



Analytics – Driving the Digital Transformation

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Analytics Innovation Executive Forum 2017

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Automation



Customer Journeys



Disruption



Open Business Models



Artificial Intelligence



ANALYTICS



THE POWER TO KNOW.

DIGITAL
TRANSFORMATION
DIGITAL
TRANSFORMATION



Drivers for Digitalization

Automation



DIGITAL
TRANSFORMATION

Automation Optimized by Analytics

Straight Through Processing



Credit scoring

Insurance Processing



Risk propensity models

Conversational Platforms



AI

Organizational-wide Digitalization



Analytics in every aspect



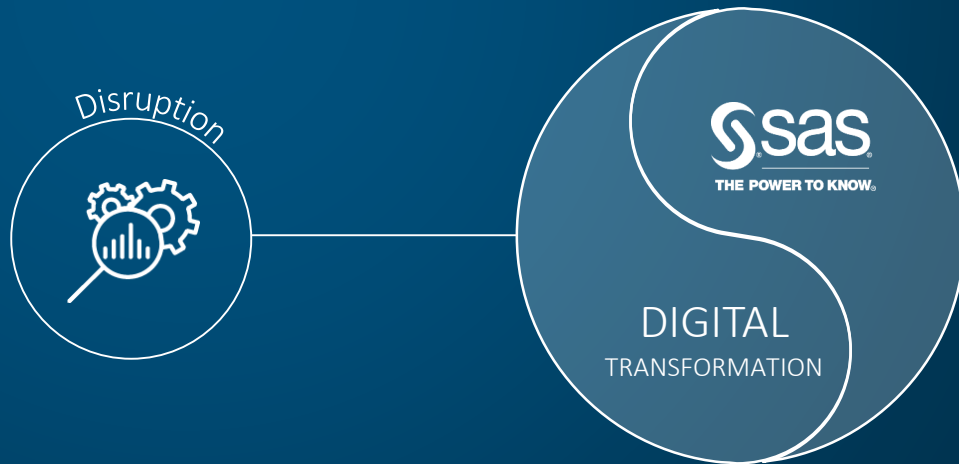


Drivers for Digitalization



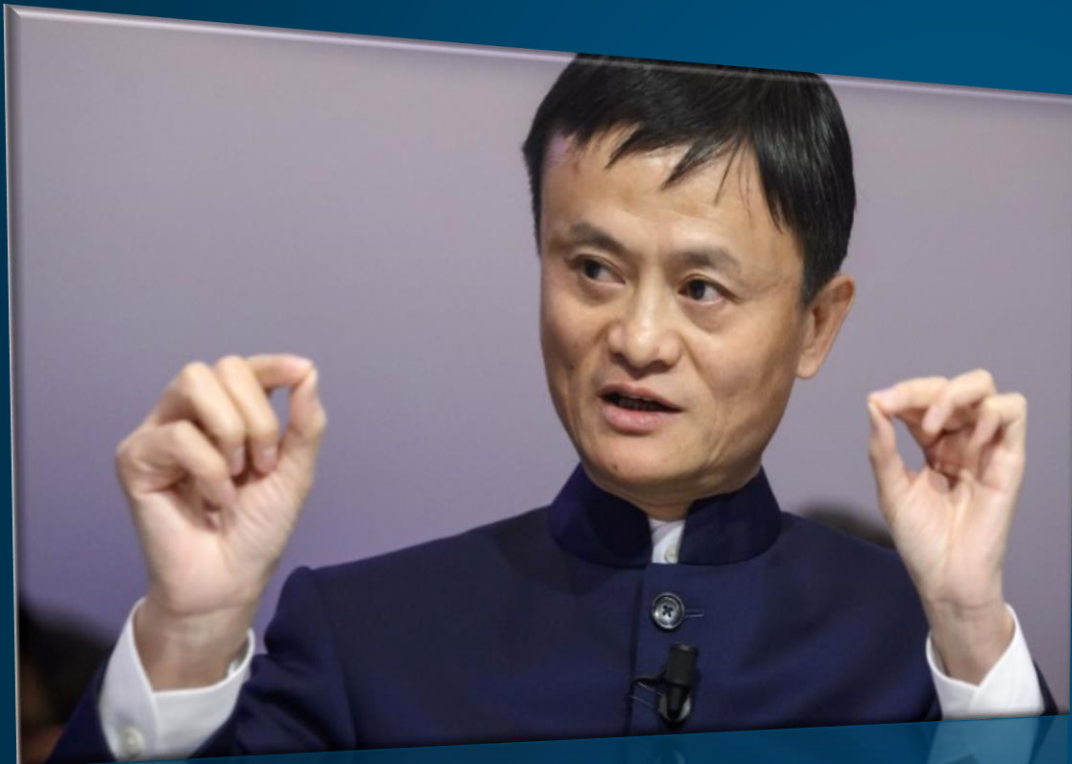


Drivers for Digitalization



How has perspectives changed?

Data Economy



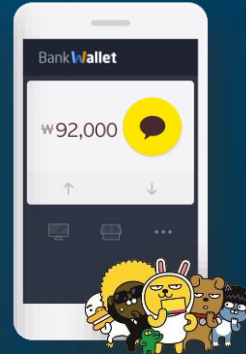
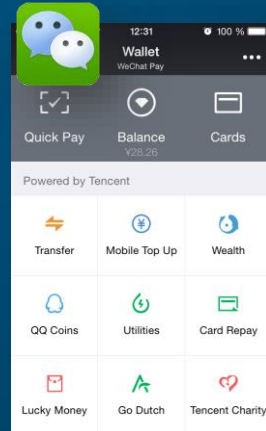
“It’s true that we have the largest retail platform globally, but it doesn’t necessarily mean that we are a retail company.

Alibaba is a data company.”

- *Jack Ma, Founder, Alibaba Group*

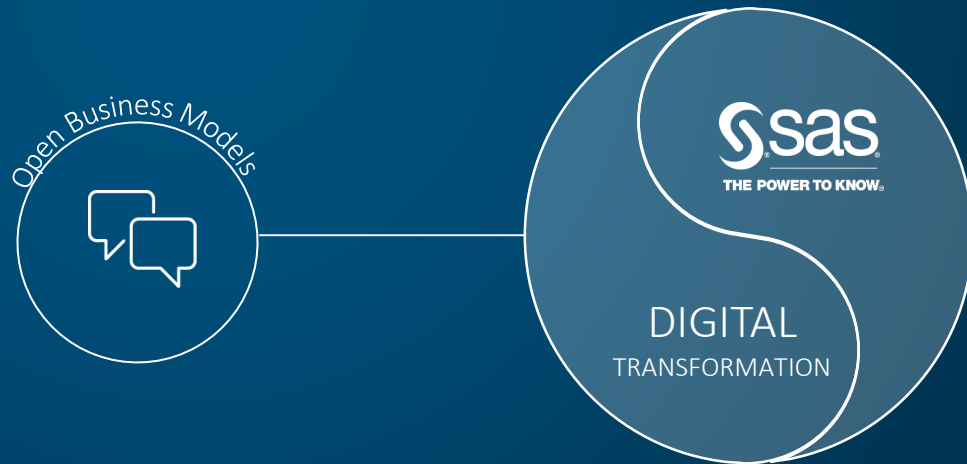


Disruption

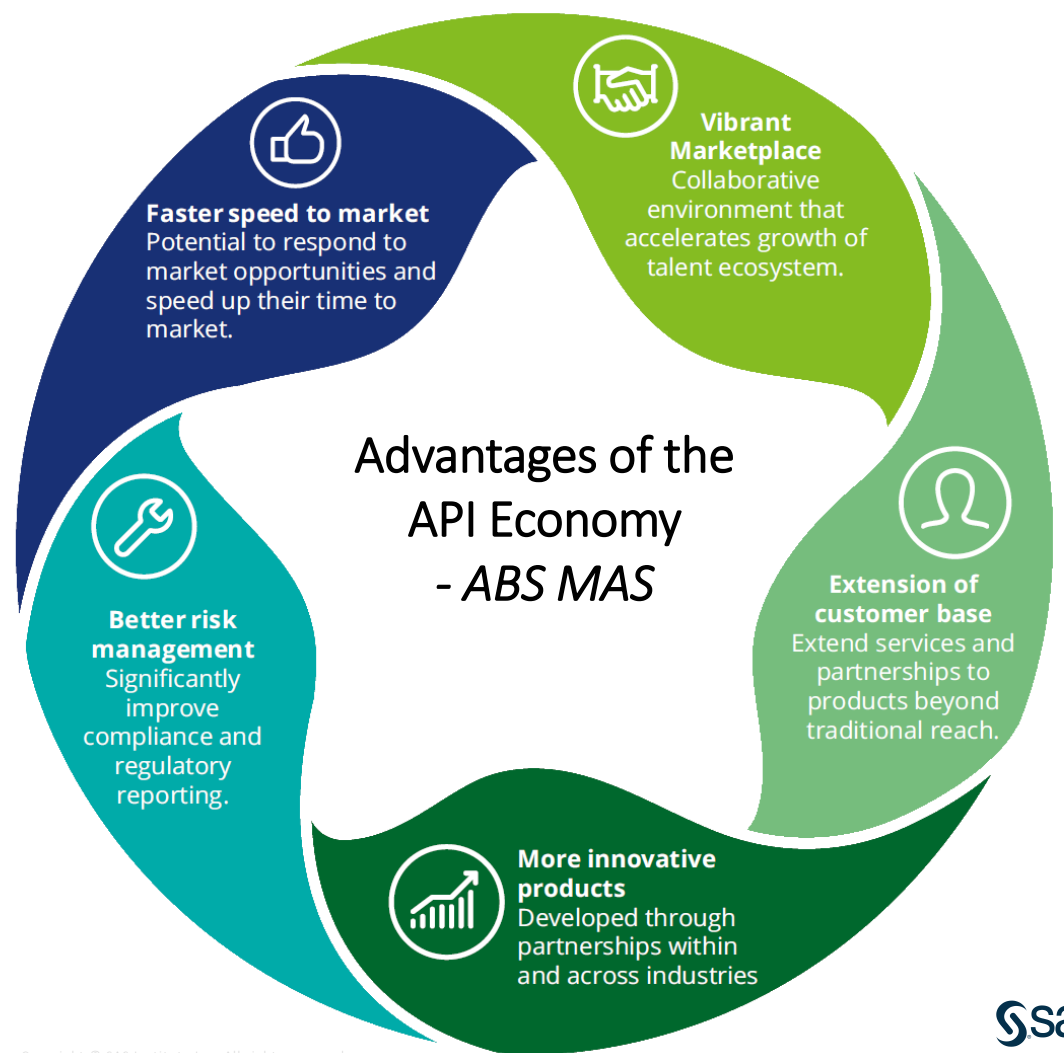




Drivers for Digitalization



Open Business Models



Open Platform

A man with dark hair, wearing a blue t-shirt, is looking down at a smartphone he is holding in his hands. The background is a blurred indoor setting with warm lighting.

MUNICH RE INSURANCE

"With these new technologies (Hadoop and SAS Text Analytics), we are considerably enhancing our global ability to combine our customers' data with our own findings and expert knowledge."

Chief Executive Officer

A MAJOR INTERNATIONAL BANK

"SAS has outpaced any vendor in its speed and breadth... in moving with us to open source, they have turned on a dime on delivering for us. SAS is data-agnostic, making analyzing data coming in from anywhere easy. Management can now visualize the results of analytics on our customer data in seconds."

Chief Data Officer

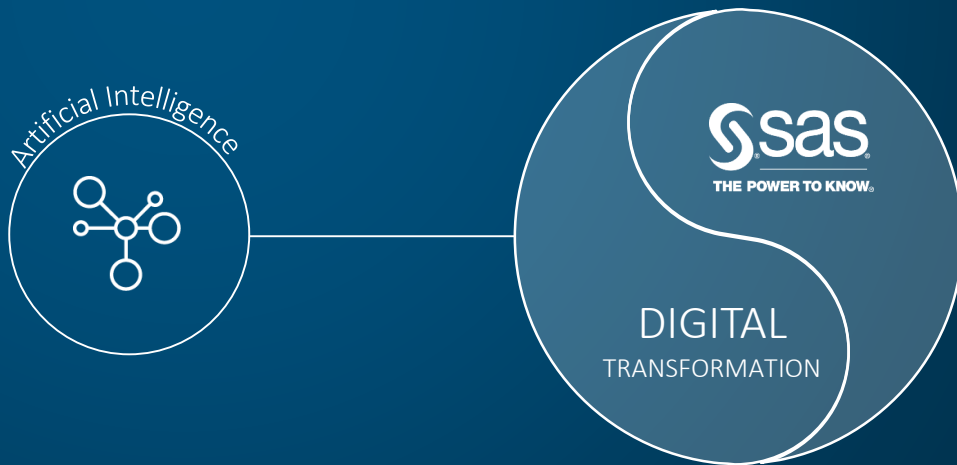
NORTH AMERICAN TELCO SERVICE PROVIDER

"The proven capability, security and the continuity of SAS is its strength within our organization. Open source has its place, and will continue to work in tandem with our SAS implementation."

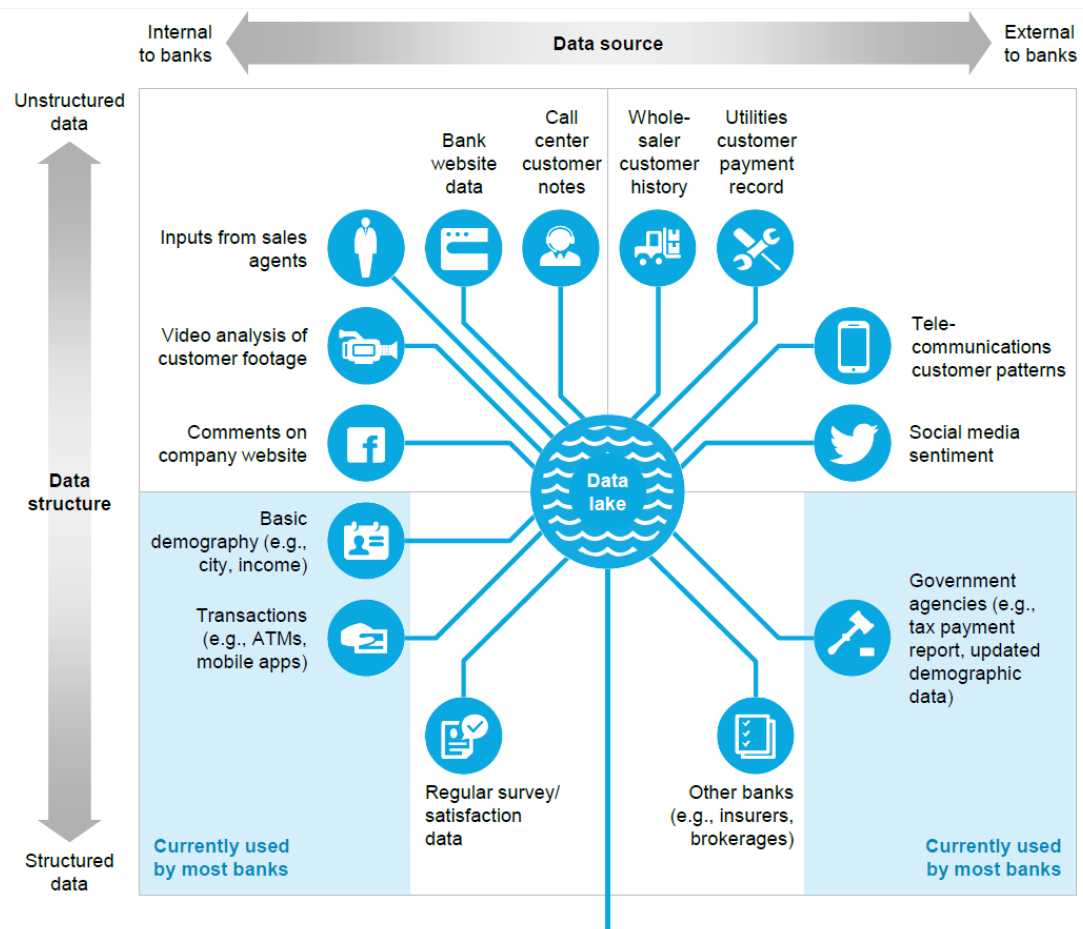
Principal Analyst, Business Systems



Drivers for Digitization



data silos to data lakes



- Stores practically unlimited amounts of data of any format and type
- Silos minimized, and single source of truth accessible by whole organization
- Offers an improved platform to run analytics and data discovery
- Transformation to the data lakes environment can be done gradually

The silent conversation.



The Silent Conversation

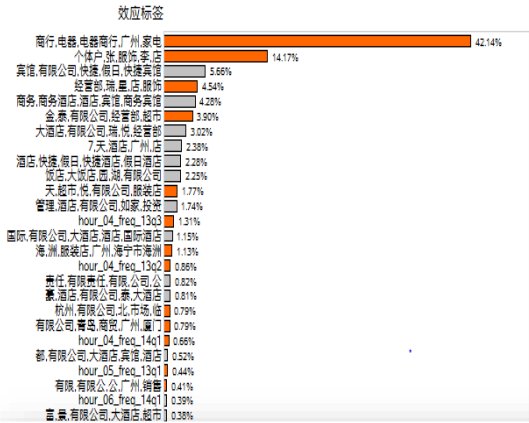
Machine Learning in Apps & Maps API

Understanding payments, lifestyle, community, trends.



Predictive models based on structured & unstructured data

Transactional Behavior x Time, Geo-location, location info, social data



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STARBUCKS - 详情

地址: 上海市浦东新区浦东南路588号浦发大厦
电话: 4008206998
人均: 34元
标签: 咖啡厅
★收藏 发送手机 分享 纠错

星巴克(香港广场店) - 详情

地址: 卢湾区淮海中路283号香港广场北楼1-106
电话: 4008206998
★☆☆☆ 52篇评论
人均: 34元
标签: 咖啡厅

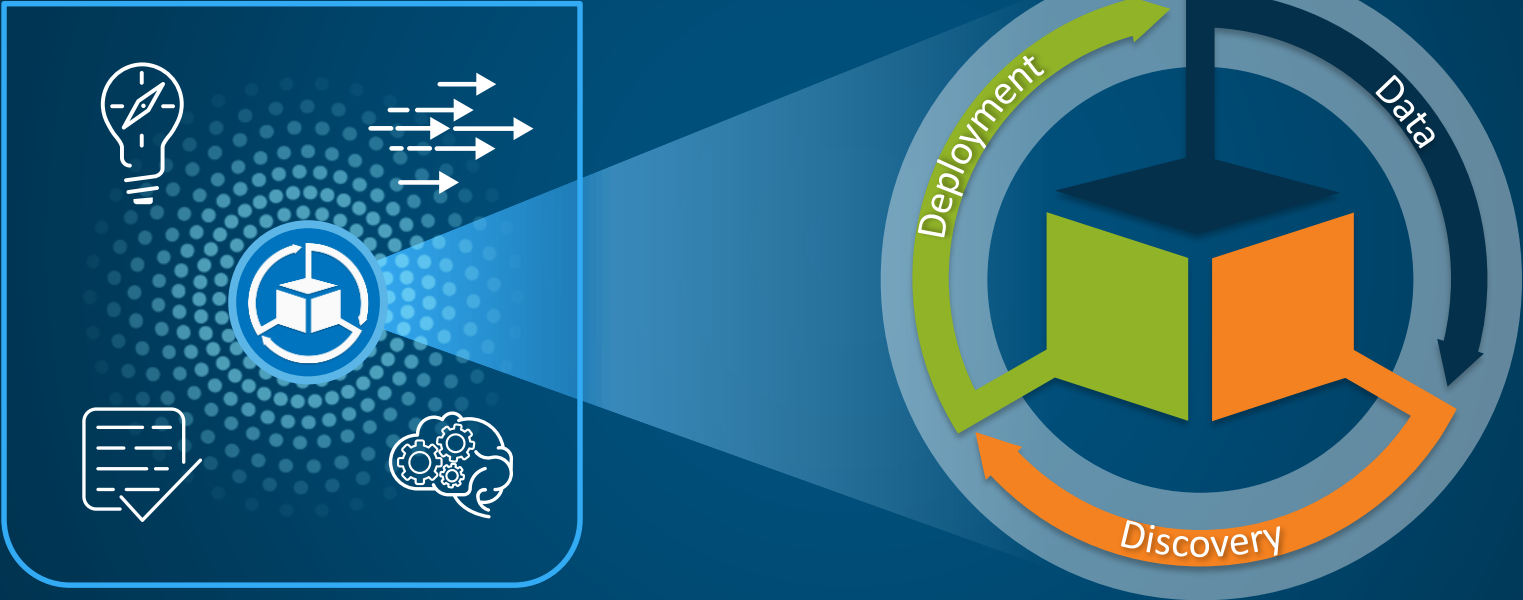
共184条评论



Building the Future of Analytics



The Trinity – Data, Discovery, Deployment



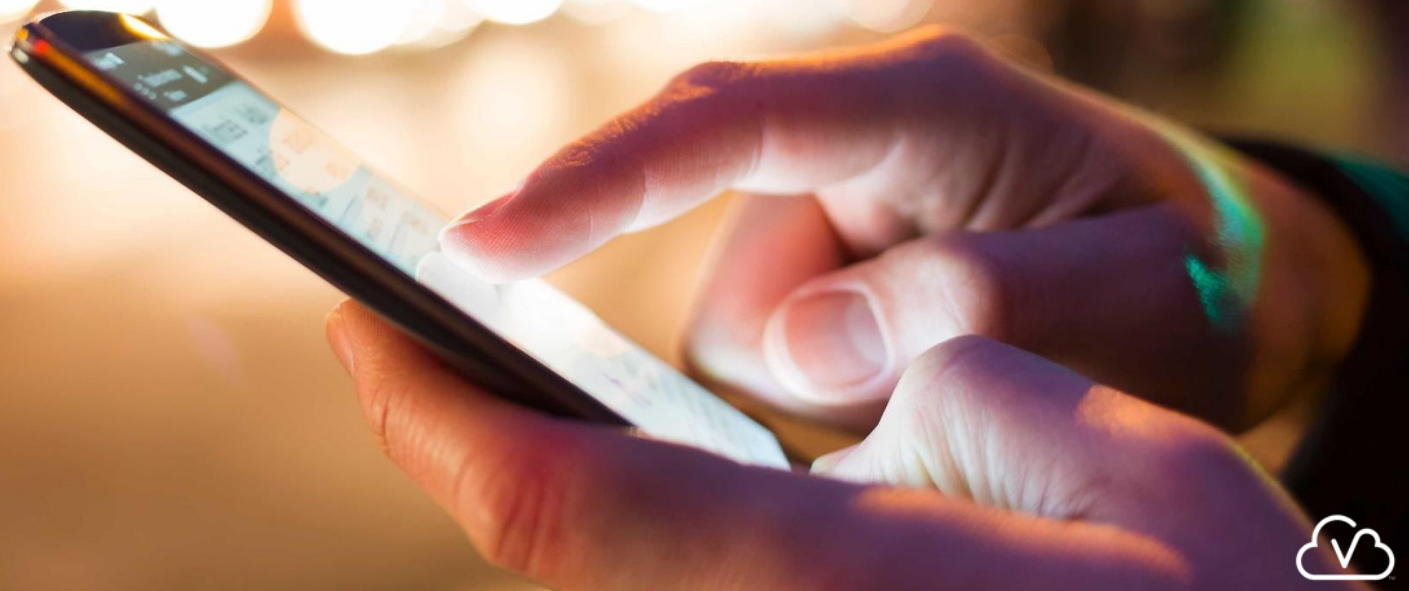


Optimize the Current,
Solve for New





Unleash Analytics by making it
easy to embed and consume



Machine Learning and Deep Learning
algorithms to solve existing
and new class of problems



A photograph of two business women in an office setting. One woman is standing and leaning over a computer monitor, while the other is seated and looking at the screen. The background shows large windows with a view of a city.

Provide governance for your
analytical ecosystem

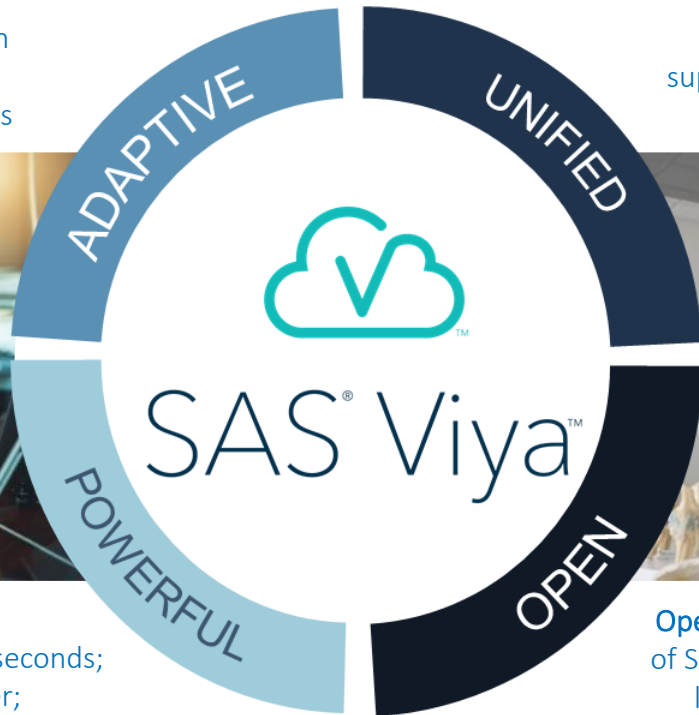


Experience your new possible with SAS[®] Viya[™]

Your path to Accelerating Innovation

Adaptive means you can dynamically scale to changing business needs

Unified gives you the power to support the entire analytics lifecycle with a single platform

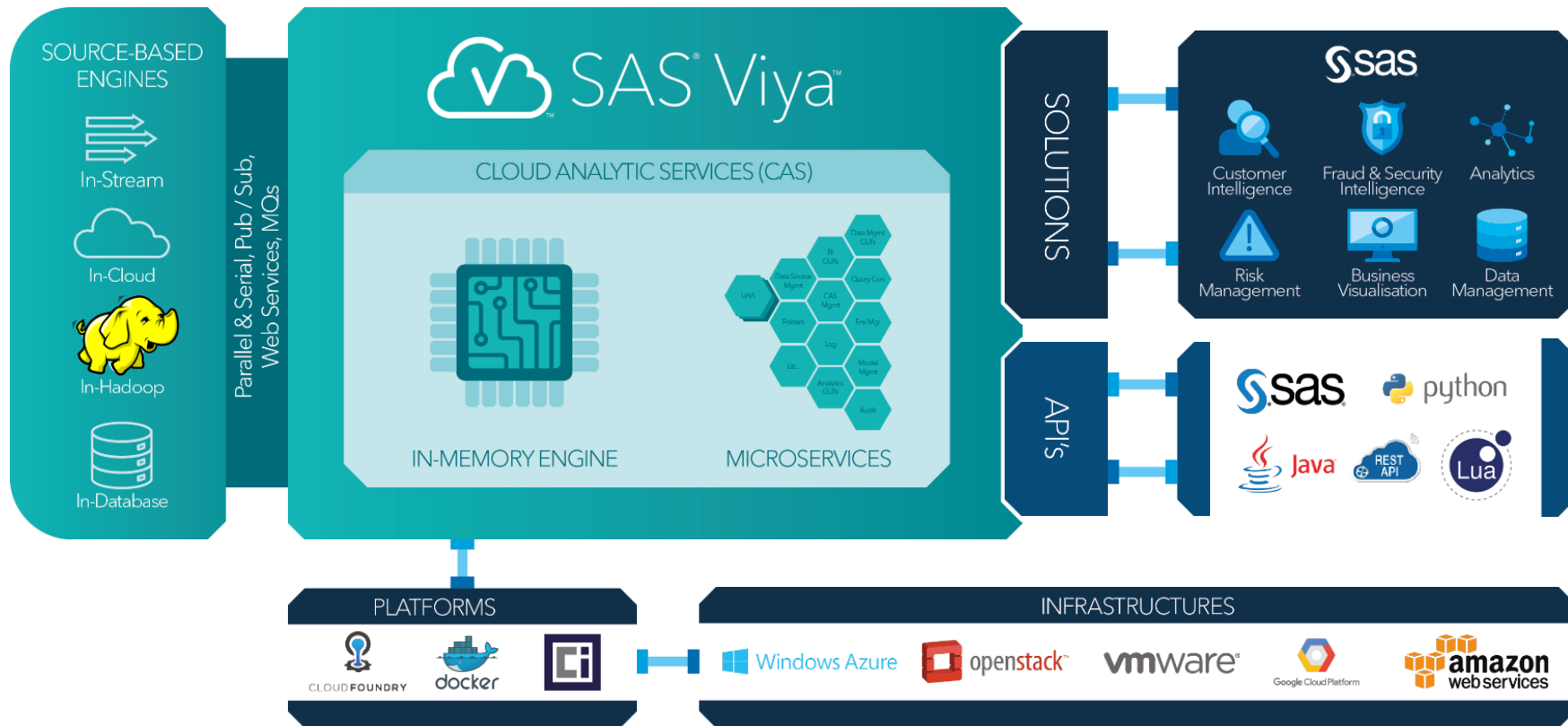



Powerful means you can
Analyze billions of rows of data in seconds;
Train models up to 60x faster;
Analyze more complex data including images

Open enables you to harness the power of SAS In-memory analytics directly from languages like Python, Java, & Lua

SAS® Viya™ is Open

Enterprise Analytics Platform Architecture





Thank you!
Any Questions?

sas.com