

Welcome to FANS Nordic Network Meeting

An introduction to SAS Customer Intelligence

The 18. of October

The agenda

- Welcome and information from FANS
- Introduction to SAS® Customer Intelligence 360, by Mikkel Brix from SAS Institute.
- A short demo of SAS® Customer Intelligence 360, by Mikkel Brix from SAS Institute.
- Questions



Any questions?

Contact the local FANS Coordinators:

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- Finland: Pietari Koskela, pietari.Koskela@sas.com
- Norway: Pia Rønnevik pia.roennevik@sas.com
- Sweden: Daniel Ringqvist, daniel.Ringqvist@sas.com

Insert your text here

FANS Network Meetings

[Denmark](#)

[Finland](#)

[Norway](#)

[Sweden](#)

Network - Agenda

DATE	NETWORK - AGENDA (EXTERNAL LINKS)
18/10-22	An introduction to Customer Intelligence - Virtual (Nordic - in English) 10:00 - 11:00 > REGISTER See full Agenda
18/10-22	Customer Intelligence - Virtual (Nordic - in English) 13:00 - 15:00 > REGISTER See full Agenda
26/10-22	Analytics - Oslo/Hybrid 13:00 - 16:00 > REGISTER See full Agenda
27/10-22	Platform - Oslo/Hybrid 13:00 - 16:00 > REGISTER See full Agenda
3/11-22	Cross Topics - Stavanger/In-person 13:00 - 16:00 > REGISTER See full Agenda
9/11-22	Cross Topics - Trondheim/In-person 13:00 - 16:00 > REGISTER See full Agenda
10/11-22	Cross Topics - Tromsø/In-person 13:00 - 16:00 > REGISTER See full Agenda
23/11-22	FANS juleavslutning: Cross topics - Oslo/In-person 12:30 - 17.00 (22:00) > PLEASE GO HERE TO REGISTER AND TO SEE THE AGENDA
29/11-22	Data Science - Copenhagen/Hybrid (Nordic in English) 9:30 - 12:30 > REGISTER See full Agenda
1/12-22	Visual Analytics - Virtual (Nordic - in English) 13:00 - 16:00 > REGISTER See full Agenda
7/12-22	SAS Platform Overview - Oslo/Hybrid 13:00 - 16:00 > REGISTER See full Agenda

SAS Learning & Networking – free of charge



SAS Global Communities

communities.sas.com

SAS global community is a vibrant online meeting place for SAS users worldwide. Above 100.000 members engage and share tips & tricks. In the sub-group for [Nordic SAS Users](#), you can stay updated on all the FANS activities, view the agenda, and download presentations from Network gatherings.



SAS Analytics Explorers

explorers.sas.com

SAS Analytics Explorers is an invitation-only group dedicated to SAS practitioners exploring analytics, knowledge sharing, having fun, and giving you a competitive edge in your career. If you're a loyal SAS advocate and love analytics, [you can request an invitation today](#).



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[ask-the-expert](#)

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SAS Customer Intelligence 360 Learning Subscription

SAS Customer Intelligence 360 Learning Subscription

Dashboard / Courses / SAS Customer Intelligence 360 Learning Subscription

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

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

Support Resources

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COURSES

VIDEOS

SAS 360 Engage: Digital
SAS 360 Engage: Digital
SAS 360 Engage: Administration and Settings

SAS 360 Engage: Direct
SAS 360 Engage: Direct
SAS 360 Engage: Administration and Settings
SAS 360 Engage: Direct - Defining the Marketing Data (NEW)

SAS 360 Engage: Email
SAS 360 Engage: Email

SAS 360 Engage: Optimize
SAS 360 Engage: Optimize (NEW)

SAS Customer Intelligence 360 Overview
Reconcile Tags
Enable Asset External Sharing
Search Assets by Tags
Create Asset Versions
Create Asset Renditions
Edit Email Task
Adjust Column Widths
Create and Personalize Email Content
Create a Direct Marketing Task
Create an Export Template
Manage User Roles
Upload Multiple Assets
Profile segments
Create, update or delete tasks
Import Customer Data

Discover

Intelligent Decisioning

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- 1-year licence
- NOK 3700,- pr user (group discount)