Who is SAS?

SAS is the world’s leader in analytics. But what does that mean, exactly?

It means we turn huge amounts of complex data into knowledge you can use. And for more than four decades, we’ve been doing it better than anyone.

With SAS, you can apply the most advanced analytics, business intelligence, data management and AI solutions to your toughest business problems.

What does SAS do?

We empower and inspire our customers with the most trusted analytics.

Analysts rank SAS as a leader in:

- Analytics
- Machine Learning
- Big Data
- Data Science Platforms
- Real-Time Marketing
- Data Integration
- Data Quality
- Fraud Detection
- Risk Management
- Streaming Analytics
- Retail Analytics
- Text Analytics

Technology has changed. And so have we.

The SAS® Platform integrates with open source technologies:

- Programming languages such as Python and R.
- Data frameworks such as Hadoop.
- Changing physical and virtual hardware environments.
- Can deploy in all major clouds.

Consistently recognized as a world-class workplace in technology and a best place to work for giving back.

Learn more about the world’s analytics leader at sas.com/about.
Our approach

SAS embeds AI capabilities across the entire analytics lifecycle - from data to discovery to deployment. You can realize the benefits of AI at SAS through our four core capabilities.

**Artificial Intelligence**
The science of training systems to emulate human tasks through learning and automation.

**Computer Vision**
Applies deep learning methods for categorization of images and detection of objects.

**Machine Learning**
Enables systems to learn from data, identify patterns and make decisions with minimal human intervention.

**Natural Language Processing**
Enables understanding, interaction and communication between humans and machines.

**Forecasting & Optimization**
Predicts future needs for a product or service while maximizing results within a set of constraints.

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"SAS features tight integration between analytics, data preparation, and governance."

-The Forrester Wave™: Enterprise Insight Platforms, Q1 2019

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**Industry applications of AI**

**Banking**
- Automate manually intensive, highly repetitive tasks.
- Quickly identify fraudulent transactions.
- Adopt fast, accurate credit scoring policies.

**Manufacturing**
- Find early indicators of potential quality issues.
- Avoid costly scrap and rework.
- Identify areas for improvement.
- Improve yield.

**Government**
- Automatically detect fraud and improper payments.
- Improve program efficiency and effectiveness.
- Support national defense.
- Make smart cities smarter.

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**AI customer success snapshots**

**WildTrack**
Data for Good
- 90% Accuracy for ID of wildlife using tracks

**Rogers**
Telecom
- 53% Fewer customer complaints

**VUMC**
Health care
- Improved liver & brain tumor diagnosis

**Daiwa**
Financial services
- 2.7x Increase in client purchase rates

**Honda**
Manufacturing
- Continuous learning and insight from clients to improve design & quality

Learn more about the world’s analytics leader at sas.com/ai

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