



# Analytics2015

AGENDA

Presented by:





## Welcome to Rome

# Analytics2015

During these three inspiring and educational days, you will have an unrivaled opportunity to learn, share and enrich your network. Analytics 2015 is the place to gain practical and strategic insights into the **big-data world**, enhance your knowledge, strengthen your skills in all **advanced analytics** related topics and gain new vision in this ever-changing field.

Look at the agenda to create your own path. There are training courses on **emerging analytics technology** and approaches, plenary sessions with recognized analytics thought leaders and experts, breakout sessions with international best practices and case studies presented by customers and sponsors, and talks led by SAS R&D experts. You choose what's most important to you.

And you won't want to miss the **Meet-the-Expert Area**, open on 10 - 11 Nov. It is the perfect place for you to interact with other professionals, speak with SAS experts or watch interactive demos.

Thank you for being with us at Analytics 2015 in Rome.  
Please enjoy the conference and your time in this beautiful city.

### Official Sponsors



### Sponsors



Presented by:



# KEYNOTE SPEAKERS



**Jill Dyché**  
Vice President  
of Best Practices  
SAS



**Carl Farrell**  
Executive Vice President  
& Chief Revenue Officer



**Rahaf Harfoush**  
Strategist and Digital  
Anthropologist



**Radhika Kulkarni**  
Vice President,  
Advanced Analytics  
SAS



**Fritz Lehman**  
Senior Vice President  
Customer Engagement  
and Support Division  
SAS



**Philippe Mathieu**  
Earth Observation Scientist,  
Applications & Future  
Technologies Department,  
European Space Agency



**Bob Messier**  
Senior Director Global Sales  
Support & Enablement  
SAS



**Jer Thorp**  
Data Visualization Artist

# MONDAY, 9 NOV

**08.00 - 08.45** Training Courses Registration / Welcome Coffee (Farnese Room)

**09.00 - 10.30** Training Courses 1, 2, 3, 4 (see details below)

**10.30 - 11.00** Coffee Break (Farnese Room)

**11.00 - 12.30** Training Courses 1, 2, 3, 4

**12.30 - 13.30** Networking Lunch (Farnese Room)

**13.30 - 15.00** Training Courses 1, 2, 3, 4

**15.00 - 15.30** Coffee Break (Farnese Room)

**15.30 - 18.00** Training Courses 1, 2, 3, 4

**19.30** Welcome Buffet Dinner for Trainees (Colonna Restaurant)

## TRAINING COURSES

	Course 1 - Sforza E	Course 2 - Sforza D	Course 3 - Sforza C	Course 4 - Sforza A-B
<b>09.00 – 12.30</b>	<b>Strategies and Concepts for Data Scientists and Business Analysts</b>	<b>Analytics: Putting It All to Work</b>	<b>SAS® Visual Statistics: Interactive Model Building</b>	<b>The New Wave of SAS Advanced Analytics</b>
<b>13.30 – 18.00</b>	Catherine Truxillo, SAS	Thomas Verbraken, KU Leuven	Claudia Sartirana, SAS	<ul style="list-style-type: none"><li>• Andrew Pease, SAS</li><li>• Maria Cristina Conti, SAS</li><li>• Snurre Jensen, SAS</li></ul>

08.00 - 17.30

Registration

08.00 - 08.45

Welcome Coffee in the Meet-the-Expert Area

**Plenary Session:** Fernandes Room

**Chairman:** Bob Messier - Senior Director, Global Technologies, SAS

09.00 - 09.15

**Opening Address** by Carl Farrell - Executive Vice President & Chief Revenue Officer

09.15 - 10.00

**Analytics, Innovation, and Your New Digital Future**

Jill Dyché - Vice President of Best Practices, SAS

10.00 - 10.45

**Making Data More Human**

Jer Thorp - Data Visualization Artist

10.45 - 11.15

Coffee Break in the Meet-the-Expert Area

11.15 - 12.00

**Customers for Life**

Fritz Lehman - Senior Vice President, Customer Engagement and Support Division, SAS

12.00 - 12.30

**Taking the Pulse of our Planet**

Philippe Mathieu - Earth Observation Scientist, Applications & Future Technologies Department, European Space Agency

12.30 - 14.00

**Networking Lunch** (Farnese Room)

**SAS Super Demos on Decision at scale and on SAS Lab for Hadoop**

14.00 - 15.30

**Breakout Sessions by Business Topics**



15.30 - 16.00

Coffee Break in the Meet-the-Expert Area

16.00 - 17.30

**Breakout Sessions by Business Topics**



# BREAKOUT SESSIONS BY BUSINESS TOPICS

	SAS Talks	Data Visualization Innovation	High Performance Analytics & Analytics of Things	Customer Analytics Journey	Predictive Analytics and Big Data World
	Torlonia	Ruspoli	Sforza B	Sforza C	Sforza D
14.00 - 14.45	An Introduction to Massively Scaled Automated Predictive Modeling Using SAS® Factory Miner Susan Haller, SAS	Discovery Analytics with SAS® Visual Analytics and SAS Visual Statistics Gerhard Svolba, SAS	Services and Usage-Based Insurance Applications throughout Advanced Analytics Daniele Tortora, Octo Telematics Italy	Self-Learning, Customer Journeys, Attribution, and More: Blue Box Analytics in Next-Gen CI Malcolm Lightbody, SAS	Analytics-Based Decision Making in a Consumer Credit Environment Colin Nugteren, DirectPay The Netherlands
14.45 - 15.30	A new face for SAS® Forecast Server Udo Sglavo, SAS	Monitoring and Analysis of the Loan Approval and Limit Management System of Erste Bank Croatia with Visual Analytics Dejan Donev, Erste & Steiermärkische Bank Croatia	SAS High-Performance Analytics or: How I learned to stop worrying and love Big Data Snurre Jensen, SAS	Make Relationship Banking scalable through Analytics Camilla Kerlaug, NORDEA Denmark	Is Predictive Analytics still the same? - Implications on the Analytics Lifecycle Özlem Akpınar, SAS
15.30 - 16.00 <b>Coffee Break in the Meet-the-Expert Area</b>					
16.00 - 16.45	The SAS® Decision Manager cookbook for mixing analytics with business strategy for optimal decisions David Duling, SAS	Bringing order to the Wild World of Big Data and Analytics Jeroen Zonneveld, EMC	Data Science - It Is More Than Big Data Andreas Hilbert, University of Dresden Germany	Digital customer and Hyperpersonalisation. Trends and challenges Athina Kanioura, Accenture	Models for Web-Cookies Treatment for Digital Advertising and e-CRM Furio Camillo, University of Bologna Italy
16.45 - 17.30	Explaining the Past and Modeling the Future: What's new in econometrics and time series Ken Sanford, SAS	QVC Italy: all the figures of Media Retail become Visual Francesco Adamo, QVC Italy	Cost Effective Growth For Your Big Data Needs Stefan Schmit, MapR Technologies	How can Text help you? Examples of use cases bringing value to the organisations Tuba Islam, SAS	Challenges and Available Options for Evolving Your SAS Grid From Line of Business to Enterprise Wide Nick Werstiuk, IBM

08.00 - 16.00

Registration

**Plenary Session:** Fernandes Room

**Chairman:** Bob Messier - Senior Director, Global Technologies, SAS

09.00 - 09.15

**Opening Address** by Bob Messier - Senior Director, Global Technologies, SAS

09.15 - 10.00

**Analytics in Action: Opportunities for Innovation**

Radhika Kulkarni - Vice President, Advanced Analytics, SAS

10.00 - 10.45

**Not-So-Big Data: Why Evidence-Based Leadership is Everyone's Responsibility**

Rahaf Harfoush - Strategist and Digital Anthropologist

10.45 - 11.15

**Coffee Break in the Meet-the-Expert Area**

11.15 - 12.45

**Breakout Sessions by Industry**

12.45 - 14.00

**Networking Lunch** (Farnese Room)

SAS Super Demos on New Forecasting and on Text Analytics

14.00 - 15.30

**Breakout Sessions by Industry**



15.30 - 16.00

**Enabling Analytics within the Enterprise**

Bob Messier - Senior Director, Global Technologies, SAS

16.00 - 16.30

**Closing reception in the Meet-the-Expert Area**



# BREAKOUT SESSIONS BY INDUSTRY

	SAS Talks	Telecommunication	Banking & Financial Services	Government	Retail & Services	Transportation & Energy
	Torlonia	Sforza B	Ruspoli	Sforza D	Sforza C	Sforza E
11.15 - 12.00	<b>Statistical Model Building for Large, Complex Data: Four New Directions in SAS/STAT® Software</b> Bob Rodriguez, SAS	<b>Can you win the World Cup tournaments thanks to effective modeling? SAS Factory Miner is on your side</b> Maria Cristina Conti, SAS	<b>The new Stress Test suite from SAS - an innovative approach to banking Risk Management Analytics</b> Martim Rocha, SAS	<b>How SAS Helps Meet Regulatory Challenges Safeguarding Financial Markets Using SAS</b> Sergey Moiseev, Vladimir Sosyurko, Central Bank of Russia	<b>Forecasting at the Age of Big Data Challenges for a successful Management</b> Olivier Gléron, Nestlé Switzerland	<b>Sensory Overload: How Big Data can help to increase your Asset Performance</b> Daan Voets, SAS
12.00 - 12.45	<b>The Power of Advanced Analytics Applied to Streaming Data</b> Gül Ege, SAS	<b>Value Through Daily Analytics: Top-Up Prediction Case in Telecom</b> Serhat Kecici, Turkcell Turkey	<b>Optimization Challenge: How big it can be?</b> Attila Bayrak, Akbank Turkey	<b>Everyone Singing in Tune: Business Instincts Combined with Analytic Insights for Enterprise Decision Excellence</b> Andrew Pease, SAS	<b>Applying SAS/OR® in DGF LLP's customer supply-chain optimization</b> Hans Schut, DHL Global Forwarding The Netherlands	<b>How EuroBonus Attracts and Engages 4 Million Members to Drive Loyalty and Incremental Revenue</b> Nils Lindhe, Scandinavian Airlines Sweden
<b>12.45 - 14.00 Networking Lunch (Farnese Room) SAS Super Demos on New Forecasting and on Text Analytics</b>						
14.00 - 14.45	<b>Exploiting Parallelization in Optimization</b> Manoj Chari, SAS	<b>Visual Analysis for Security</b> Marco Gazza, Telecom Italia Italy	<b>Using Machine Learning to detect Balance Sheet Fraud</b> Dennis Weinbender, Commerzbank Germany	<b>Building an Intelligent Organization - Health Insurance Industry Case Study</b> Phillipp Vetter, Daman National Health Insurance United Arab Emirates	<b>The World's best large-scale Forecasting Product gets even better</b> Snurre Jensen, SAS	<b>Using Text Mining and Natural Language Processing to Automate the Classification of Passenger Complaints</b> Srikanth Sankaran, Graeme Taylor, British Airways UK
14.45 - 15.30	<b>Stratified Modeling with SAS Visual Statistics</b> Wayne Thompson, SAS	<b>Improving Call-Center Workload Predictions With Analytics</b> Per Steffensen, TDC Denmark	<b>Decision Management: how to operationalize Analytics for better decisions in real-time</b> Edwin van Unen, SAS	<b>How Innovations in Fraud Detection are Saving Government Departments Billions whilst also Ensuring Public Safety</b> Jérôme Bryssinck, SAS	<b>Nectar UK's Journey to Personalisation</b> Michael von Geldern, AIMIA UK	<b>BigData Analytics and IoT: The opportunity for Energy companies in a connected world</b> Michael Probst and Jørn Fredriksen,SAS

## MEET-THE-**EXPERT AREA**

**Explore more at these demo live sessions:**  
a great opportunity to dig a little bit deeper  
into the latest analytics topics and technologies.

Demo stations are operational  
the whole day on the 10<sup>th</sup> and 11<sup>th</sup>.

### LIVE DEMO SAS

**SAS Lab for Hadoop: SAS Visual Analytics, SAS Visual  
Statistics and SAS Data Loader for Hadoop**

**Advanced Analytics for automated decisions and model building**

**New SAS Forecast Server Client**

**SAS® Contextual Analysis**

**SAS Stress Testing - Scenario impact valuation on Risk  
and Finance performance**

**Acting on Big Data streams to know the real-time pulse  
of your business**

### LIVE DEMO SPONSORS

**ACCENTURE**

**Insights at the Point of Action with SAS  
CAPGEMINI**

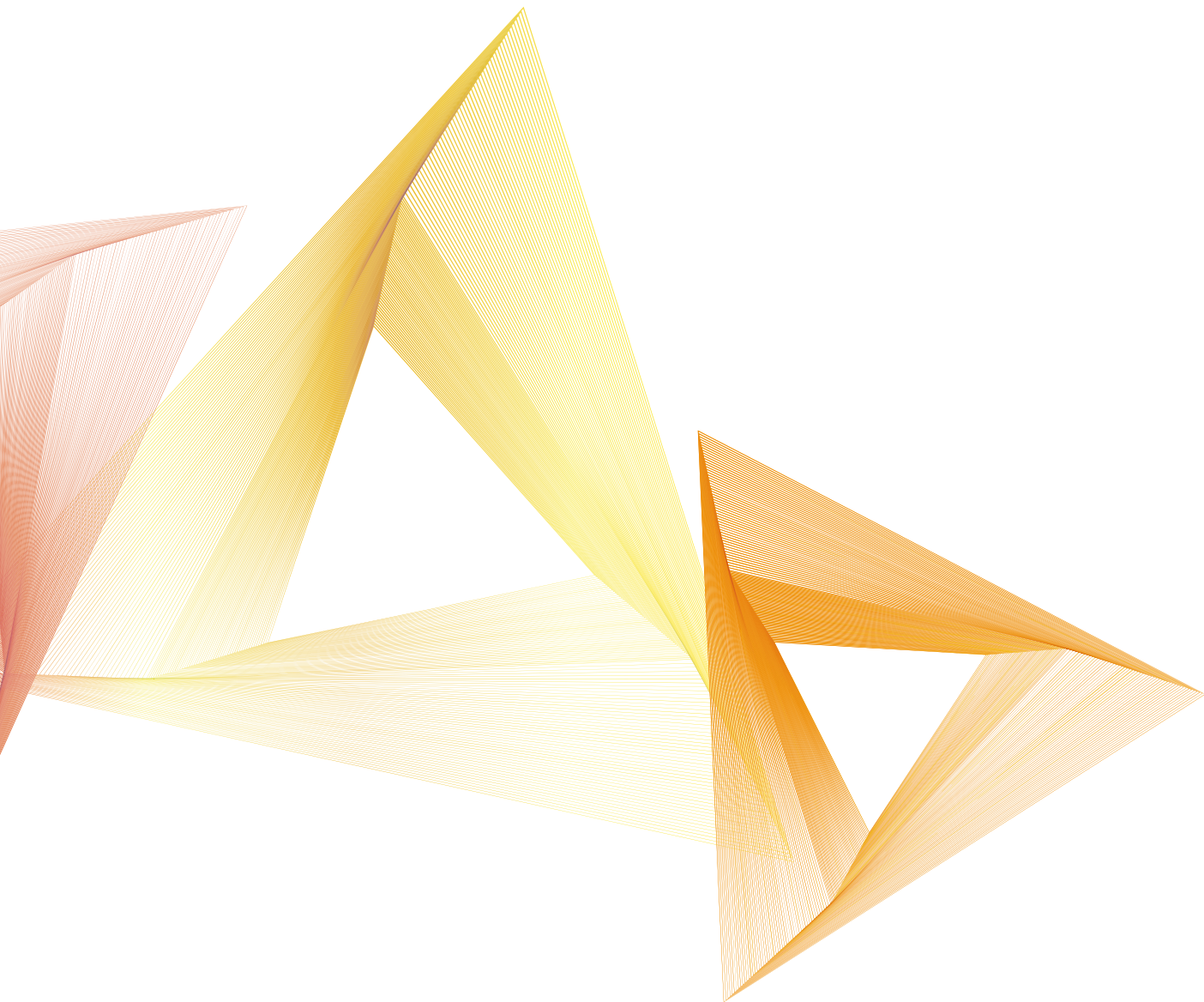
**Analytics Stories: Fashion, Pharma, Publishing  
CEGEKA**

**Federation Business Data Lake  
EMC**

**SAS Grid Manager  
IBM**

**The MapR Data Platform supporting SAS Advanced Analytics  
MAPR TECHNOLOGIES**





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