SAS® VISUAL ANALYTICS

JOE MORRISSEY - SAS

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Big Data *(Noun)*

Data of such volume, variety or velocity that an organization must move ***beyond its comfort zone*** technologically to derive intelligence for effective decisions.

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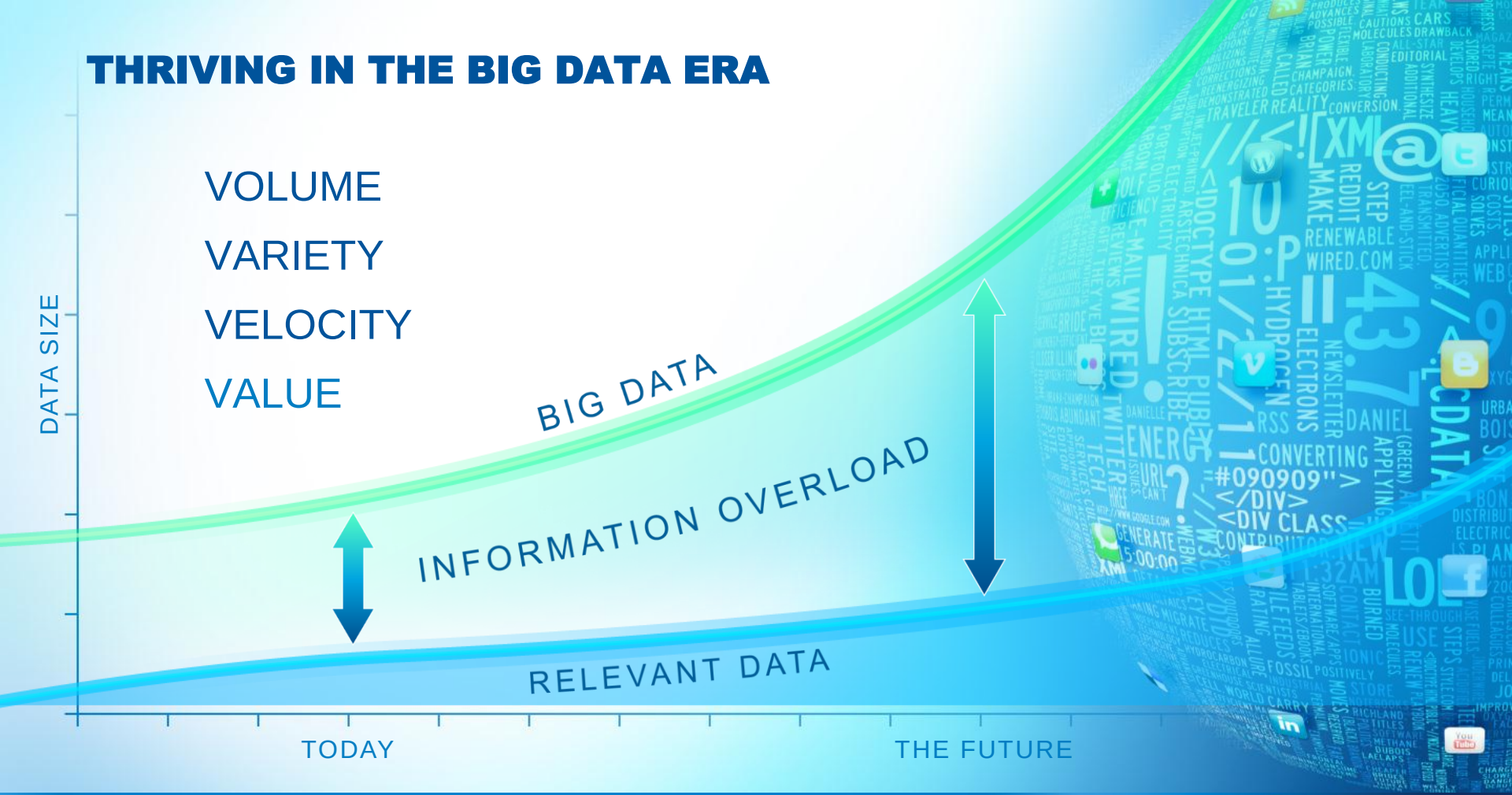
THRIVING IN THE BIG DATA ERA



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sas THE POWER TO KNOW.

BIG DATA

STEPS TO CONQUER COMPLEXITY

TURN CHALLENGE INTO OPPORTUNITY

- 53% leverage half of their valuable data
- 24% believe vast amounts of important data goes untapped

GAIN MAXIMUM VALUE FROM YOUR DATA

- SAS® Analytics + Powerful Visualizations + Sharing
- High Speed Performance + Cost-Efficient Scalability

Source: Economist Intelligence Unit 2011 Report, Sponsored by SAS, 2011

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SAS® VISUAL ANALYTICS

ENABLES SIMPLY SMARTER BUSINESS INTELLIGENCE

- Delivers approachable analytics across the enterprise
- Offers self-service capabilities to gain immediate insights
- Supports IT data management and control

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SAS® VISUAL ANALYTICS

EMPOWERS AN ANALYTICS-DRIVEN CULTURE

- Broadens adoption of sophisticated analytics
- Increases amount of analytic talent in organizations

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SAS® VISUAL ANALYTICS

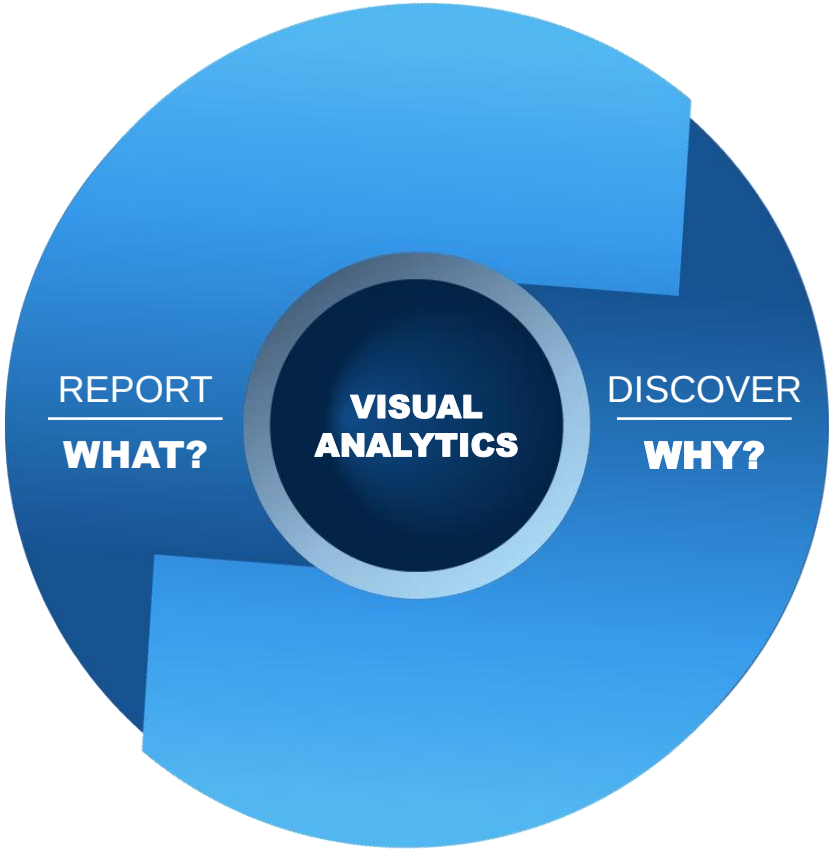
OFFERS A SINGLE SOLUTION

EXPLORE

DISCOVER

REPORT

DELIVER



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SAS® VISUAL ANALYTICS

DELIVERS A SINGLE SOLUTION FOR FASTER, SMARTER DECISIONS

Central Entry Point | Integration | Role-based Views

DATA PREPARATION

- Monitor SAS® LASR™ Analytic server
- Load and join data
- Create calculated columns

EXPLORER

- Perform ad-hoc analysis and data discovery

DESIGNER

- Create dashboard style reports for web or mobile

MOBILE BI

- Native iOS application that delivers interactive reports created in the designer

SAS® LASR™ ANALYTIC SERVER

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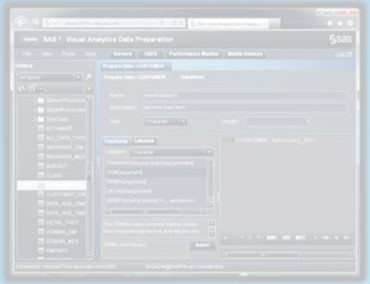

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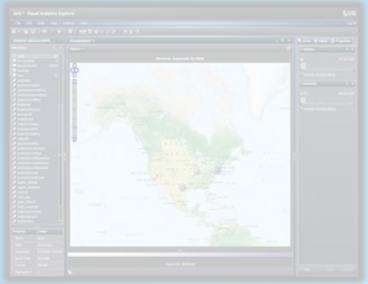
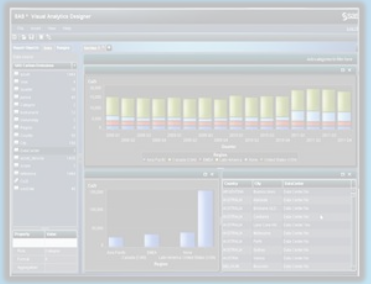


EXPLORER

- Perform ad-hoc analysis and data discovery



DESIGNER

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MOBILE BI

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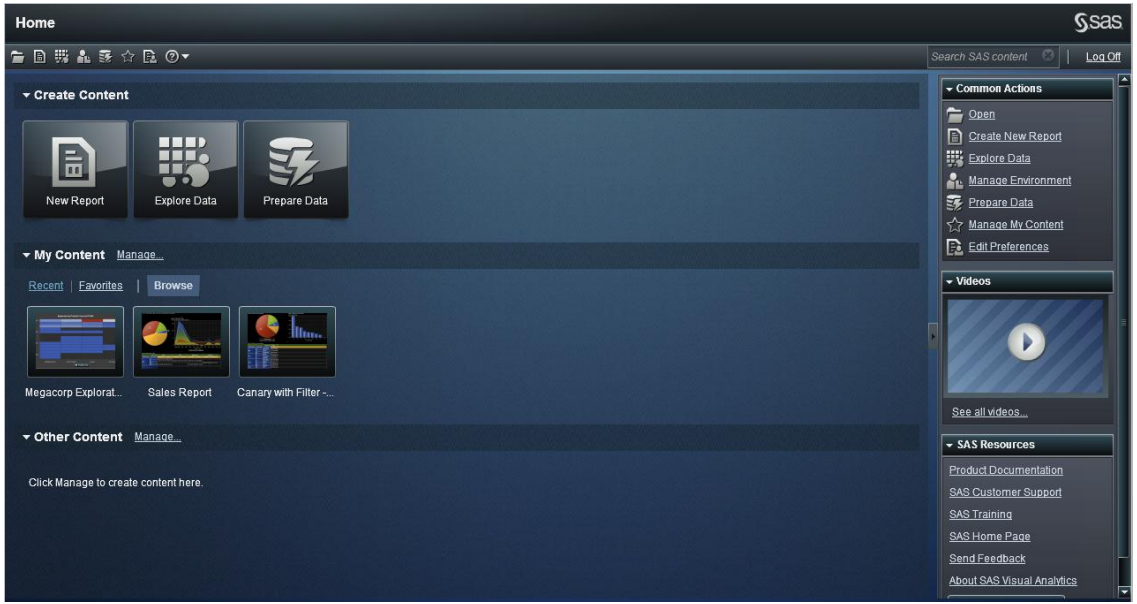
SAS® VISUAL ANALYTICS | HUB

- Home page for all users
- Role based views
- Navigation to varied end user actions
  - Data Exploration
  - Report Creation
  - Report Viewing
- Administration tasks
  - Data Preparation and Monitoring
- Favourites and Search
- Collaboration via commenting



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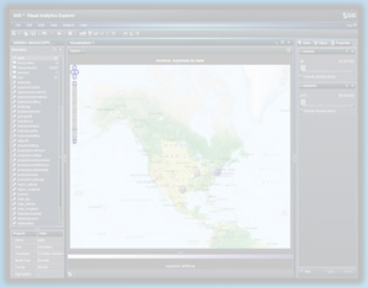

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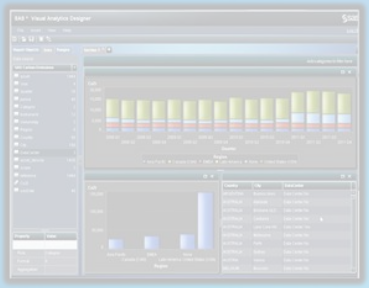

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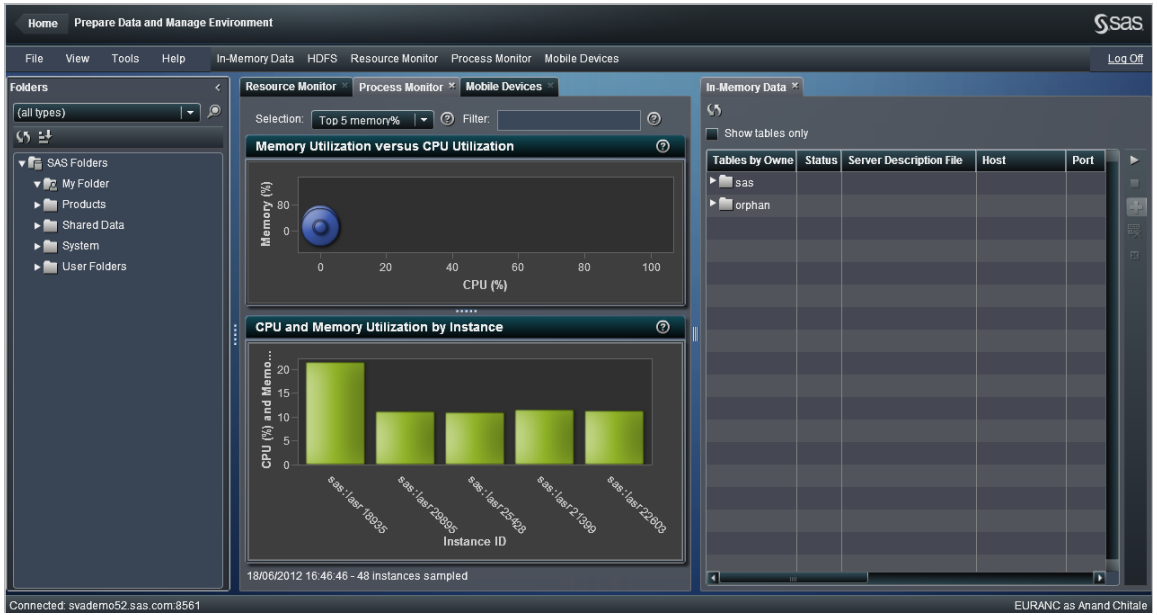
SAS® VISUAL ANALYTICS

DATA PREPARATION

- Prepare Data
  - Join multiple data tables
  - Calculated columns (full expression builder)
  - Filter columns and rows
  - Load tables in memory
  - Apply security
  - Export SAS code
- Manage Environment
  - Resource (CPU, I/O, Memory)
  - Process (user session focused)
  - Mobile device logging history and blacklisting



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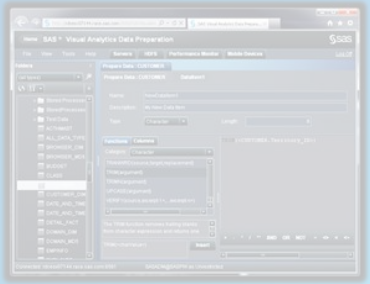

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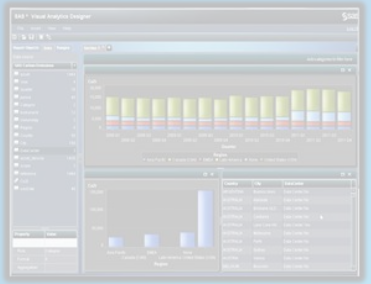

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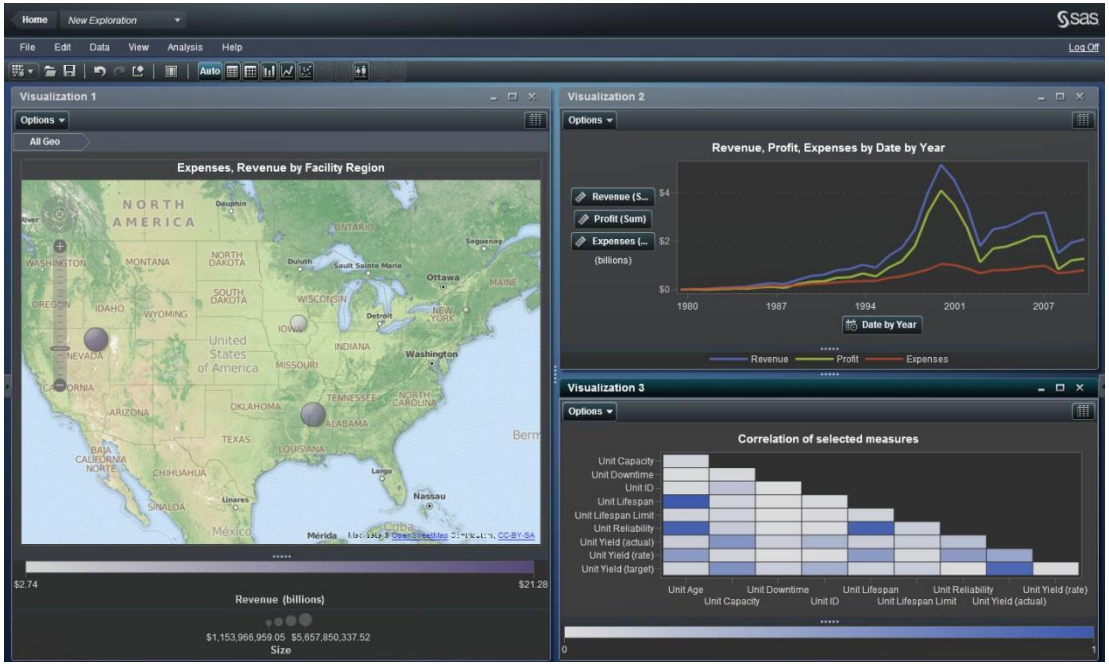
SAS® VISUAL ANALYTICS | EXPLORER

- Data exploration and discovery
- Visualize your data to find relationships, trends, discrepancies etc.
- Auto-Charting
- Various Visuals: Cross tabs, Bar-Charts, Line Charts, Scatter Plots, Bubble Plots, Geo Maps, and others
- Consumable Analytics: Correlations (Relationships) and Regression (Linear, Best Fit), Summary statistics
- Dynamic Hierarchies - Drill Down, Drill Across Siblings
- Save and share your exploration
- Export as Reports and PDF



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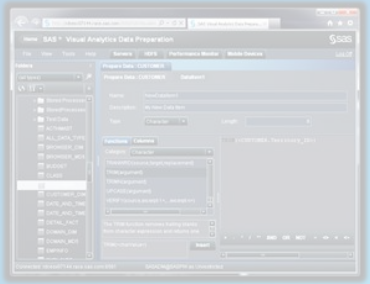

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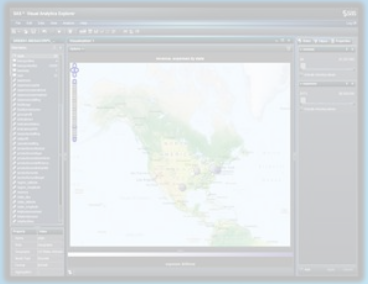

EXPLORER

- Perform ad-hoc analysis and data discovery

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SAS® VISUAL ANALYTICS | DESIGNER

- Design tool for creating reports and dashboards
- Leverage existing Explorations and tables to create reports
- WYSIWYG design
- Integrated report designer and viewer
- Use multiple data sources
- Report object interactions / prompts
- Export data to Excel and CSV/TSV document formats
- Report Comments

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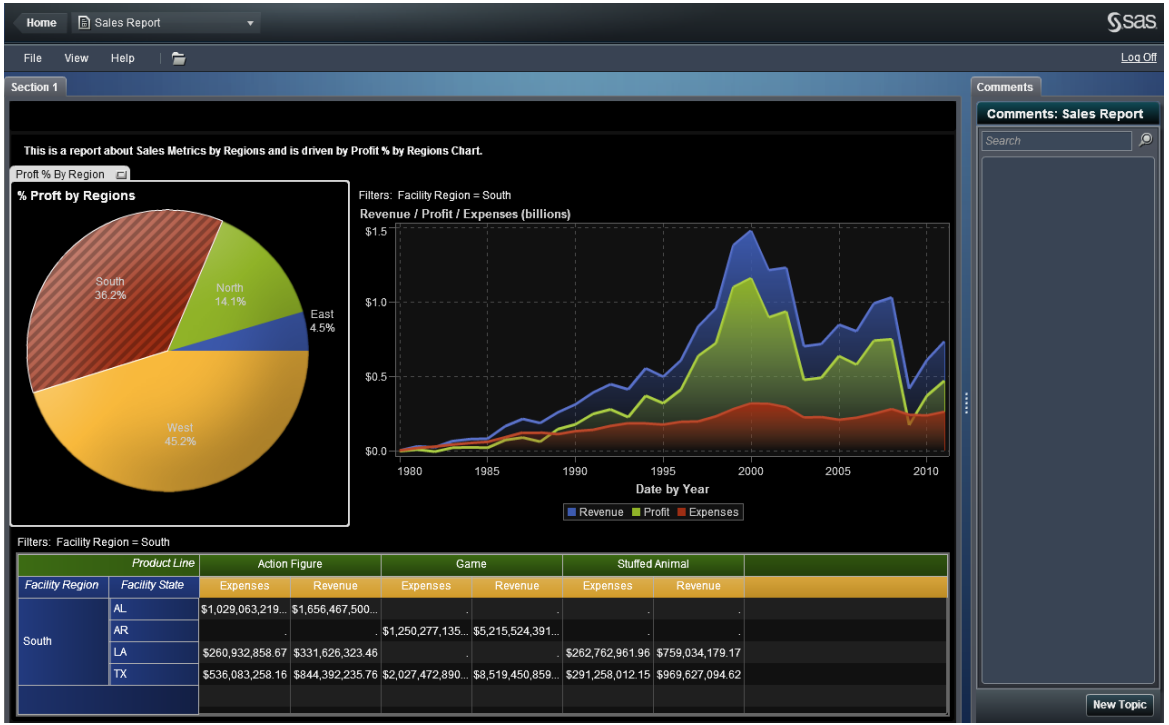
SAS® VISUAL ANALYTICS | VIEWER

- Visualize reports previously created
  - Multiple data sources
  - Interactions
  - Tables and Explorations
- Collaboration via commenting
- “Adaptive presentation” - build once, deploy on any channel & device



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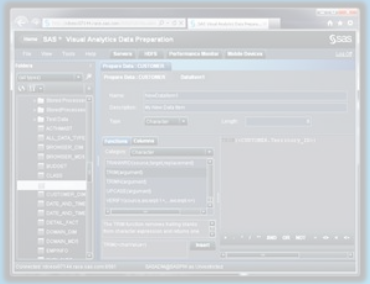

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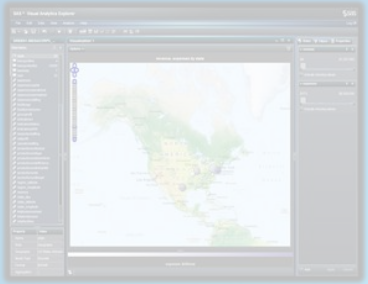

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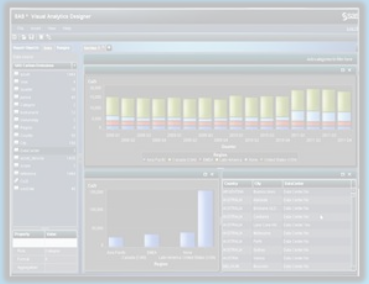

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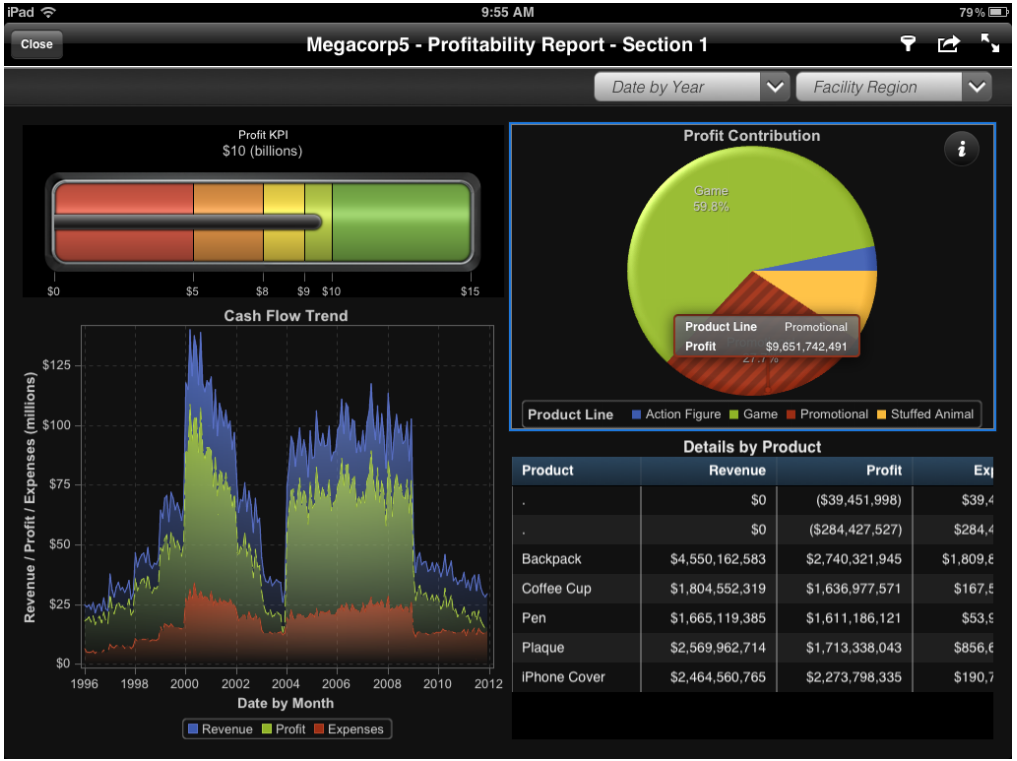
SAS® VISUAL ANALYTICS | MOBILE

- Native apps for iPad (Android in next release)
- Leverage existing SAS security
- Security focused with support for device encryption, remote wipe, blacklisting, SSL connections etc.
- Highly visual and interactive
- Offline capabilities



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SAS® VISUAL ANALYTICS

INDUSTRY PERSPECTIVES

MARKETING:

- Next Best Offer Recommendation

TELCO:

- Faster Action Against Churn

MANUFACTURING:

- Drive Better Yield, Utilization, Satisfaction and Profitability

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SAS® VISUAL ANALYTICS

INDUSTRY PERSPECTIVES

FINANCIAL SERVICES:

- Improves customer interactions
- Reduces time required for audit reports

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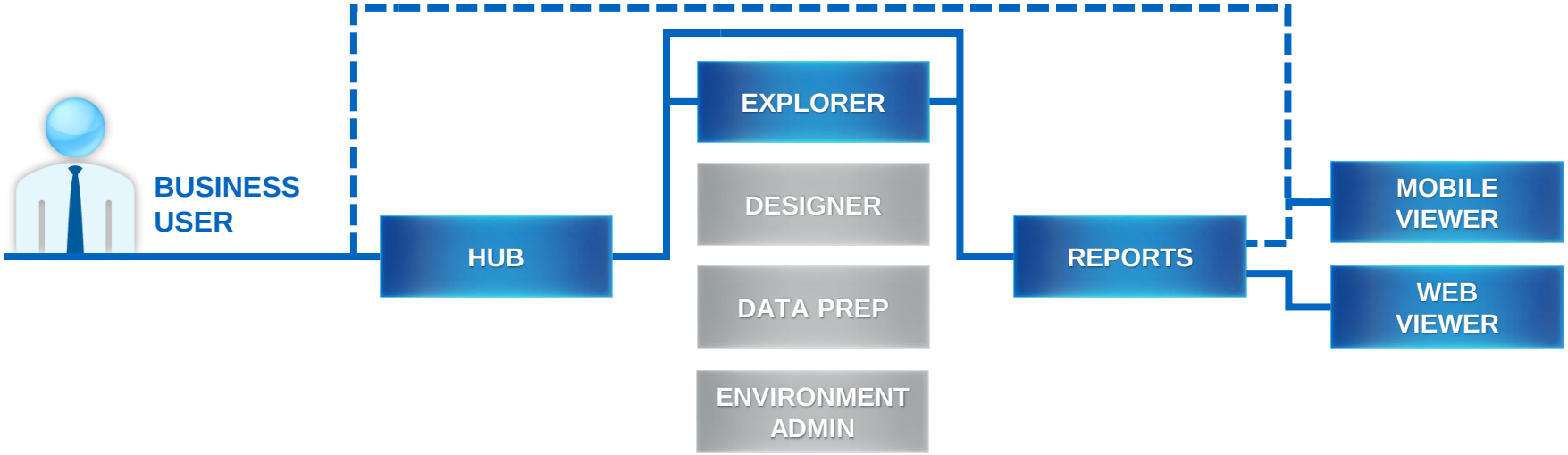
BUSINESS USER

SAS® VISUAL ANALYTICS EMPOWERS ANALYTICS-BASED INFORMATION SHARING AND INSIGHT DISCOVERY



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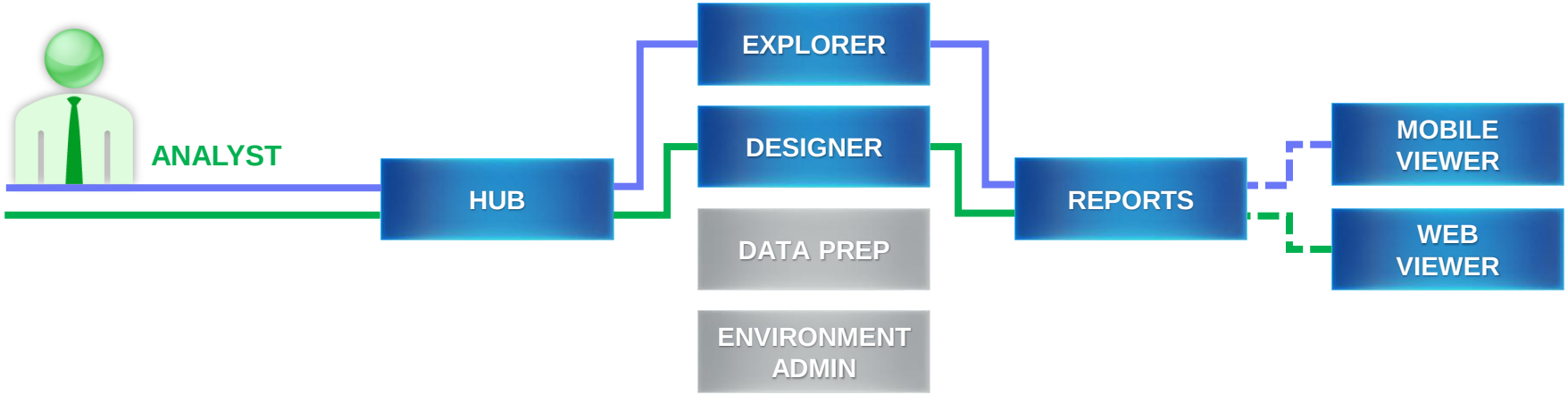
ANALYST

SAS® VISUAL ANALYTICS ENABLES THE DELIVERY OF FASTER, MORE ACCURATE INSIGHTS FOR MORE CONFIDENT DECISIONS



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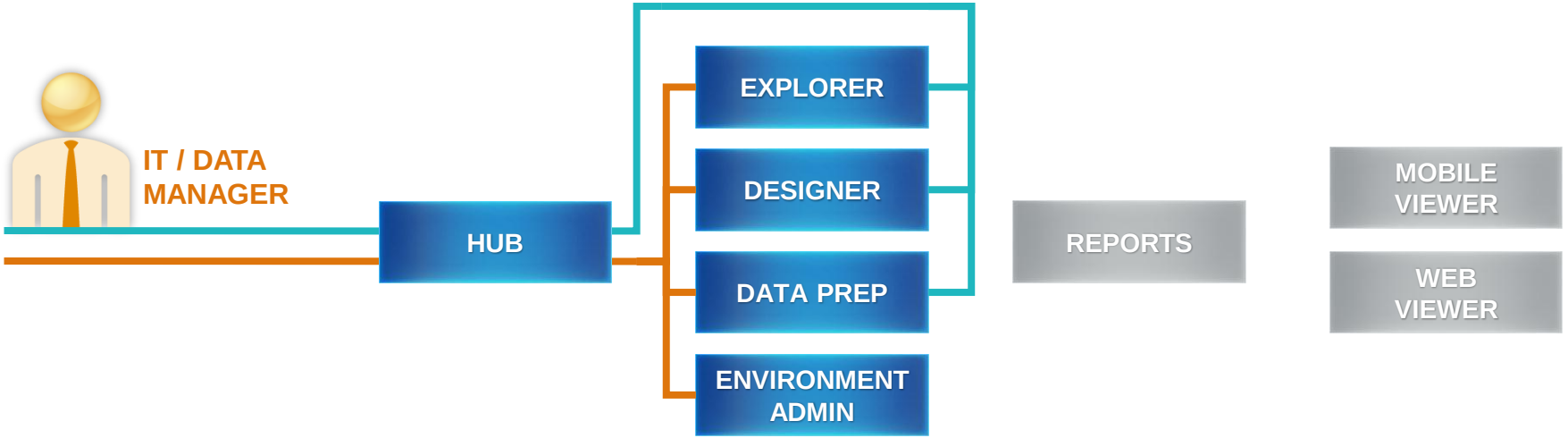
IT / DATA MANAGER

SAS® VISUAL ANALYTICS PROVIDES THE IDEAL BALANCE OF DATA MANAGEMENT AND USER ACCESSIBILITY



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Why SAS® Visual Analytics?

- The first **end-to-end** solution that radically affects the way you work with **all** your data
- The **only** in-memory analytic engine that overcomes limitations of traditional relational databases
- The **most** cost-effective way to scale your IT infrastructure using commodity hardware

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sas THE POWER TO KNOW.

Why SAS® Visual Analytics?

FOR BUSINESS

- Explore all data and fuel insight discovery for competitive advantage
- Accelerate analytic model development life cycles exponentially
- Deliver insights to mobile colleagues via the Web and iPad®

FOR IT

- Control governance and empower colleagues with easy access to all data
- *Leverage commodity hardware for scalability and efficient cost-effective growth*

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All of your data.

Analyzed all at once... in seconds.

Results wherever you are.

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ROADMAP | RAPID RELEASES

- Forecasting
- Stored Processes
- Calculated columns
- Table and Row Level Security
- Conditional Highlighting
- More Robust Data Preparation Capabilities

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DEMO

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