


Hjertelig velkommen til FANS Platform Overview

1. Desember

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MEETING


- **Hvorfor, hvordan – vår visjon**
- **Data:** SAS Drive, SAS Information Catalog, SAS Data Studio, SAS Visual Analytics, SAS Studio.
- **Discovery:** SAS Visual Analytics, SAS Visual Statistics, SAS Visual Data Mining and Machine Learning, SAS Model Studio, Open Source Integration, SAS Studio.
- **Deployment:** SAS Model Manager, SAS Intelligent Decisioning.
- **Orchestration:** SAS Environment Manager, SAS Job Flow Scheduler, SAS Lineage.



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





Ever-increasing volume and complexity of information



Talent, skills and personnel crunch



Manual processes, long time to value



Lack of governance and inability to scale the reach of their analytics

Analytics for everyone. Everywhere.



Faster
outcomes,
trusted results.



Flexible,
approachable
analytics.



Scalable insights,
accessible to
everyone.

Everyone can participate.

Flexible, approachable analytics.

Data Scientist
Business Analysts



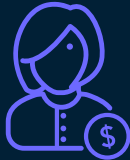
Find new
insights

Business Users
Reporting Analysts



Report & apply
insights

Business Leaders
CXOs



Show value & enable
insights

Varied roles. Varied needs.

SAS **empowers users** across the organization to discover insights and **inspire action**.

With SAS, you **can scale data storytelling** and **embed insights** to meet users wherever they are.

Everyone can participate.

Flexible, approachable analytics.



Self-service environment

Point and click

Interactive reports / dashboards

Real-time Collaboration

Accessibility driven design

Governance built in

Gut feeling in decision making



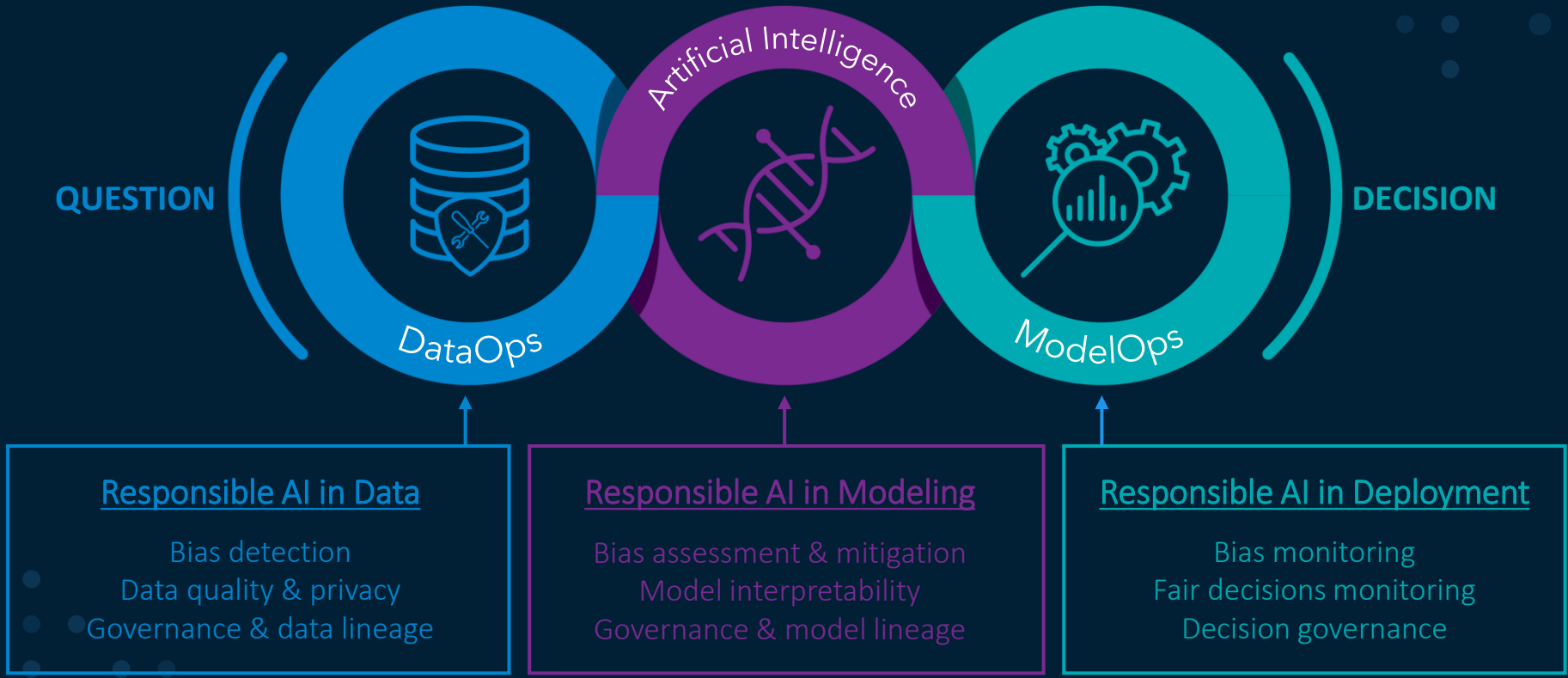
"THE RISK-BENEFIT ANALYSIS SAYS NO, THE COST-BENEFIT ANALYSIS SAYS MAYBE, AND MY GUT FEELING SAYS 'GO FOR IT'!"

The analytical lifecycle



SAS automates the entire analytics lifecycle to deliver results and discover new opportunities.

Innovate by using all AI capabilities responsible



Statistics, Machine & Deep Learning

Forecasting, Optimization

Data Visualization

Model Deployment



Data Management

Decision Management



Natural Language Processing

Computer Vision



DataOps

Borrowing from agile software development practices, DataOps provides an agile approach to data access, quality, preparation, and governance. It enables greater reliability, adaptability, speed and collaboration in your efforts to operationalize data and analytic workflows.



Access

Access data, regardless of size or complexity



Prepare

Transform raw data, including AI powered suggestions



Visualize

View important relationships in data and share insights



Govern

Build trust in data, understand lineage and gain transparency

Confidence in data leads to confident decisions



Automate data
and analytics

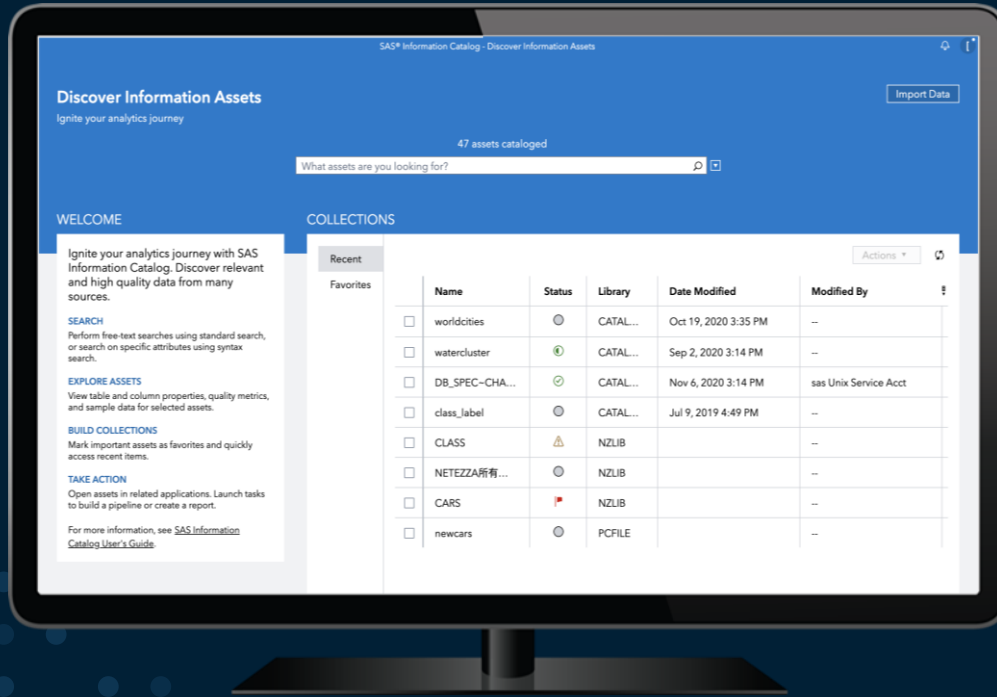


Build trust
for the long-term



Democratize to accelerate
decision making

Establish your single source of truth

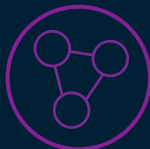
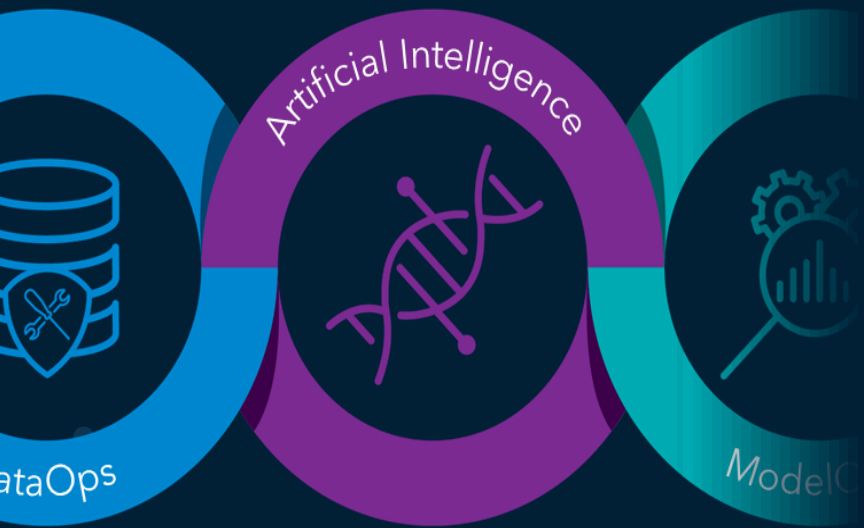


WITH INFORMATION GOVERNANCE

- Centralized location
- Powerful search
- Status of each data asset
- Information on data health
- Automatically identify and mask personal data (email, phone, address, ID)

Artificial Intelligence

Data scientists use a combination of techniques to understand the data and build predictive models. They use statistics, machine learning, deep learning, natural language processing, computer vision, forecasting, optimization and other techniques to answer real-world question.



Model

Build models with multiple AI techniques to solve real world problems



Automate

Automate manual tasks for feature engineering and model tuning



Collaborate

Users with different skill sets collaborate on solving analytics problems



Integrate

Work smarter with SAS Viya & open source analytics

Accelerating time to value.

Faster outcomes, trusted results.



AI-assisted data prep

Natural Language Explanation

Automated outlier detection

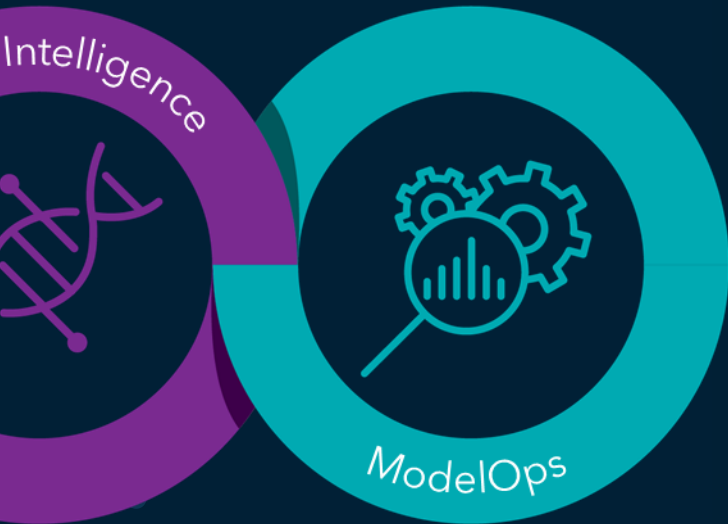
Automated suggestions

Automated data storytelling

Chat-enabled insights

ModelOps

ModelOps focuses on getting AI models through validation, testing and deployment phases as quickly as possible, while ensuring quality results. It also focuses on ongoing monitoring, retraining and governance of models to ensure peak performance and that decisions are transparent.



Validate

Ensure models will perform as expected in the actual, real world



Deploy

Embed models into operational systems and monitor them



Govern

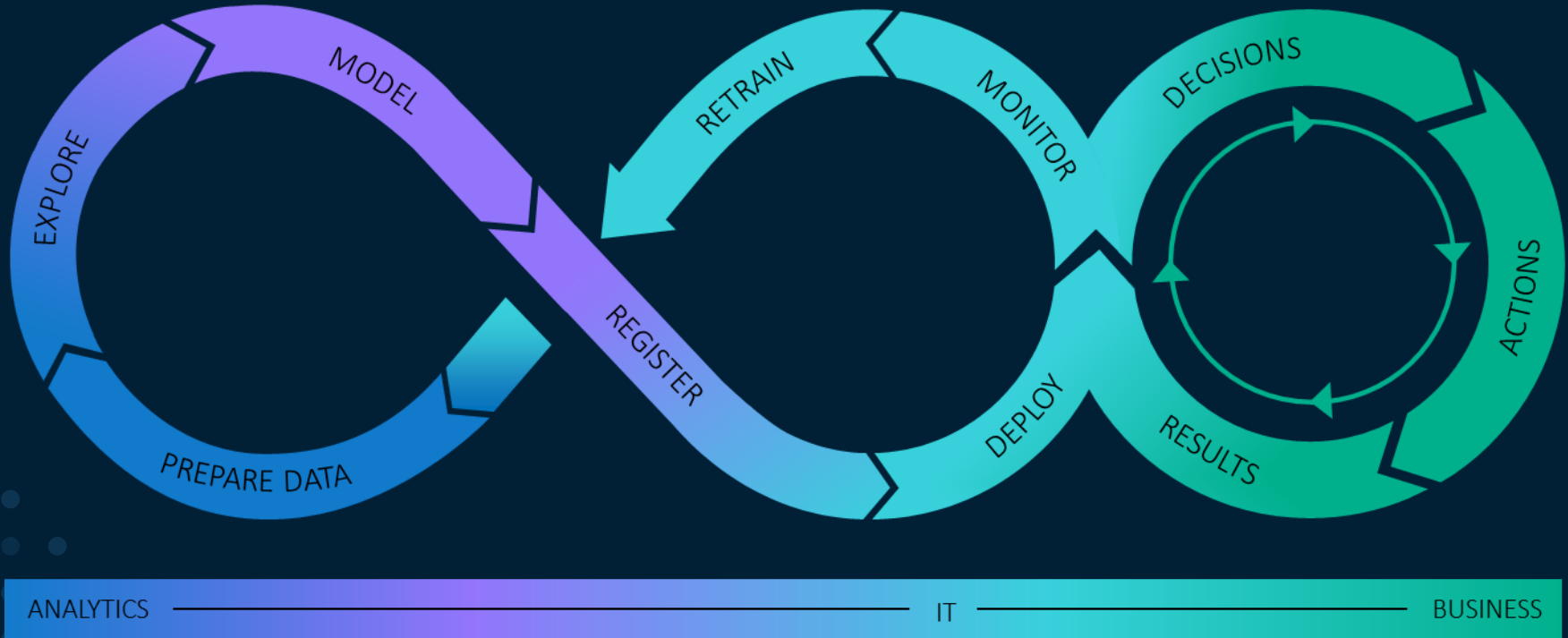
Ensure decisions are safe and transparent over the life of the model



Embed

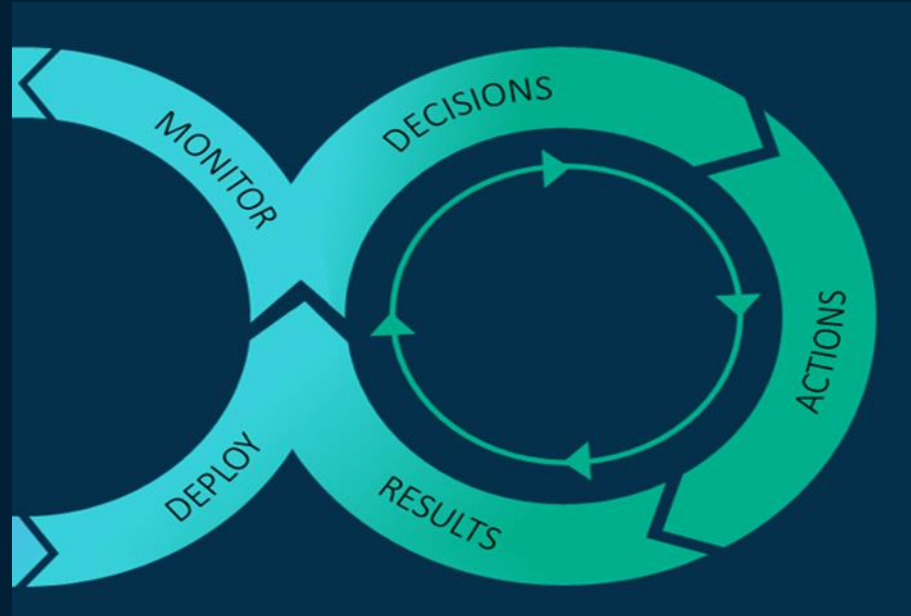
Integrate business rules to ensure up-to-real-time results

ModelOps and DecisionOps



Operationalizing

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



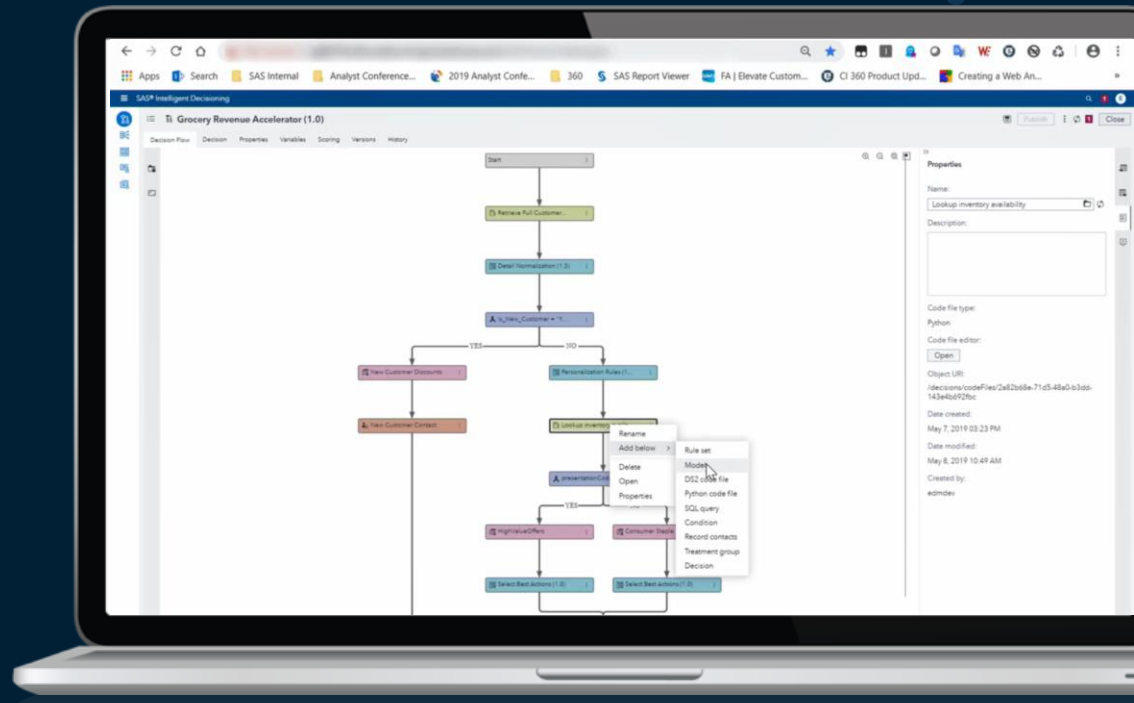
“ Data science teams are no longer measured by the models they build but by the business value they generate.”

Embed analytics to drive business impact

WITH DECISION FLOWS

Combine business rules with machine learning to make optimal split-second decisions.

- Customer contact decisions
- New customer decisions
- Customer churn & loyalty decisions



SAS is the only vendor named a leader in all four reports by top analyst firms.

FORRESTER[®]

The Forrester Wave™: Multimodal Predictive Analytics and Machine Learning, Q3 2020

[Read Forrester report >](#)

Gartner

Gartner Magic Quadrant for Data Science & Machine Learning Platforms

[Read Gartner report >](#)

 **IDC**
ANALYZE THE FUTURE

IDC MarketScape™: Worldwide General-Purpose Artificial Intelligence Software Platforms

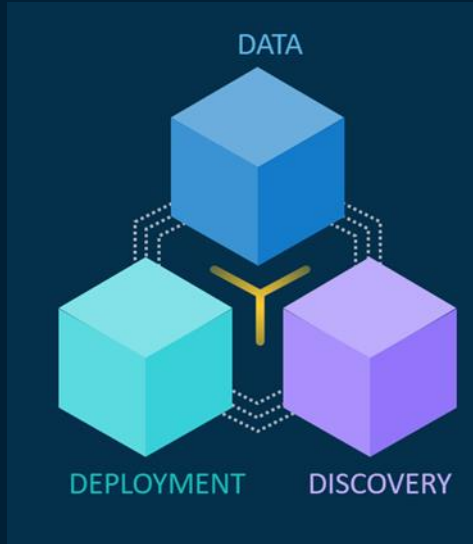
[Read IDC report >](#)

 **IDC**
ANALYZE THE FUTURE

IDC MarketScape™: Worldwide Advanced Machine Learning Platforms

[Read IDC report >](#)

Platform Overview



SAS® Drive	DATA
SAS® Information catalog	
SAS® Data Studio	
SAS® Visual Analytics - Adhoc	
SAS® Studio	
SAS® Visual Analytics - Dashboard	DISCOVERY
SAS® Visual Statistics	
SAS® Visual Data Mining and Machine Learning	
SAS® Model Studio	
Open Source Integration	
SAS® Studio	DEPLOYMENT
SAS® Model Manager	
SAS® Intelligent Decisioning	
SAS® Environment Manager	ORCHESTRATION
SAS® Job flow scheduler	
SAS® Lineage	



DEMO

Datasettet

- 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.