



BETTER DECISIONS

2. Meetup IDS Datenwelten



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Alliances & Academic Program Manager
25.4.2016

Agenda

Why SAS

What's hot

**Analytics
Solutions**

X-LAB

What's next?

SAS THE POWER TO KNOW



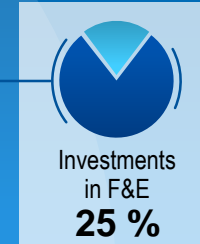
„SAS is the first company to call when you need to solve complex business problems.“

Dr. James H. Goodnight, CEO und Gründer von SAS

- Biggest privately owned software house
- Founded 1976 in Cary US
- 14'100 employees in 80+ countries
- 9 subsidiaries in ASG, 2 in CH
- Great Place to Work

Dr. James H. Goodnight
CEO & Gründer von SAS

Revenue development 1976-2015



Analysts viewpoint



Customers viewpoint



http://www.sas.com/en_us/news/analyst-viewpoints.html

REFERENCE SWISS SAS CUSTOMERS (EXTRACT)

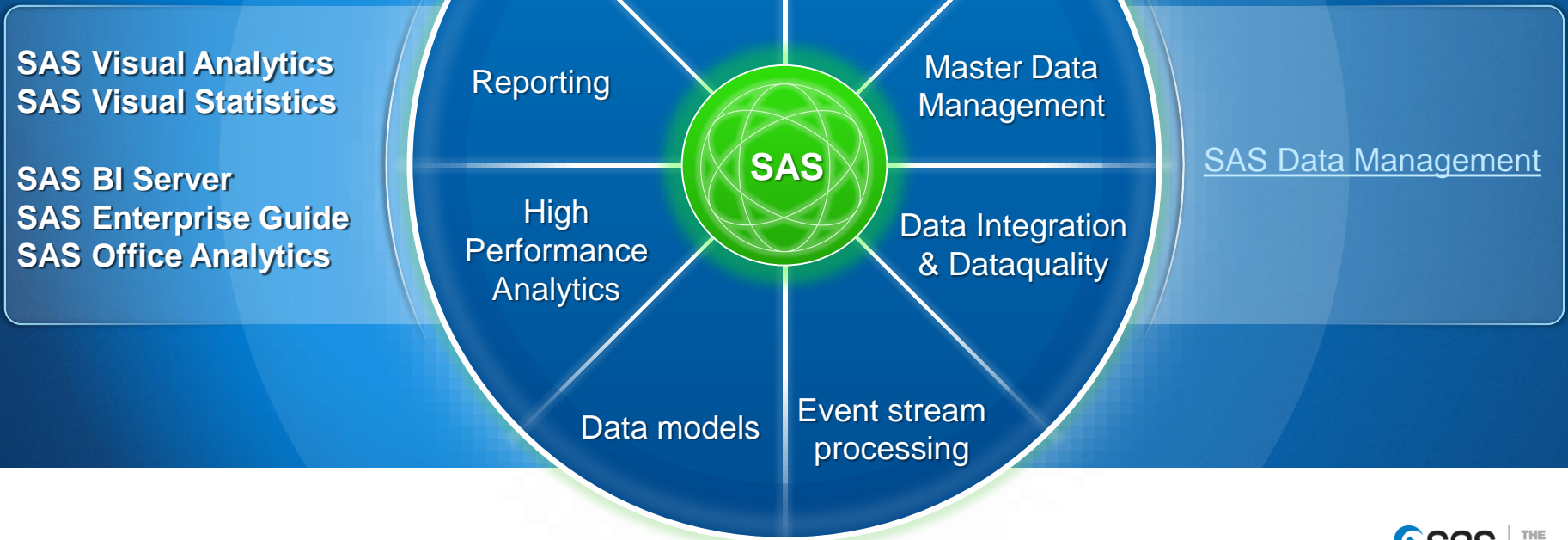


SAS SOLUTIONS ANALYTICS FOR ALL BUSINESS TOPICS



SAS BI & DM PRODUCTS

VERTICAL INTEGRATION



ANALYTICS

FORECASTING

Leveraging historical data to drive better insight into decision-making for the future

DATA MINING

Mine transaction databases for data of spending patterns that indicate a stolen card

TEXT ANALYTICS

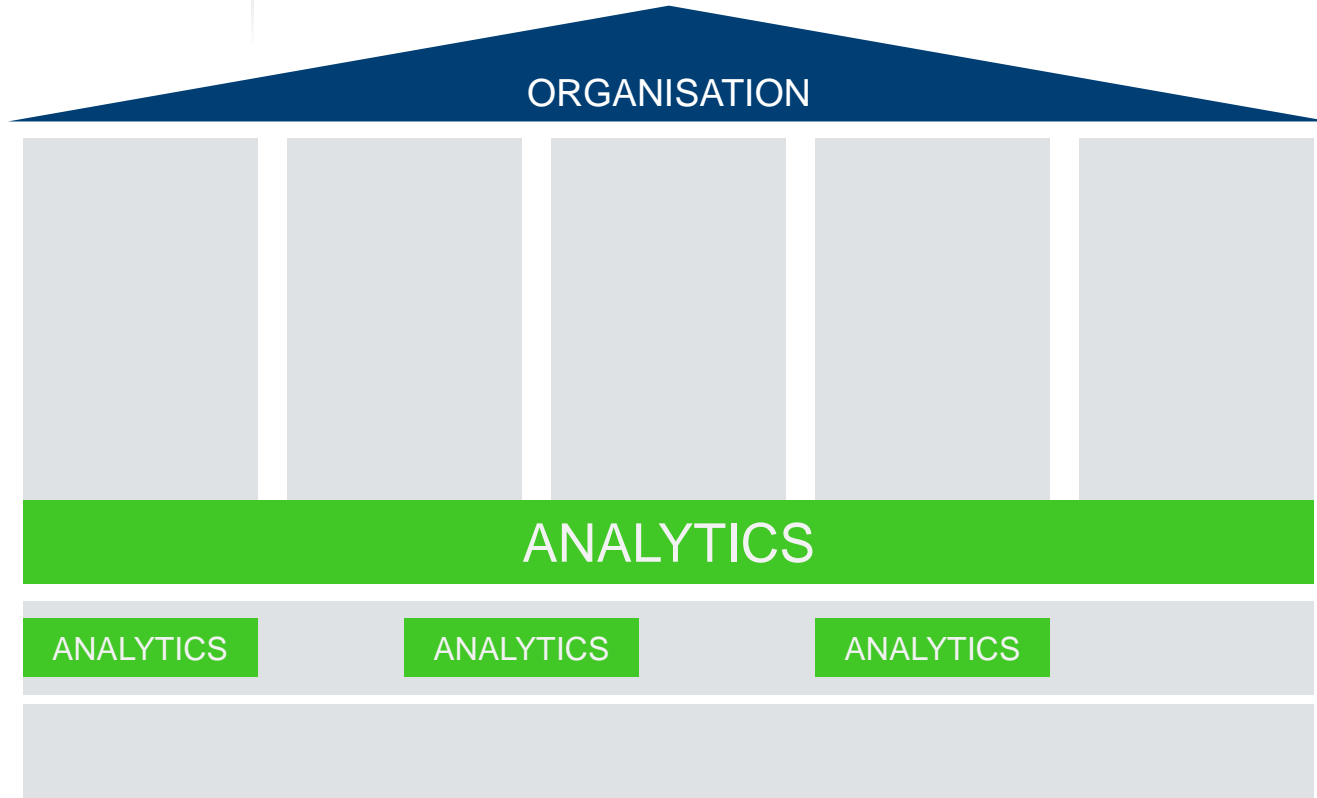
Finding treasures in unstructured data like social media or survey tools that could uncover insights about consumer sentiment

OPTIMIZATION

Analyze massive amounts of data in order to accurately identify areas likely to produce the most profitable results



WHAT'S HOT ANALYTICS IS STRATEGIC!



ANALYTICS 3.0 | The Era of Impact



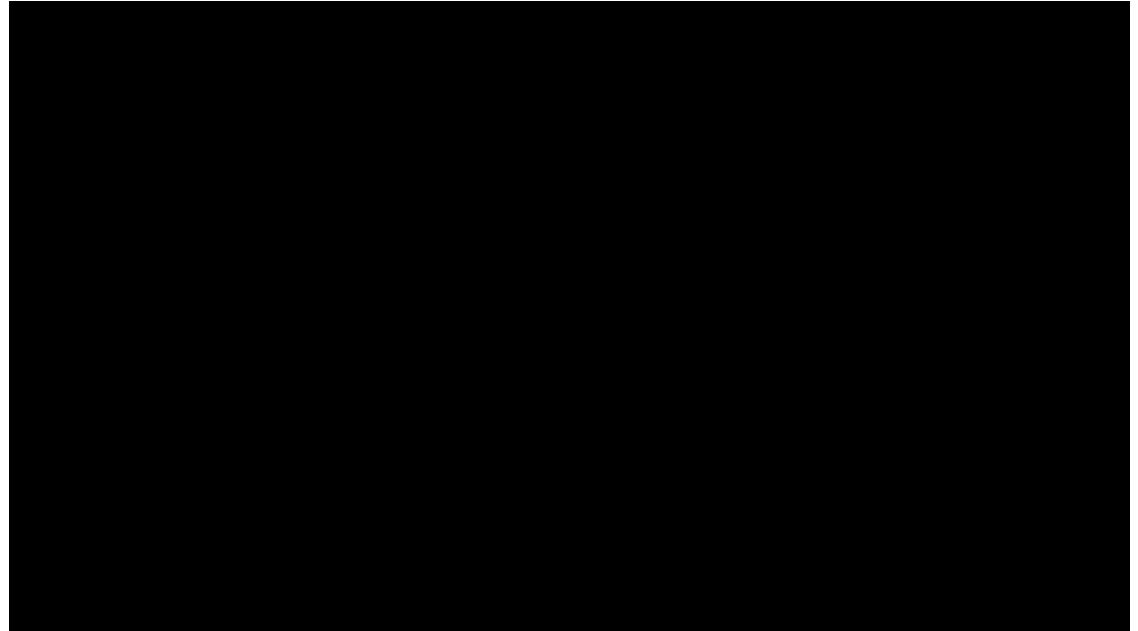
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NEW BUSINESS OPPORTUNITIES...

DirectPay
dan kunt u verder

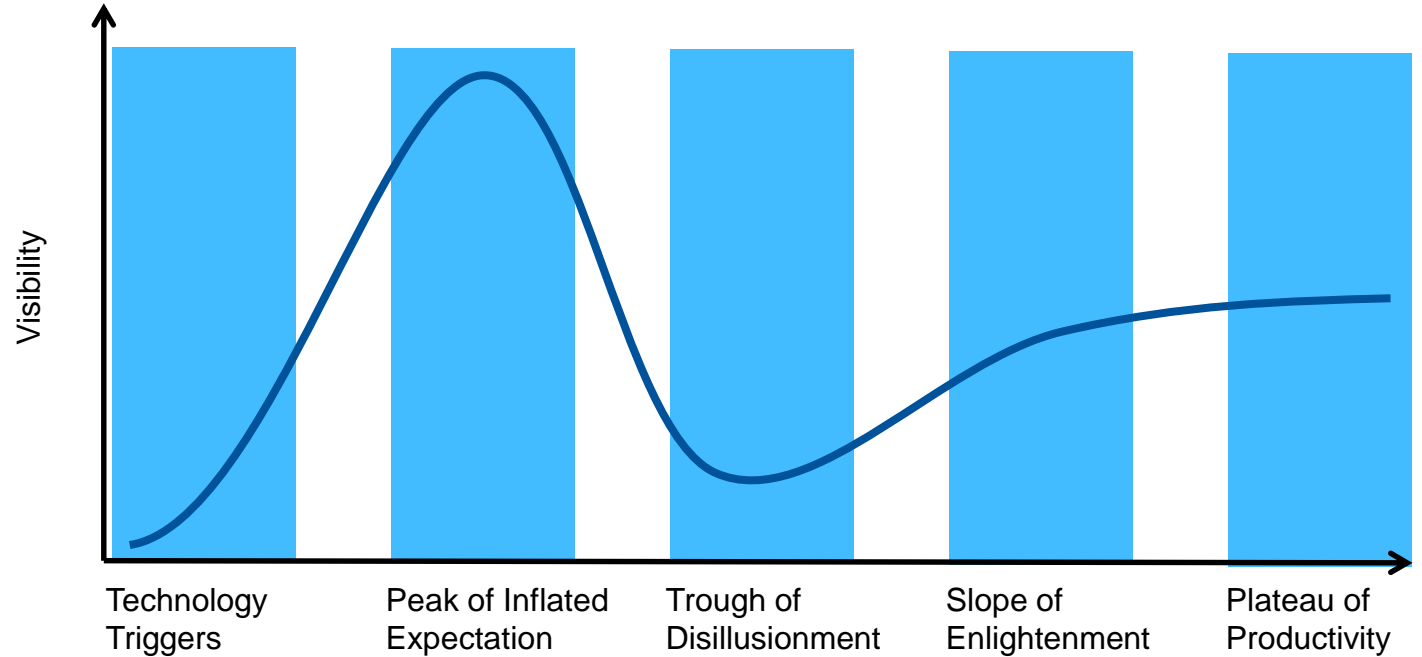
With SAS® Visual Analytics, DirectPay has **transformed the way they explore data**, reveal insights and **collaborate quickly** to improve or find new revenue opportunities.

CUSTOMER CASE



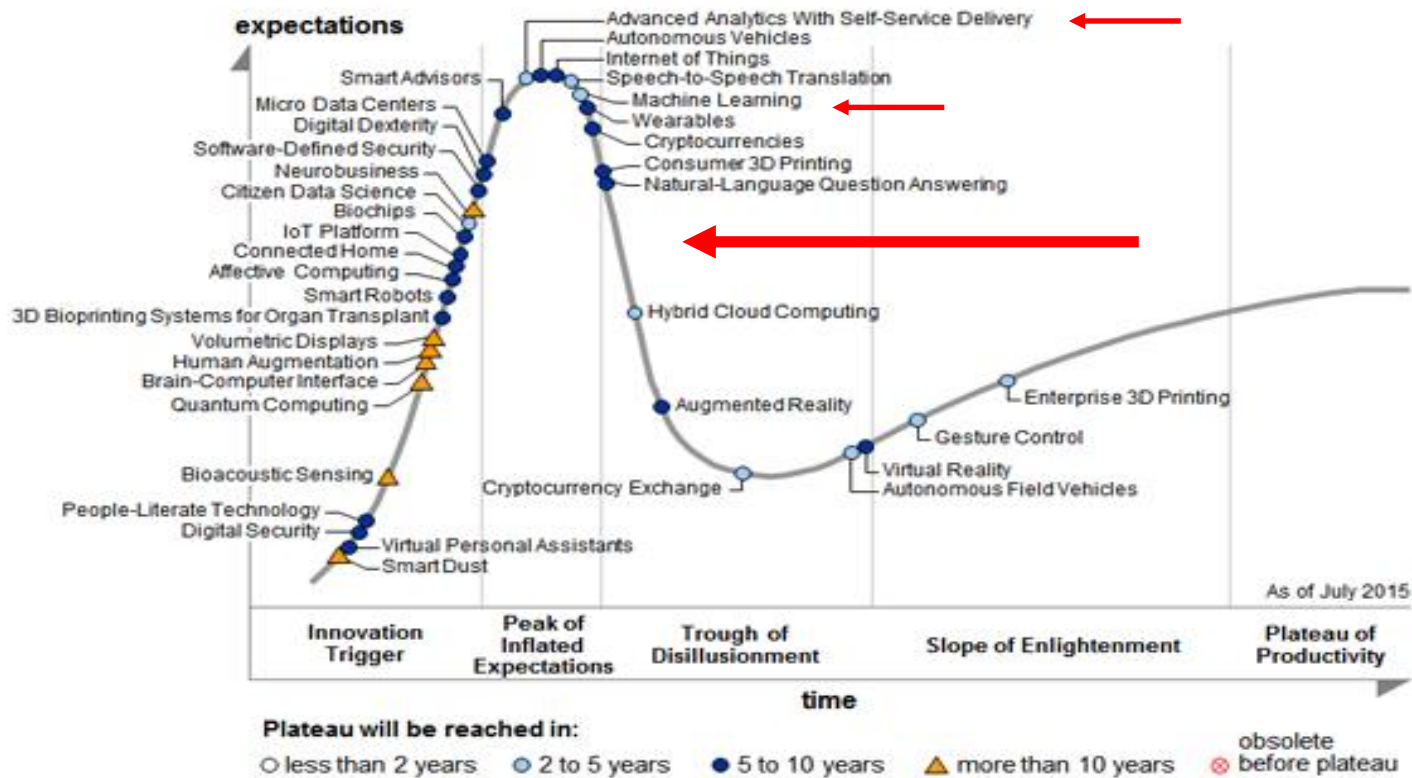
BIG DATA HYPE CURVE

What do you think?
Big Data Marketing – Hype or reality?



GARTNER HYPE CYCLE

Emerging Technologies...



“BIG DATA”

IOT – THE CONNECTED WORLD

- Internet of People is now mainstream.
- Next step – connecting everything – IoT



Total value of IoT is²:

- 41% machine-to-machine
- 23% machine-to-person
- 36% person-to-person

In just under 20 years, it's estimated that each of us will be communicating with 5,000 'things'¹

¹ As projected by Dr. John Barrett, Head of Academic Studies, Cork Institute of Technology, Oct. 2012

² From InformationWeek reports, ID: S7760114, January, 2014

MARKETING TODAY

Nr. of „Likes“:
Online information in
department store

THE OMNI CHANNEL REALITY – THE OTHER WAY ROUND... 😊



WHAT'S HOT

Digital Transformation

Analytics (for all)
Visualization

Cloud

Customer Intelligence

Fraud & Cyber Analytics

Risk Management

High-Performance Analytics & Realtime

Hadoop & In-memory technologies

Data Management & Quality

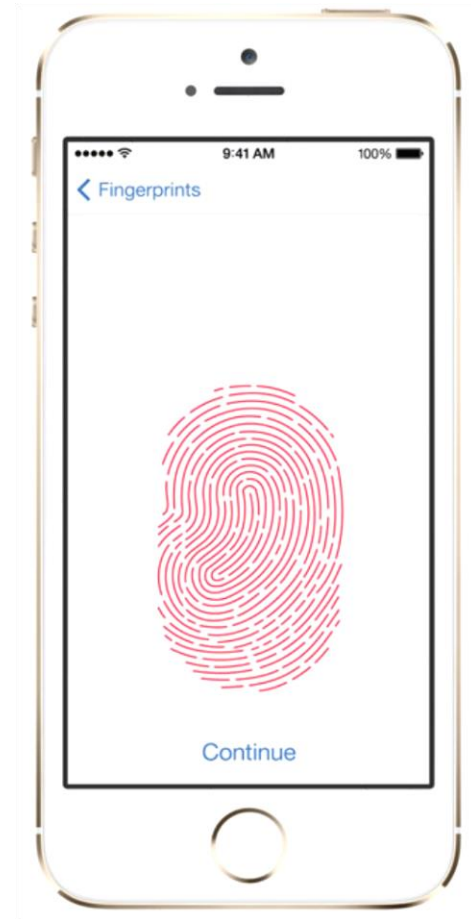
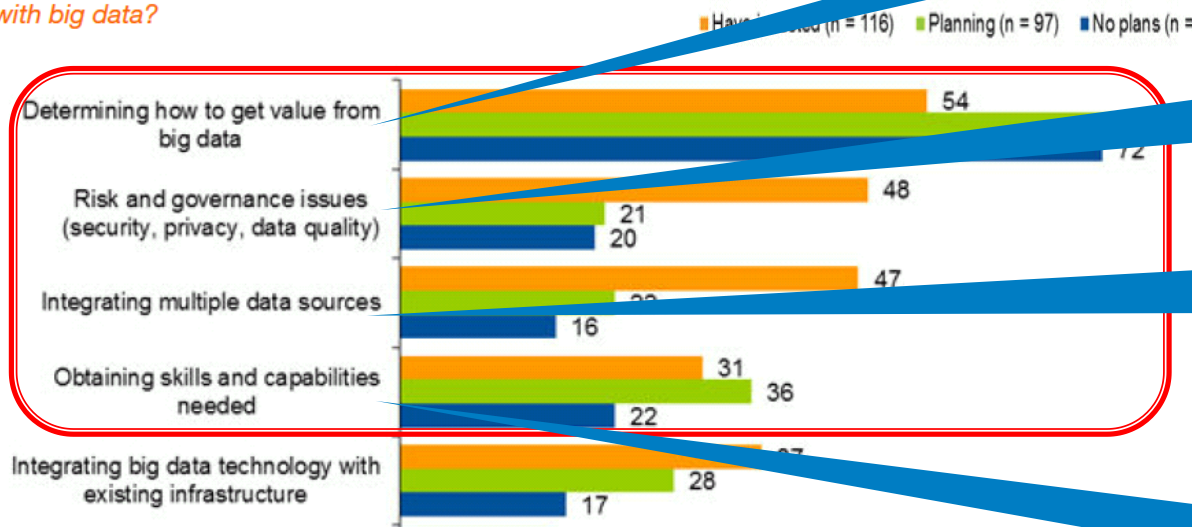


Figure 8. Big Data Challenges by Investment Phase *What are your organization's top hurdles or challenges with big data?*



Analytics

Data Quality

Integrating Sources

Skills Gap

All of
your
data.

Analyzed
all at once...
in seconds.

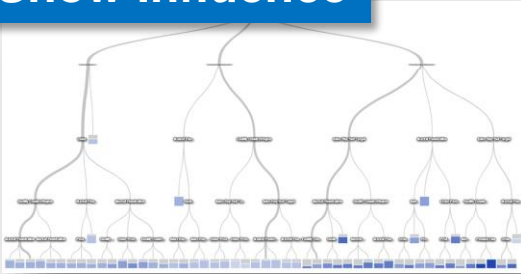
Results
wherever
you are.



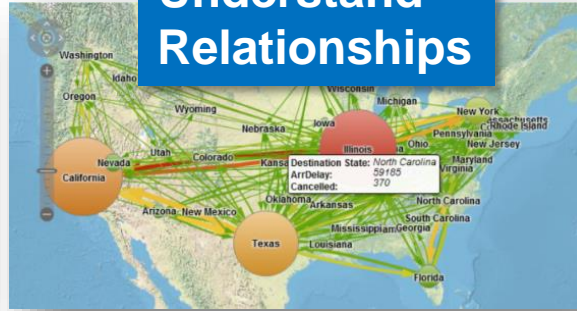
APPROACHABLE ANALYTICS

Exploration and modeling – what does it bring?

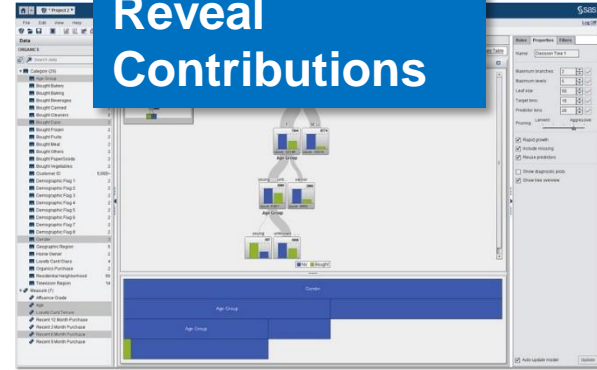
Show Influence



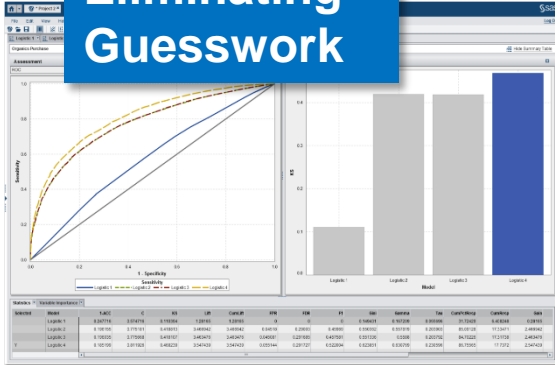
Understand Relationships



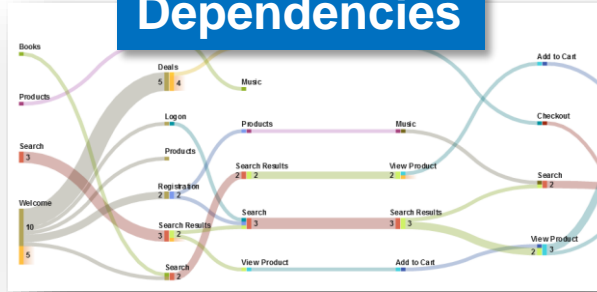
Reveal Contributions



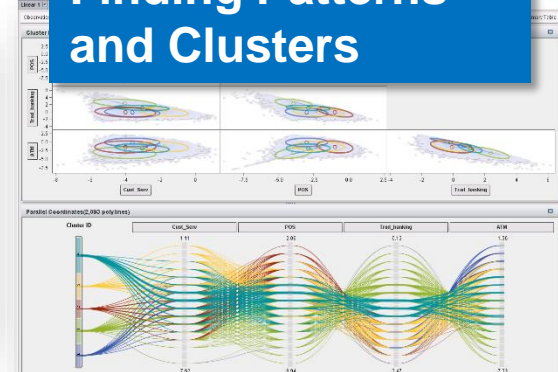
Eliminating Guesswork



Understand Dependencies



Finding Patterns and Clusters



Word Cloud with prior automatic identification of topics

Sentiment Analysis

Sankey / Path-Analysis

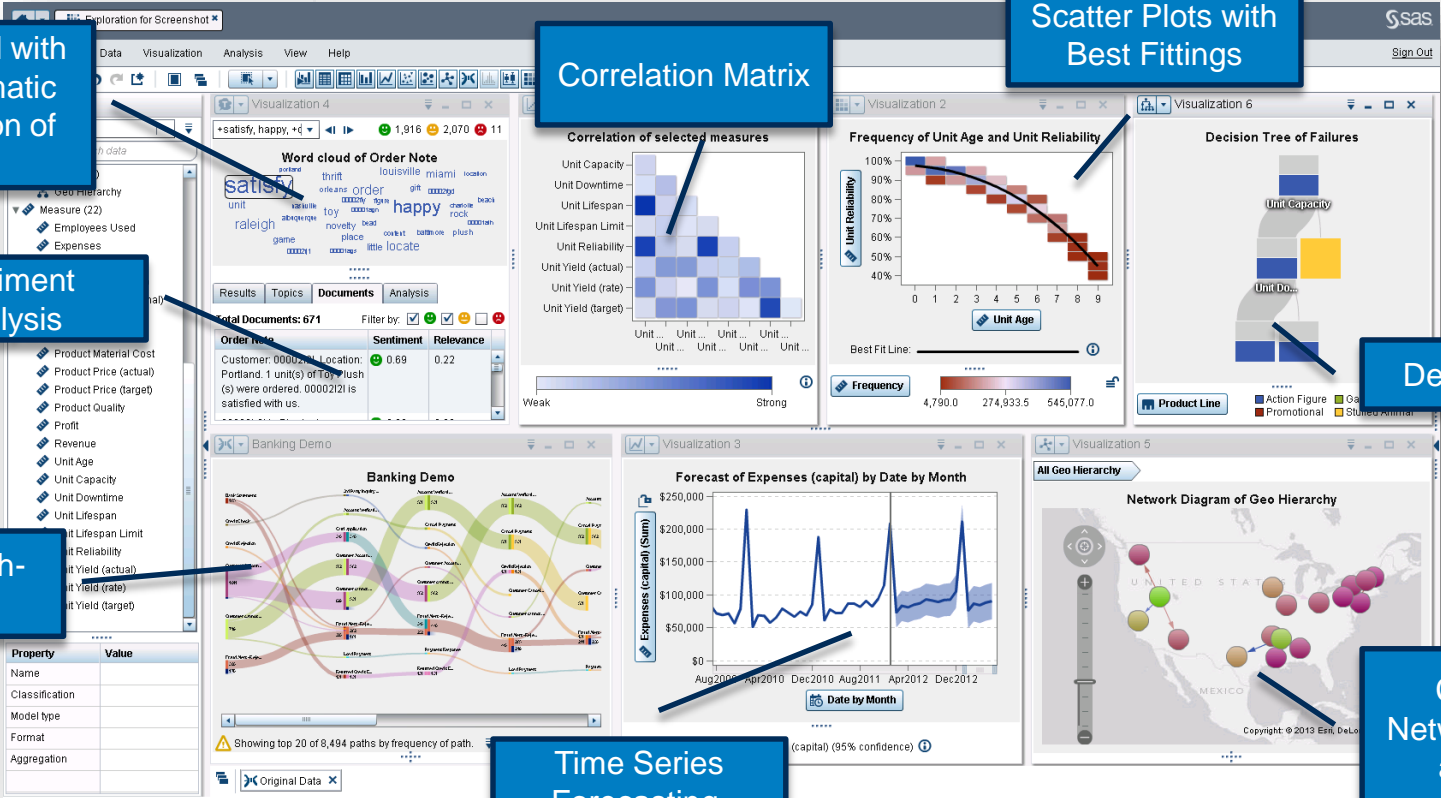
Correlation Matrix

Scatter Plots with Best Fittings

Decision Trees

Time Series Forecasting, Scenario Analysis & Goal Seeking

Combined Network Analysis and Maps





ANALYTIC VISUALIZATIONS WILL ALLOW YOU TO:

- Identify the TOP 10 influencers of customer retention and loyalty
- Predict churn for the next two quarters
- Visualize the impact of marketing campaigns and the lift generated

Demo Videos & Environment:

1. SAS VA overview

<https://www.youtube.com/watch?v=G1IU2OqeGNM>

2. Emergency room visits analysis (Healthcare)

http://www.youtube.com/watch?v=_HniMYPsk7Y

3. Marketing Analytics in Retail:

https://www.youtube.com/watch?v=_tkgySsF8t8

4. SAS VA/VS clustering analysis

<https://www.youtube.com/watch?v=VBxdoL84xrM>

5. Try it yourself:

www.sas.com/va

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 - Runs on Windows, Linux and Mac.
 - Runs locally. No Internet connection needed.
- Access via AWS Marketplace:
 - Free SAS software!
(AWS usage fees may apply).
 - Runs in the cloud – all you need is a browser and an Internet connection.

Get it now >



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- Runs on Windows, Linux and Mac.
- Accessible via the cloud whenever and wherever there's an Internet connection.
- Available data storage: Up to 5GB.

Access now >



Education Analytical Suite

Best for institutions wanting in-house software and data for teaching and academic research. Provides comprehensive SAS foundational technologies via reduced-cost enterprise license.

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- Runs locally. No Internet connection needed.
- Local, unlimited data storage.

Learn more >



- **SAS Academics Program:**

- University Licenses Package: Campus – Faculty- Chair
- SAS on demand for Academics (Teaching Environment)

- **SAS Analytics “U” / Academics Community
free SAS University Edition**

- www.sas.com

- <https://communities.sas.com/community/sas-analytics-u>

- SAS Teaching Materials → Trainer’s Kits
- SAS Training for Academics → free e-Learning
- **TUN – Teradata University Network → SAS Visual Analytics**

- <http://www.teradatauniversitynetwork.com>

- http://www.sas.com/en_us/industry/higher-education.html#for-professors-academic-researchers

- **Student Ambassador Program:**

- <http://support.sas.com/learn/ap/student/amb.html>

- <https://www.youtube.com/watch?v=-daft22oQ-s>



**BIG
DATA**

Hochschule Luzern lanciert Big-Data-Lab

1. Juni 2016 • Kongresshaus Zürich → www.sasforum.com/ch

Sie möchten noch mehr aus Ihren Daten herausholen? Sie suchen neue Impulse für Ihre Analytics-Vorhaben? Dann sollten Sie sich den **1. Juni** fest einplanen.

Treffen Sie zahlreiche Vorreiter und Experten, die ihre aktuellen Analytics-Projekte vorstellen. Lassen Sie sich inspirieren und diskutieren Sie über Best Practices. Und: bleiben Sie top informiert über die neuesten Entwicklungen in **Big Data Analytics & Cloud, Customer Intelligence, Risk- und Fraud Management, Technology**.

› Profitieren Sie von attraktiven Vorzugskonditionen für Schnellentschlossene.



Analytics - konkret und praxisnah

Stimmen von
Teilnehmern

sasforum.com/ch



0:00 / 3:13





BETTER DECISIONS

Merçi ! 😊



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