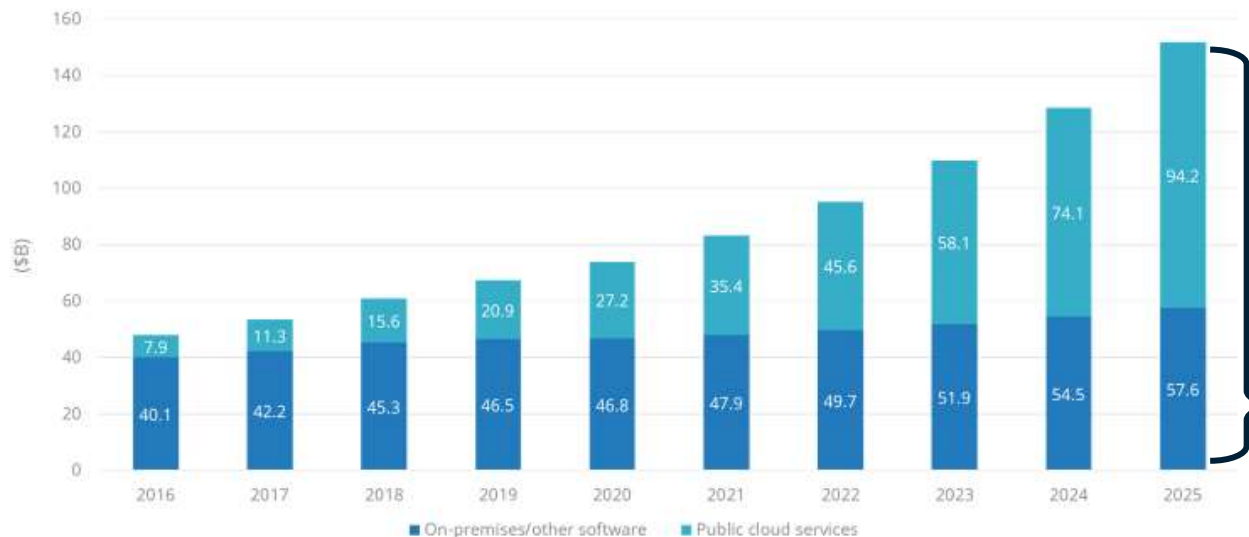
Fig. 3: Spike in Inflation – 30-Year High



Source: US Bureau of Economic Analysis/FactSet (PCE excl. food & energy), Arete Research.

# Trends Are Shifting Towards Cloud

Worldwide Big Data and Analytics Software Market Size and Forecast by Deployment Type (2016-2025)



Cloud-based analytic systems will become majority

SAS Viya covers both



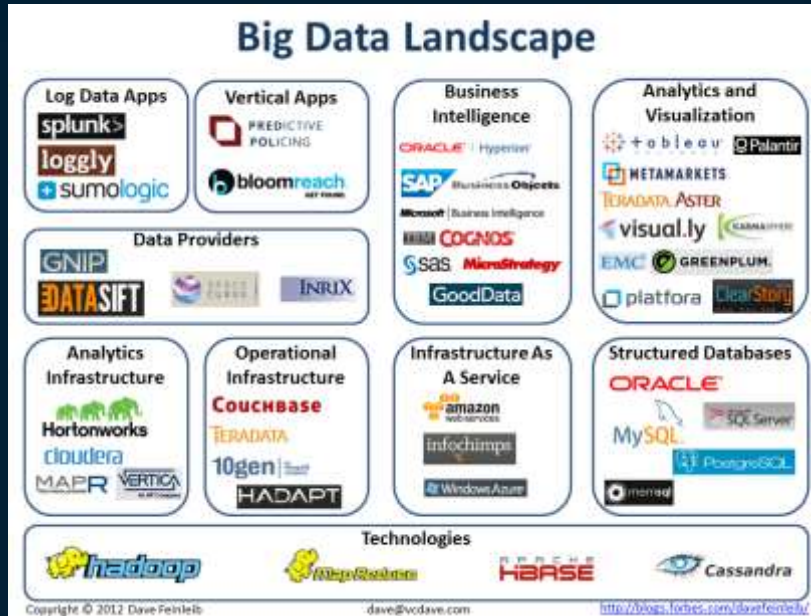
Source: Worldwide Big Data and Analytics Software Forecast, 2021-2025 (IDC #US47402321, July 2021)

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# Big Data & AI Landscape

2012

2019



## ANALYSTS RANK SAS AS A LEADER IN:

Artificial Intelligence • Machine Learning • Data Science • Advanced and Predictive Analytics • Risk Management • Data Quality • Data Integration • Decisioning • Real-Time Marketing • Multichannel Marketing • Customer Analytics • Fraud Detection and Anti-Money Laundering • Retail Analytics

SAS is the only vendor named a leader in Gartner's Magic Quadrant for Data Science and Machine Learning Platforms for all eight years of publishing.





# A Very, Very Brief (Tech)History of SAS

**SAS Institute** began in 1976. It's been a leader in the analytics market ever since and its software is used to solve all kinds of analytical problems.

2010



SAS®  
High-Performance  
Architecture

2011



SAS®  
In-Memory  
Analytics Server

2013



SAS® embarked  
3<sup>rd</sup> Generation Massively  
Parallel Architecture



1976

SAS Institute was  
founded



2002

SAS 9 was  
released



2017

SAS Viya  
Open, Cloud Ready



2020

SAS Viya  
Cloud Native

# SAS 9 and SAS Viya: Main Similarities and Differences

Though there are many similarities and differences between the two solutions, here are the main ones to consider:

## What's the Same?

- ❖ The ability to write code or do work in a drag-and-drop interface
- ❖ The ability to leverage SAS to accelerate your analytical processes

## What's Different?

- ❖ The underlying architecture
- ❖ SAS Viya products are located centrally and accessed in one user interface (UI) whereas SAS 9 has multiple UIs to access multiple products
- ❖ Products in SAS Viya have substantial feature improvements. As well, SAS Viya has a modern UI for better end-user experience

# SAS Studio – Unified Integrated Development Environment

SAS Enterprise Guide



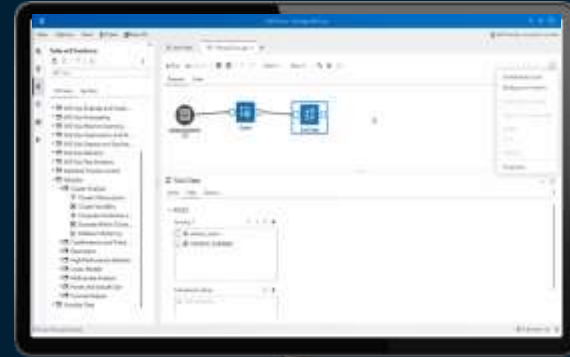
SAS Data Integration



SAS Code, Servers & Libraries



SAS Studio



**Code**

Robust SAS code editor with auto-complete and syntax help

**Design**

Tasks, Queries & Flows

**Collaborate**

GIT Integration, Shared Tasks & Snippets





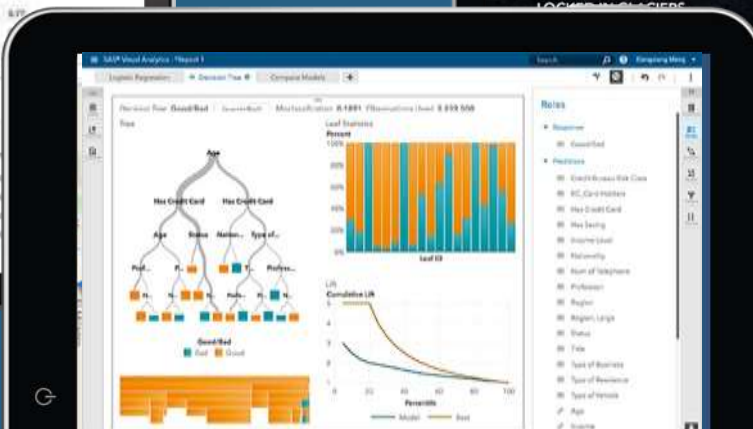
# LOW-NO-FULL CODE

DATA SCIENTISTS

INFORMATION CONSUMERS



BUSINESS ANALYSTS



# Source-based Engines

## In-Stream



## In-Hadoop



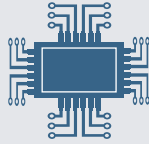
## In-Database



Parallel & Serial, Pub / Sub,  
Web Services, MQs

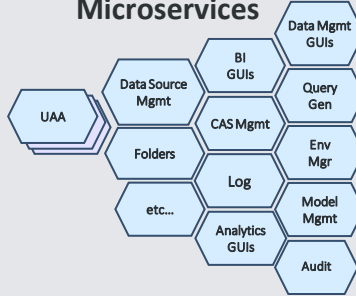
# SAS Viya™

## In-Memory Runtime Engine

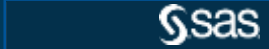


## Cloud Analytics Services (CAS)

## Microservices



## Solutions



Customer Intelligence



Analytics



Risk Management



Business Visualization



Fraud and Security Intelligence



Data Management



## APIs



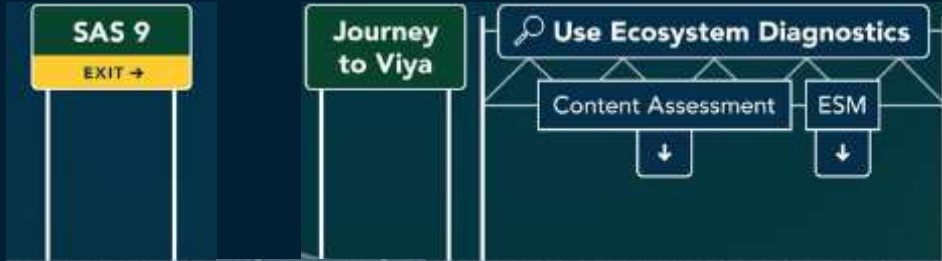
## Platform



Strategic Partnership



# SAS9 & SAS Viya



Viya 4 Readiness Scorecard

Inventory: SAS94M5 Environment Overview

Profile: Data Integration Jobs

Code Check: ALL Code

## Global Migration Framework





# SAS HAS ANNOUNCED ITS INTENTION TO BE READY FOR AN INITIAL PUBLIC OFFERING (IPO) BY 2024

AS AN IPO-READY COMPANY, WE WILL HAVE GREATER  
ABILITY TO ACCELERATE INNOVATION – BOTH FOR, AND  
WITH, OUR CUSTOMERS.



# SINGULAR FOCUS ON ANALYTICS





# What we believe analytics should

Today



## Everywhere

Portable & Cloud-Agnostic  
Easy access thru APIs



## Everyone

Intelligent Automation  
of analytics lifecycle



## Governance

Control your key  
decisions  
all from one place



## Improve Decisions

Use the full suite  
of AI capabilities



## Collaboration

with Open Source



## Seamless Integration

with Open Ecosystem

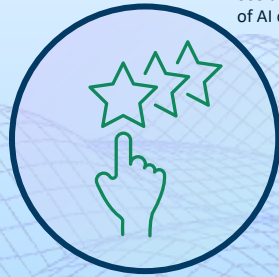


## End-2-End

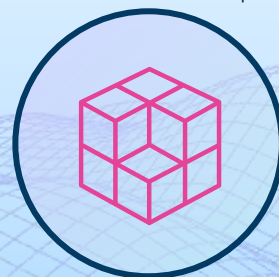
Responsible AI



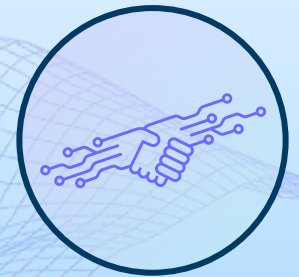
Be experienced by  
everyone, everywhere



Optimize every  
Single decision



Embrace & advance  
innovations across the  
analytics ecosystem



Promote  
Transparency & trust

Vision



Multi-cloud and  
Inter-cloud



SAS in App  
Marketplaces



Automated &  
Augmented  
Decisions



Learn &  
Adapt from  
Decisions



Language-  
Agnostic Analytics



Natural Interaction  
with broader  
Ecosystem



Explainable  
Decisions



Defensible  
Decisions



# Thank You!

[sas.com](https://sas.com)

