Hjertelig velkommen til FANS Platform Overview

15. Februar

Pia Skare Rønnevik, Customer Success Manager, FANS, SAS Institute
Email: pia.roennevik@sas.com

§.sas

Outpace Tomorrow... Today, 30. March

- **10.00 – 13.00 Morning sessions in English**
  - **- We are Future ready**
  - **- Connect on Tech**
- **13.00 – 13.30 Break/Lunch**
- **13.30 – 17.00 Afternoon sessions in local language**

After the expert sessions there will be food and drinks at our office.

https://www.sas.com/sas/events/outpace-tomorrow-today/register.html

§sas.

Kom i gang med SAS!

2 timers gratis sesjoner med ulike temaer

Parkveien eller virtuelt (Teams) | utvalgte tirsdager 09:00-11:00

«Det er veldig
positivt at dere
tilbyr et
samlingspunkt
for sas-brukere
som er på et
noe lavere nivå
enn det som
tas opp på SAS
fans»

- *Kom i gang med SAS Base Programmering, 17 JAN*
- *Kom i gang med SAS Enterprise Guide – menystyrt , 7 FEB*
- Kom i gang med SAS *SQL-Programmering* , 21 FEB
- Kom i gang med SAS *Visual Analytics* , 28 FEB
- Kom i gang med SAS *Base Programmering* , 07 MAR
- Kom i gang med SAS *Model Studio* , 21 MAR
- Kom i gang med SAS *Visual Analytics* , 18 APR
- Kom i gang med SAS *SAS Studio – menystyrt* , 25 APR
- Kom i gang med SAS *Enterprise Guide – menystyrt* , 09 MAY
- Kom i gang med SAS *Model Studio* , 23 MAY
- Kom i gang med SAS *Base Programmering* , 13 JUN
- Kom i gang med SAS *Visual Analytics* , 20 JUN

«Det var et bra kurs
med mye info»

«Takk for et veldig
nyttig kurs!»

«Enig med min kollega
her, tusen takk for veldig
nyttig kurs»

Send link for registrering til "nye" kollegaer som skal bruke SAS ☺

sas

- 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.

§sas.

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

§sas

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.

§sas

Everyone can participate.

Flexible, approachable analytics.

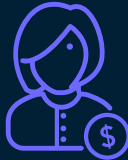### Data Scientist
Business Analysts

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.

§.sas

Everyone can participate.

- Self-service environment
- Point and click
- Interactive reports / dashboards
- Real-time Collaboration
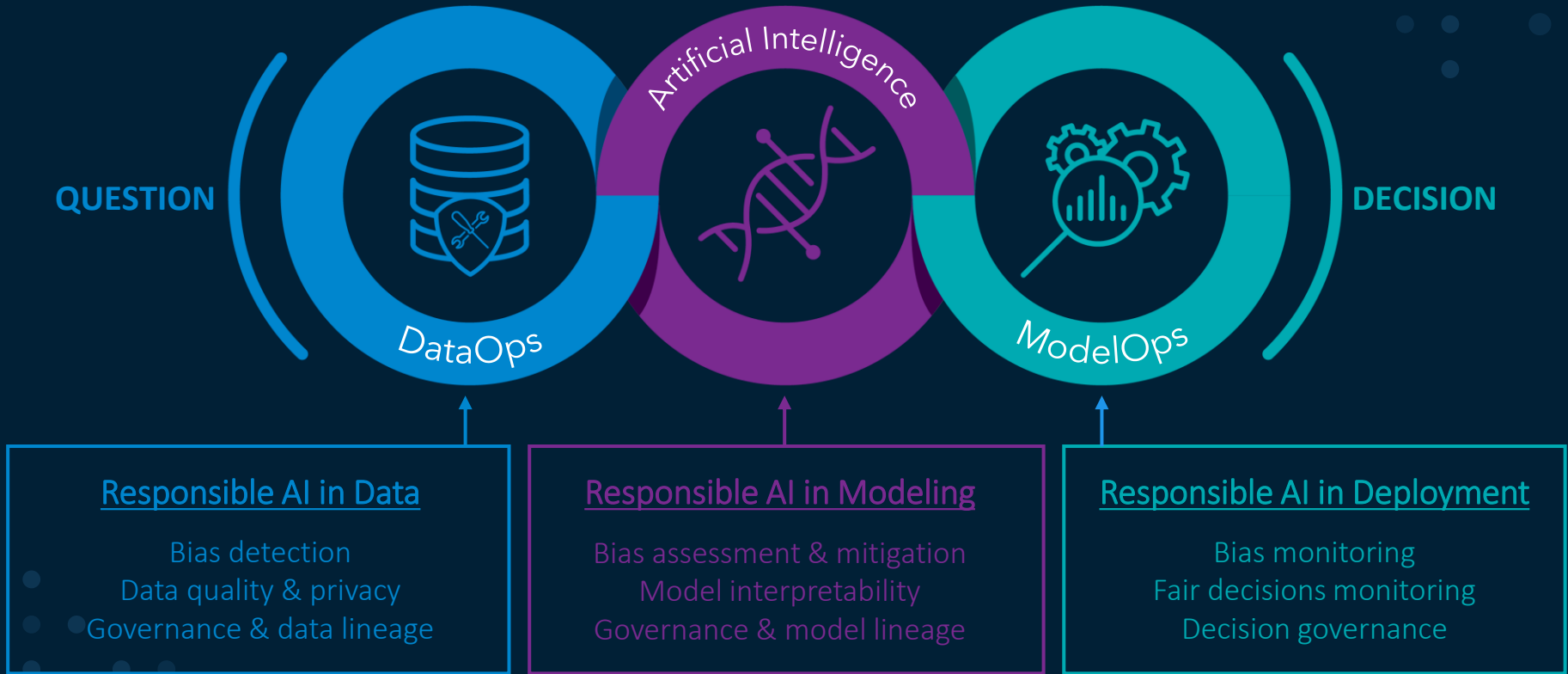- Accessibility driven design
- Governance built in

The analytical lifecycle

QUESTION

Artificial Intelligence

DataOps

ModelOps

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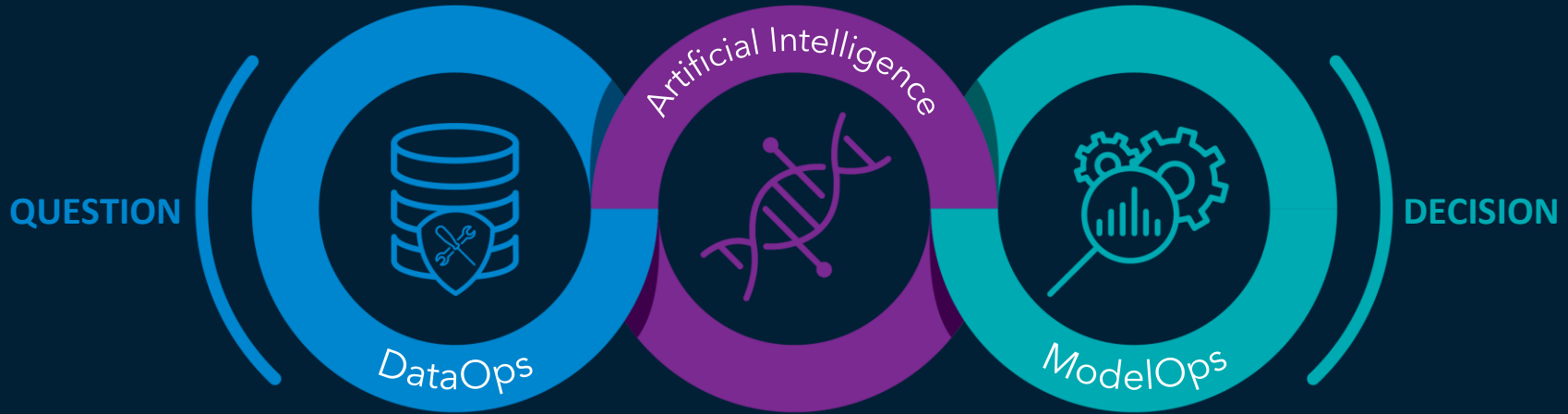
SAS automates the entire analytics lifecycle to deliver results and discover new opportunities.

§sas

Innovate by using all AI capabilities responsible

QUESTION

Artificial Intelligence

DataOps

ModelOps

DECISION

Responsible AI in Data

Bias detection
Data quality & privacy
Governance & data lineage

Responsible AI in Modeling

Bias assessment & mitigation
Model interpretability
Governance & model lineage

Responsible AI in Deployment

Bias monitoring
Fair decisions monitoring
Decision governance

§.sas

Statistics, Machine & Deep Learning

Forecasting, Optimization

Data Visualization

Model Deployment

Artificial Intelligence
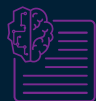
DataOps

ModelOps

Data Management

Decision Management

Natural Language Processing

Computer Vision

§sas

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.
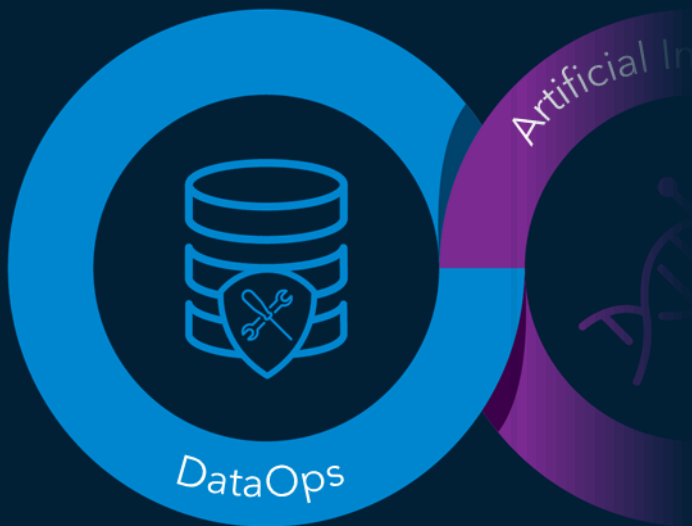
Access
Access data, regardless of size or complexity

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

§sas

Confidence in data
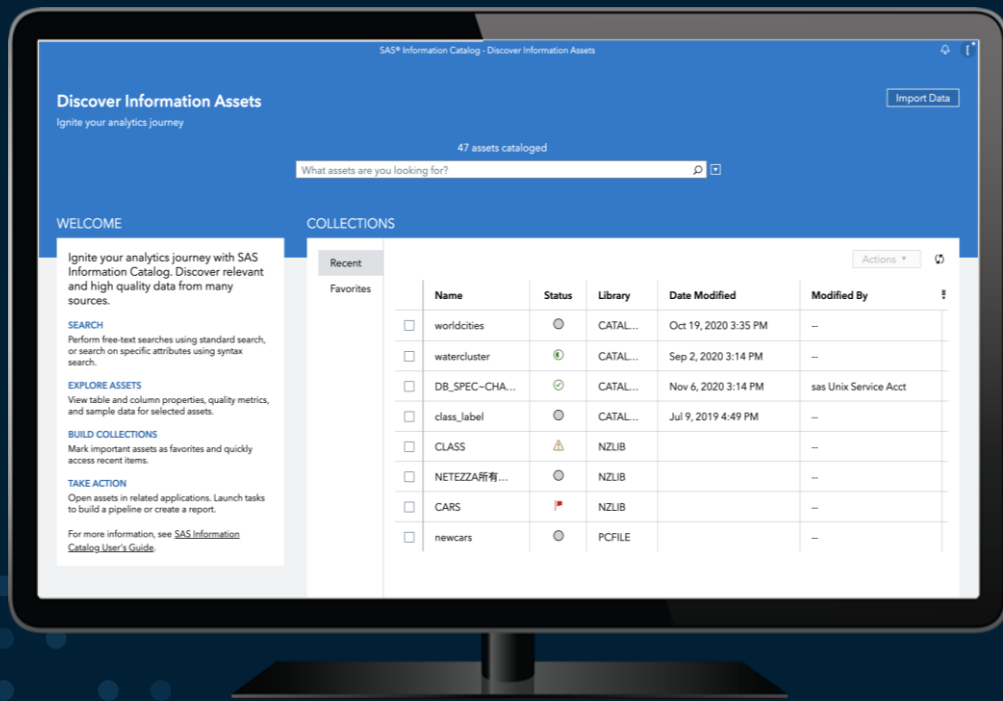# leads to confident decisions

Automate data
and analytics

Build trust
for the long-term

Democratize to accelerate
decision making

§sas

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)

§.sas

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.
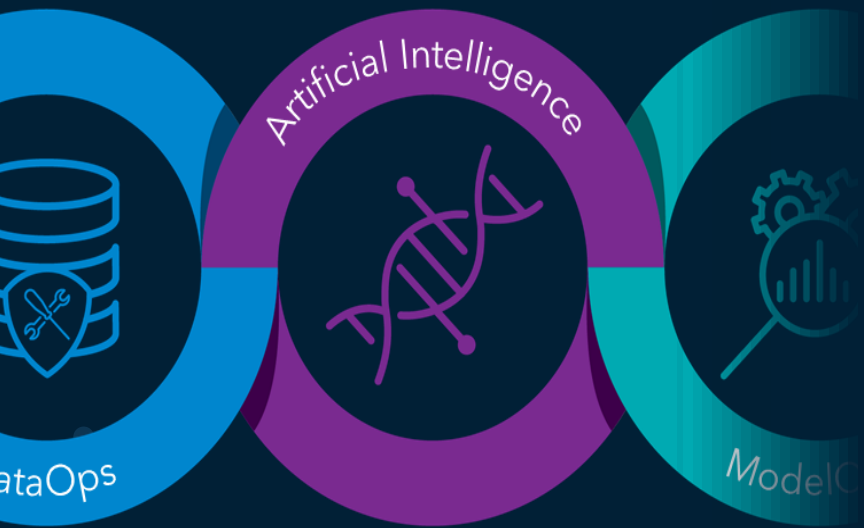
Model
Build models with multiple AI techniques to solve real world problems

Automate
Automate manual tasks for feature engineering and model tuning

Collaborate
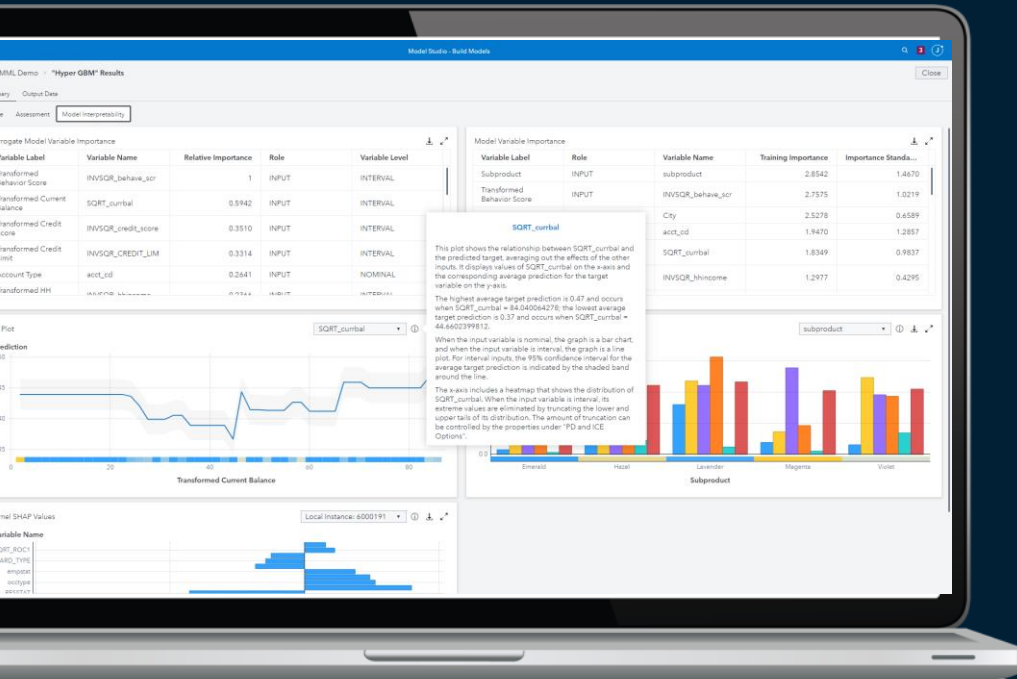Users with different skill sets collaborate on solving analytics problems

Integrate
Work smarter with SAS Viya & open source analytics

§sas

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

§.sas

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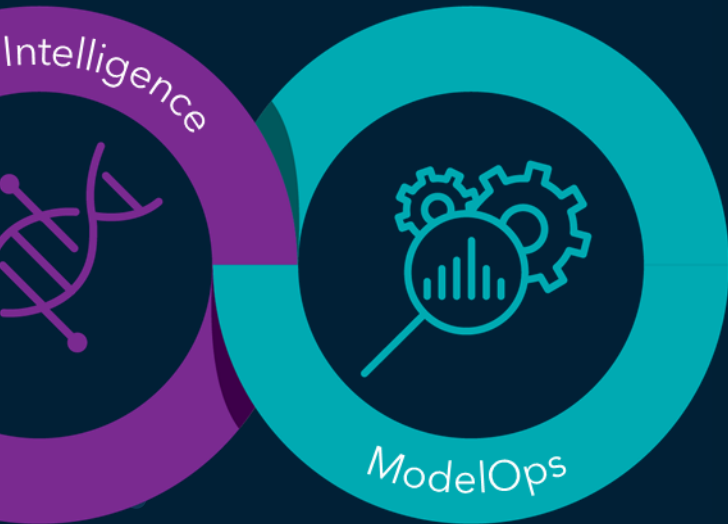
Validate
Ensure models will perform as expected in the actual, real world

Deploy
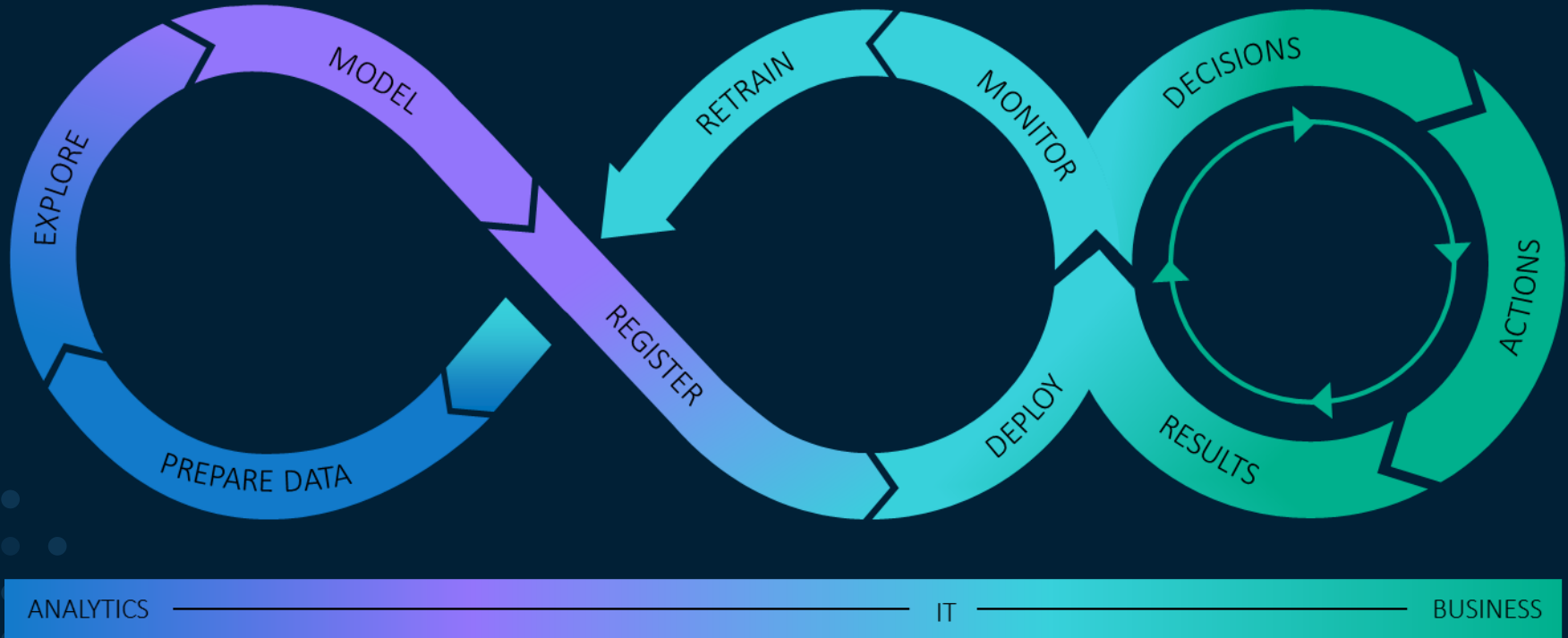Embed models into operational systems and monitor them

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

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

§sas

ModelOps and DecisionOps

Streamline the model life cycle - deploy models everywhere.

- Ensure model governance and transparency.

- Easily validate models to ensure high-quality predictions.

- Build once, deploy everywhere – no additional testing required.

- Automatically monitor model performance to keep them performing as expected.

- Increase efficiency by adapting models to reflect internal or external changes.

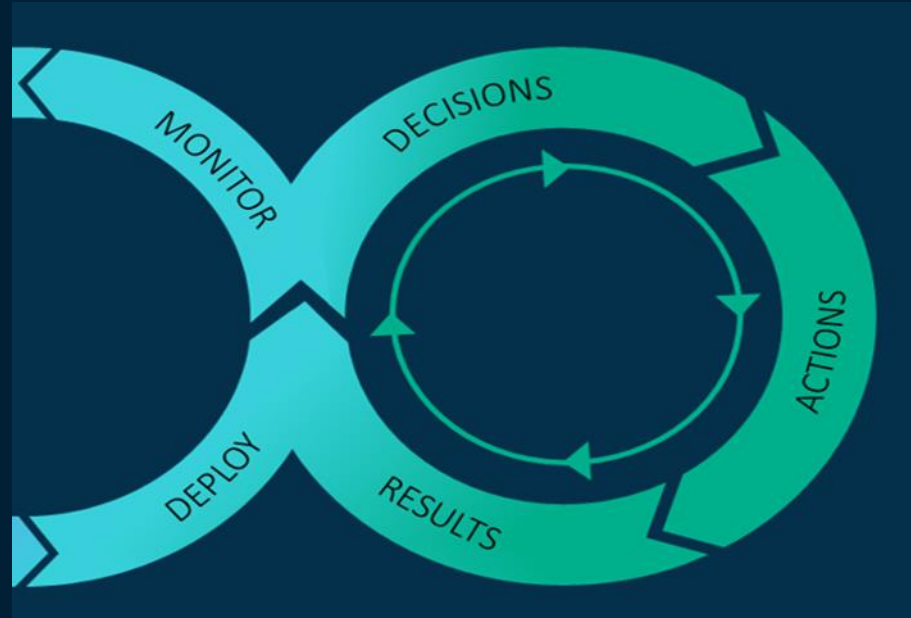- Save time and resources by automating the model life cycle using a CI/CD approach.

§sas
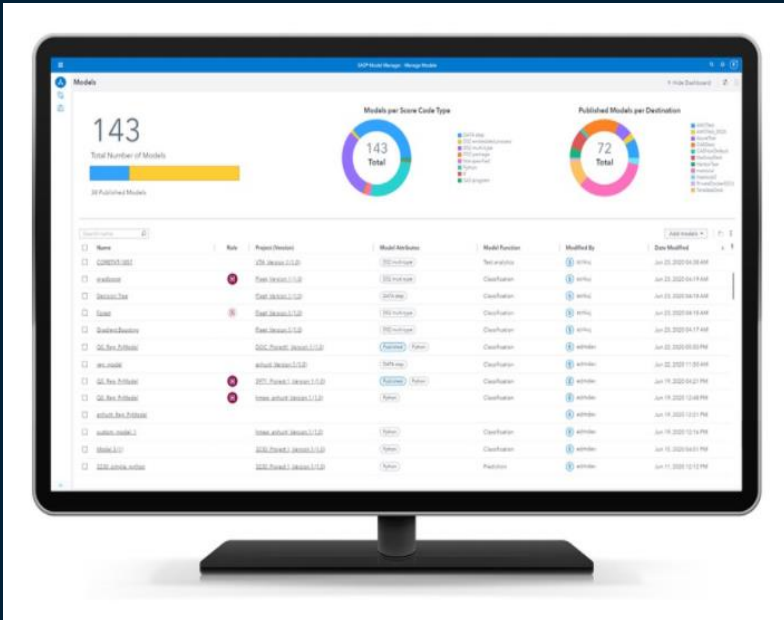
Gut feeling in decision making

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

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."

§sas.

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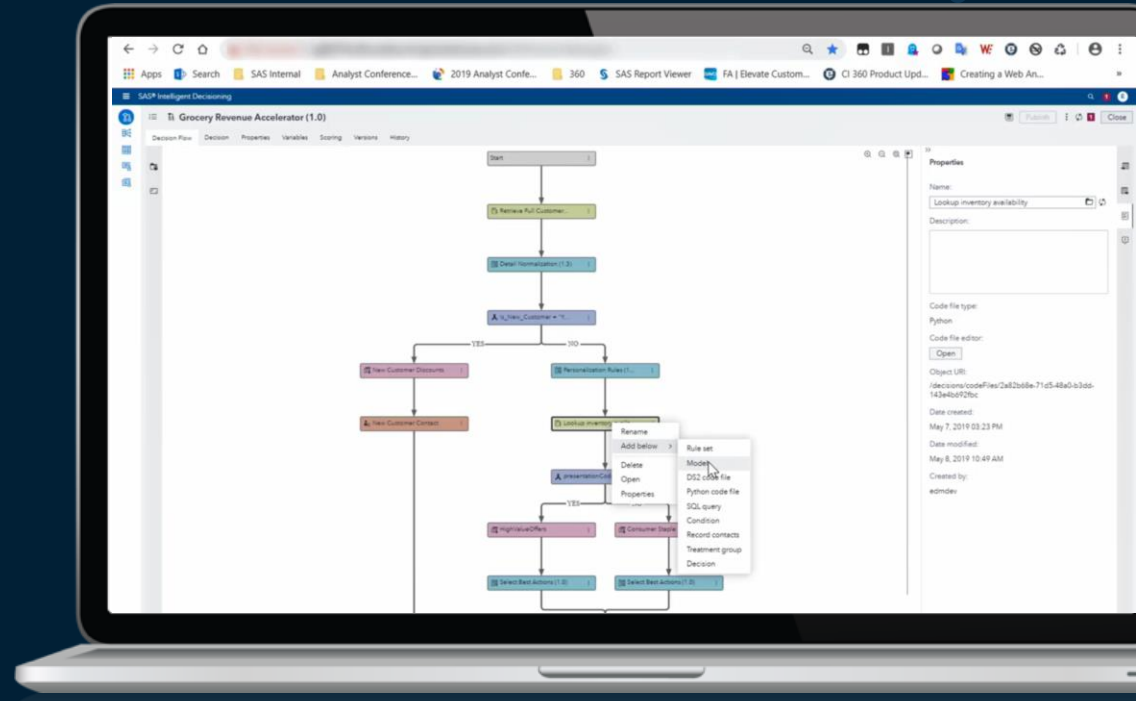
SAS is the only vendor named a leader in all four reports by top analyst firms.

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

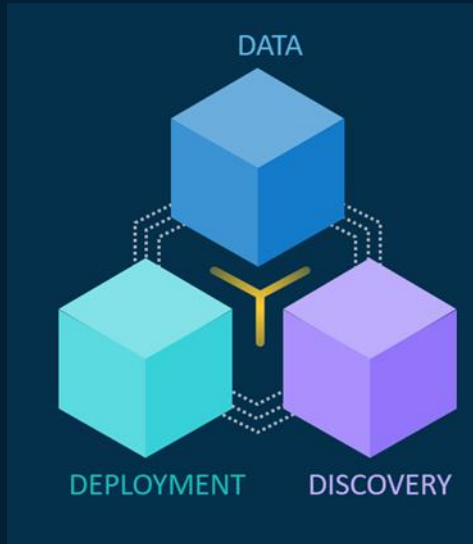IDC MarketScape™: Worldwide General-Purpose Artificial Intelligence Software Platforms

Read IDC report ❯

IDC
ANALYZE THE FUTURE

IDC MarketScape™: Worldwide Advanced Machine Learning Platforms

Read IDC report ❯

§sas

Platform Overview

SAS® Drive SAS® Information catalog SAS® Data Studio SAS® Visual Analytics - Adhoc SAS® Studio	DATA
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

§sas

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.

§.sas