



2023 SAS Customer Recognition Awards

These awards recognize customers and partners for their standout contributions over the past year.

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Selected by SAS

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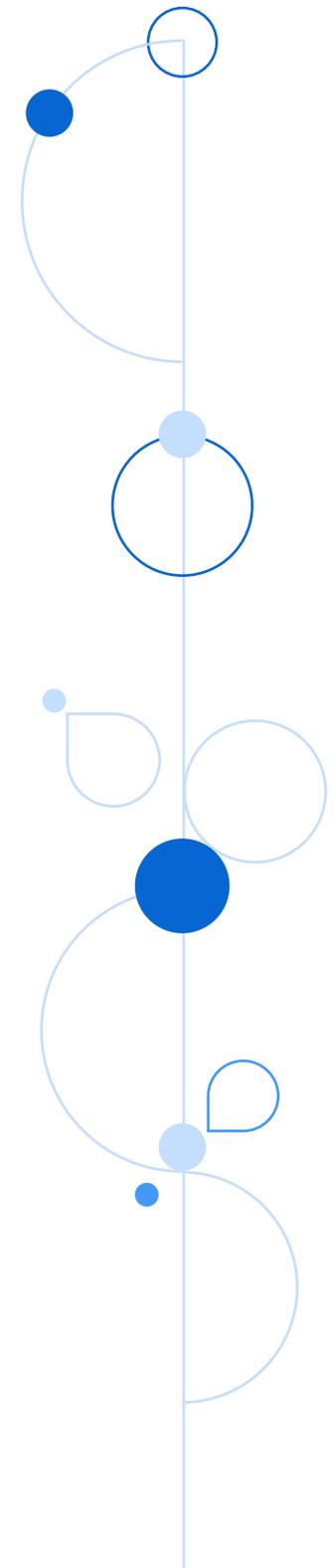
Customer Impact Award – Private Sector

SAS® Support Communities Hero

Regional Users Group MVP

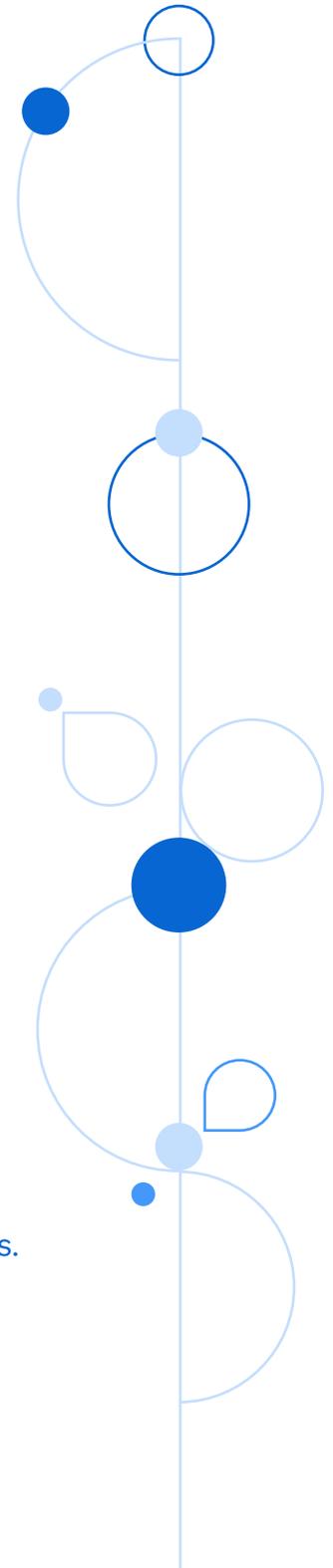
User Feedback Award

Valuable Voice Award



Community Uplift Award

Awarded to a SAS customer who has made an impact in their community at large using SAS products.





Community Uplift Award



FIRST PLACE Gilead Sciences

“We were surprised that the SAS Analytics could be so powerful that it allowed us to successfully develop and discover new drugs that helped us impact the lives of all people, no matter their demographics. We could not have achieved these kinds of outcomes without tools like SAS.”

Sachin Sontakke

Senior Director Information Technology
United States

SAS products used:

SAS Grid Computing

[Read about their project.](#)





Community Uplift Award



SECOND PLACE

bioMérieux

“The user-friendliness of SAS Viya has allowed clinicians to drill down on exactly the pertinent information they need to treat patients before the patient condition has deteriorated beyond the time at which simpler courses of treatment are an option.”

Lauren Long

Visual Analytics Specialist
United States

SAS products used:

SAS® Viya®
SAS Studio

[Read about their project.](#)





Community Uplift Award

180!works

notilyze
FORWARD THROUGH DATA

THIRD PLACE

180.works + Notilyze

“We’ve used SAS to quantify the reduction in carbon emissions from cookstoves in Malawi, Africa. Our most surprising discovery is the fact that we are capable of locating a cookstove, assessing its usage over time on a detailed, hourly level and how much forest is conserved as a result.”

Paul Koot

Data Scientist
Netherlands

SAS products used:

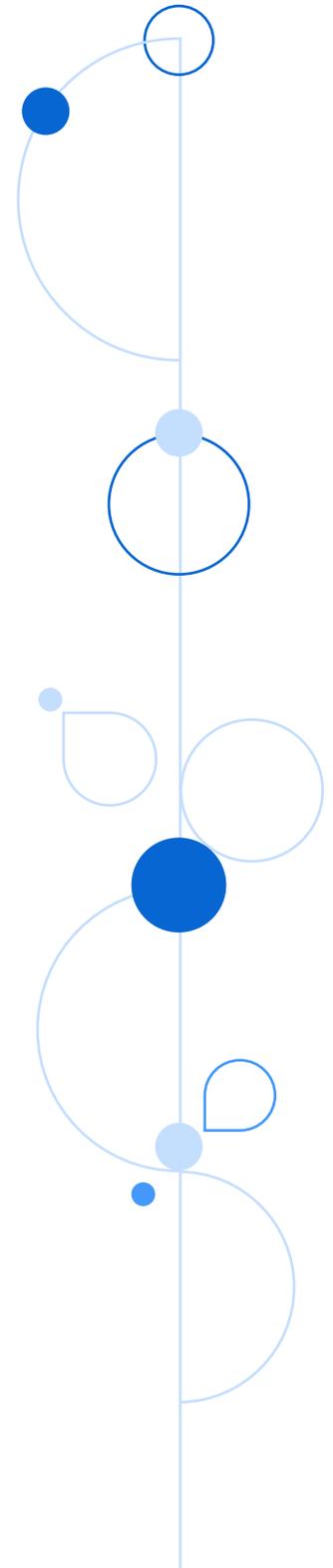
SAS Studio
SAS Visual Analytics
SAS Event Stream Processing

[Read about their project.](#)



Curious Thinker

Awarded to a SAS customer who embodies curiosity, one of SAS' guiding principles.





Curious Thinker



FIRST PLACE Istanbul Airport

“Working with SAS solutions inspires us on how to transfer complex data to act in real time with the right offer at the right time to the right person on digital channels.”

Simru Delen İpek

Head of Digital and Marketing
Turkey

SAS products used:

SAS Viya
SAS Intelligent Decisioning
SAS Event Stream Processing
SAS Customer Intelligence 360

[Read about their project.](#)





Curious Thinker

hopi

SECOND PLACE

Hopi

“Since SAS offers high flexibility, it is possible to analyze any insight, take fast adopted actions and monitor its performance by dashboards. In a fast-changing environment, we can manage our customers in a 360 perspective to be more adaptive to trends and increase customer engagement.”

Gül Sağır Aydın

Consumer Business Assistant General Manager
Turkey

SAS products used:

SAS Viya
SAS Studio
SAS Intelligent Decisioning
SAS Customer Intelligence 360

[Read about their project.](#)





Curious Thinker



THIRD PLACE

ICON

“Although there are many new tools available in data science, SAS still has the corner on the market with macros and big data automation.”

Daniel Wanjiru
Statistical Programmer
Kenya

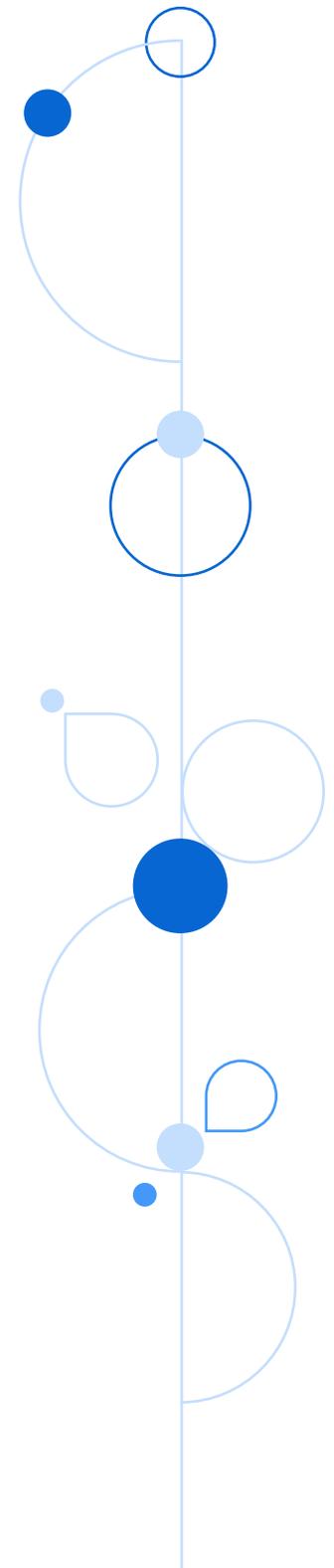
SAS products used:
SAS®9

[Read about their project.](#)



Distinguished Partner

Awarded to a SAS Partner whose actions exceeded the customer's expectations. This Partner went above and beyond their duties and was essential to the customer's success.





Distinguished Partner

LINKTERA

FIRST PLACE

Linktera

“One of the key aspects that sets SAS apart is their commitment to providing a comprehensive ecosystem rather than just product sales. SAS has offered us opportunities to expand our potential business network by not only providing cutting-edge analytics solutions but also by organizing various events and activities. This holistic approach has enabled us to tap into new markets and forge valuable connections within the industry.”

Taşkın Osman Aksoy

Co-Founder and CEO
Turkey

SAS products used:

SAS Viya
SAS Intelligent Decisioning
SAS Event Stream Processing
SAS Customer Intelligence 360

[Read about their project.](#)





Distinguished Partner

timestamp

SECOND PLACE

Timestamp

“Very high satisfaction, with identification rates above 80% (comparing to 4-5% before). Also, to achieve correctness, huge time and effort was needed, and the process is now highly automated and timely. This implementation has allowed AT, the Portuguese Tax and Customs Authority, to excel on this process, among its fellow EU counterparts.”

Luís Leão Silva

Board Member - Data and Analytics
Portugal

[Read about their project.](#)





Distinguished Partner



PARTNER REPUBLIC

THIRD PLACE

Partner Republic

“We’re focusing on creating business value by using SAS Analytics customer intelligence tools, designing the proper customer journeys to have a greater engagement with the customer, and designing the moment of truth for the segmented customer journeys.”

Demet Yarkin
CEO
Turkey

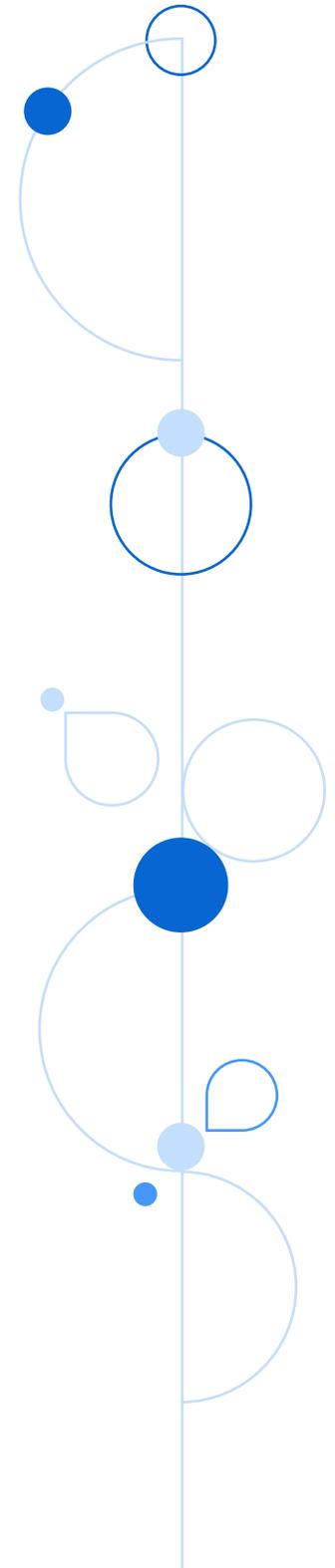
SAS products used:
SAS Viya
SAS Customer Intelligence 360

[Read about their project.](#)



Innovative Problem Solver

Awarded to a SAS customer who uses SAS in innovative ways to solve a business problem.





Innovative Problem Solver



FIRST PLACE

QNB Finansbank

“By preventing fraud with lower false-positive rates, we contributed to increased customer happiness and bank reputation. At the same time, we increased the customer information and confirmation stages without increasing the manual workload.”

Gökhan Dumrul

Expert Specialist / Team Leader
Turkey

SAS products used:

SAS Fraud Management

[Read about their project.](#)





Innovative Problem Solver

BROOKS[®] Rehabilitation

SECOND PLACE

Brooks Rehabilitation

“Our SAS Visual Analytics opioid dashboard is extremely useful, but physicians on the floor needed an additional method to access the information to better accommodate their daily workflow. For this reason, we supplemented the dashboard by creating a SAS-generated PDF report emailed directly to our individual physicians.”

Mathew Raters

Health Care Data Analyst
United States

SAS products used:

SAS[®] Enterprise Guide[®]
SAS Visual Analytics
SAS Management Console

[Read about their project.](#)





Innovative Problem Solver

Optum

THIRD PLACE

Optum Serve

“Several artificial intelligence technologies were combined to power the solution, including advanced optical character recognition, machine learning, computer vision and natural language processing. Fifty analytic data models were tailored to produce a claim-specific summary for providers, along with structured bookmarks to help the provider review the document efficiently.”

Johnny Brevik

Chief Technology Officer
United States

SAS products used:

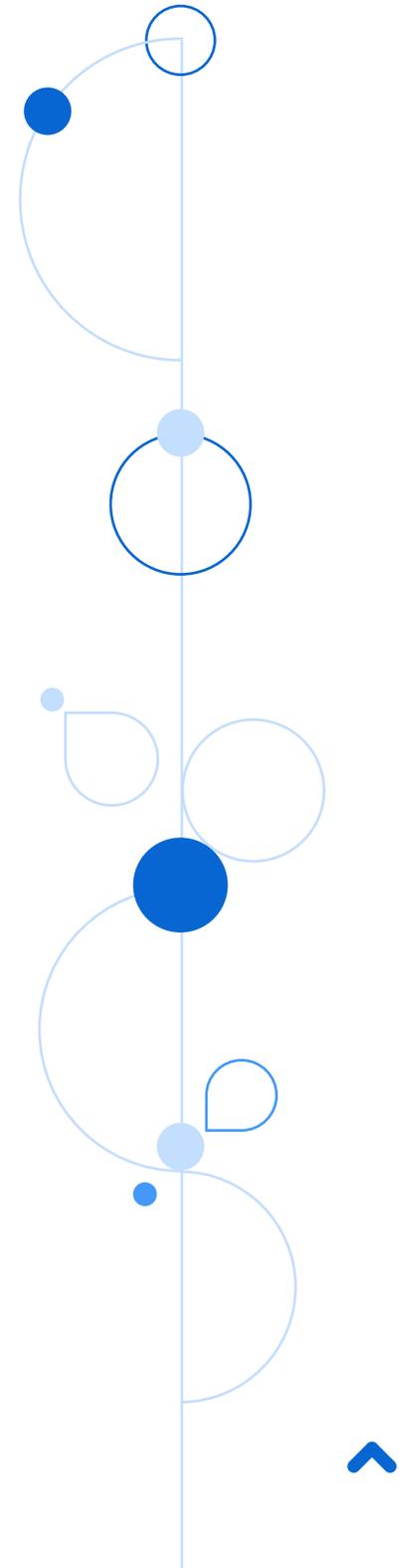
SAS Visual Text Analytics
SAS Visual Data Mining and Machine Learning
Deep Learning Python (DLPy)

[Read about their project.](#)



Professional Growth Award

Awarded to a SAS customer who uses SAS resources for personal professional development or for developing their team.





Professional Growth Award



FIRST PLACE

Virgin Money

“When new members join the team, we use SAS’ free resources to help get them up and running in the world of SAS. For example, the free SAS Programming 1 e-learning course. And we’re now in the process of constructing a SAS onboarding program to support new SAS users joining Virgin Money.”

Damien Hellewell

Senior Data Design Manager
United Kingdom

SAS products used:

SAS® Enterprise Guide®

[Read about their project.](#)





Professional Growth Award



SECOND PLACE

Canada Revenue Agency

“We look at SAS solutions as complementing, not competing with each other. We see them as modular and regard them as part of a data supply chain. For instance, I use SAS Enterprise Guide for descriptive and inferential stats; then I use Viya for log reg and decision trees.”

Jason Andrew Oliver

Senior Compliance Analyst and Data Scientist
Canada

SAS products used:

SAS Viya
SAS Enterprise Guide
SAS® Enterprise Miner™

[Read about their project.](#)





Professional Growth Award



THIRD PLACE Mercury Financial

“I’ve been using SAS for more than 20 years. I use SAS daily and have trained peers and incoming employees. The learning that I have obtained through SAS support websites (support and white papers) has given me the ability to become an expert and raise my career from analyst to lead roles.”

Carlos Escudero

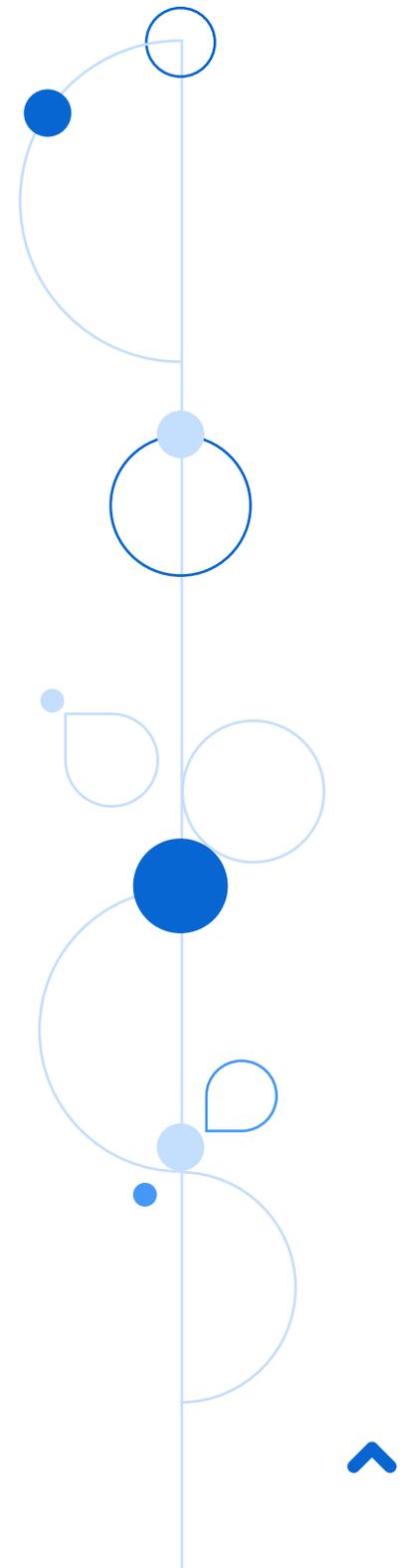
Business Intelligence Lead
United States

[Read about their project.](#)



ROI Rock Star

Awarded to a SAS customer demonstrating the greatest business benefit and return on investment using SAS products.





ROI Rock Star

MiGROS

FIRST PLACE

Migros

“We have established customer journeys to enhance engagement by sending personalized push notifications. That leads to increased wallet share, conversion rate and customer acquisition for individual and commercial customers. Money Gold program saw a 33% increase in membership, leading to a 40% rise in sales. Commercial Cards program prompted 23% of members to make their first purchase, resulting in a 35% increase in sales.”

Sinem Orpak

Director, Customer Experience Strategy
and Marketing Communications
Turkey

SAS products used:

SAS Customer Intelligence 360

Read the Migros SAS customer story – [“The right offer every time”](#)

[Read about their project.](#)





ROI Rock Star



SECOND PLACE

Mediclinic

“We immediately saw a 40% to 60% reduction in workload times after migrating to SAS Viya on Microsoft Azure. Workloads that took 24 to 30 hours to run now complete in 10 to 13 hours. The flexible compute configurations and scalability available as part of Kubernetes and Viya will allow us to save 30% to 50% on compute costs on an annual basis.”

Shравan Lalbahadur

Group Manager, Data Science and Visualization
South Africa

SAS products used:

SAS Viya
SAS Studio

[Read about their project.](#)





ROI Rock Star

hopi

THIRD PLACE

Hopi

“We increased our conversion rate by 20% with more targeted campaigns, real-time personalized journeys and more engaged customers. We replaced three different solutions with SAS. Our costs have been drastically reduced.”

Gül Sağır Aydın

Consumer Business Assistant General Manager
Turkey

SAS products used:

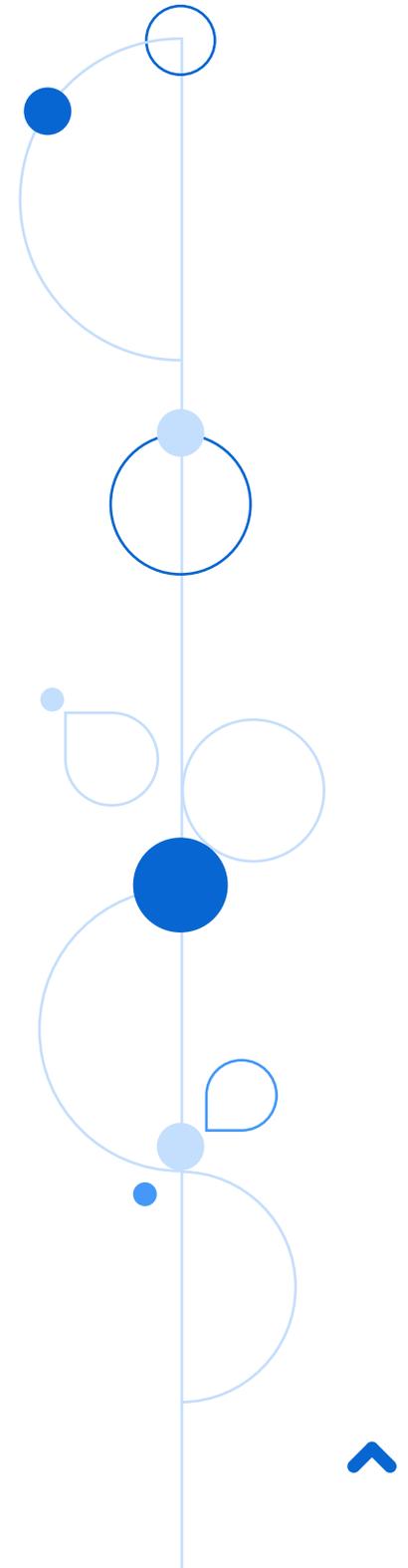
SAS Viya
SAS Studio
SAS Customer Intelligence 360
SAS Intelligent Decisioning
SAS Model Manager

[Read about their project.](#)



Rookie of the Year

Awarded to a new SAS customer (within the last five years) who is using SAS to make a positive impact on their organization.





Rookie of the Year

MiGROS

FIRST PLACE

Migros

“SAS empowers us to efficiently and effectively manage our communication plans and journeys. With SAS, we can precisely target the appropriate customer groups, communicate with them at the right time and utilize the most suitable channels.”

Sinem Orpak

Director, Customer Experience Strategy
and Marketing Communications
Turkey

SAS products used:

SAS Customer Intelligence 360

Read the Migros SAS customer story – *“The right offer every time”*

[Read about their project.](#)





Rookie of the Year



SECOND PLACE

Taurex Drill Bits

“Being able to construct machine learning processes in the background, and push the results into interactive visualizations, has democratized the complex data our company collects easily to all internal and external parties.”

Cameron Devers

Data Scientist
United States

SAS products used:

SAS Viya

[Read about their project.](#)





Rookie of the Year

hopi

THIRD PLACE

Hopi

“Even though we have various data sources, we would like to work with SAS solutions to transfer large and complex data to actions to the right person at the right place with the right offer at the right time.”

Gül Sağır Aydın

Consumer Business Assistant General Manager
Turkey

SAS products used:

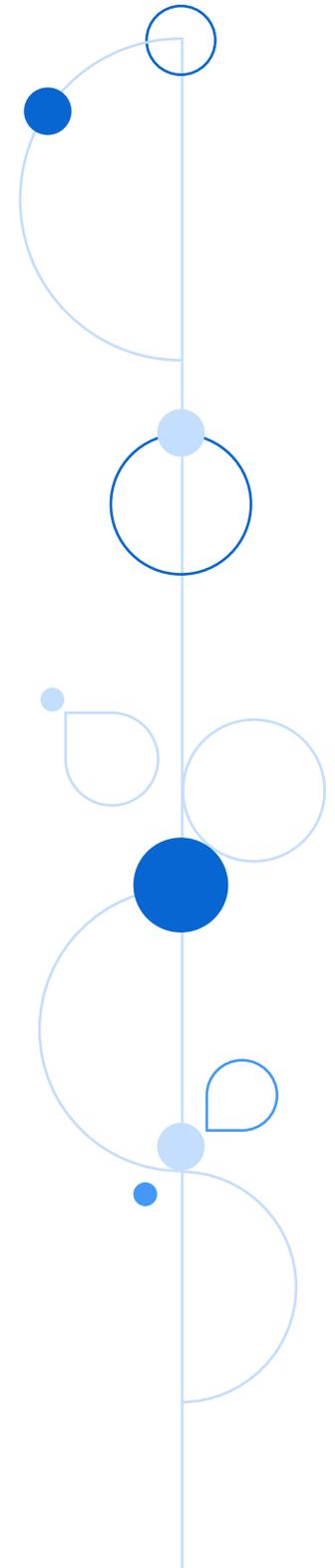
SAS Viya
SAS Studio
SAS Customer Intelligence 360
SAS Intelligent Decisioning
SAS Model Manager

[Read about their project.](#)



SAS[®] Analytics Explorers Advocate

Awarded to a SAS customer who is using the SAS Analytics Explorers program to grow their skills, career and/or network.





SAS® Analytics Explorers Advocate

EY ifb

Finance and Risk
Transformation

FIRST PLACE

EY ifb

“SAS Analytics Explorers is the starting point of my daily SAS activities. It provides me with wider SAS knowledge and with the resources (points) for certifications. This led me to the SAS Certified Professional: AI and Machine Learning certification. Together with activities in the SAS Support Communities, I can grow contacts with other SAS users, which have already led to approaches for common work.”

Markus Weick

Manager
Germany

[Read about their project.](#)





SAS® Analytics Explorers Advocate



BOTAŞ

SECOND PLACE

BOTAŞ

“I learned about SAS Analytics Explorers when our company bought SAS software. Thanks to a lot of content and videos featuring SAS applications, I gained insight into the software and the community that uses it. It helped me learn tips and new features.”

Tarık ARAYİ

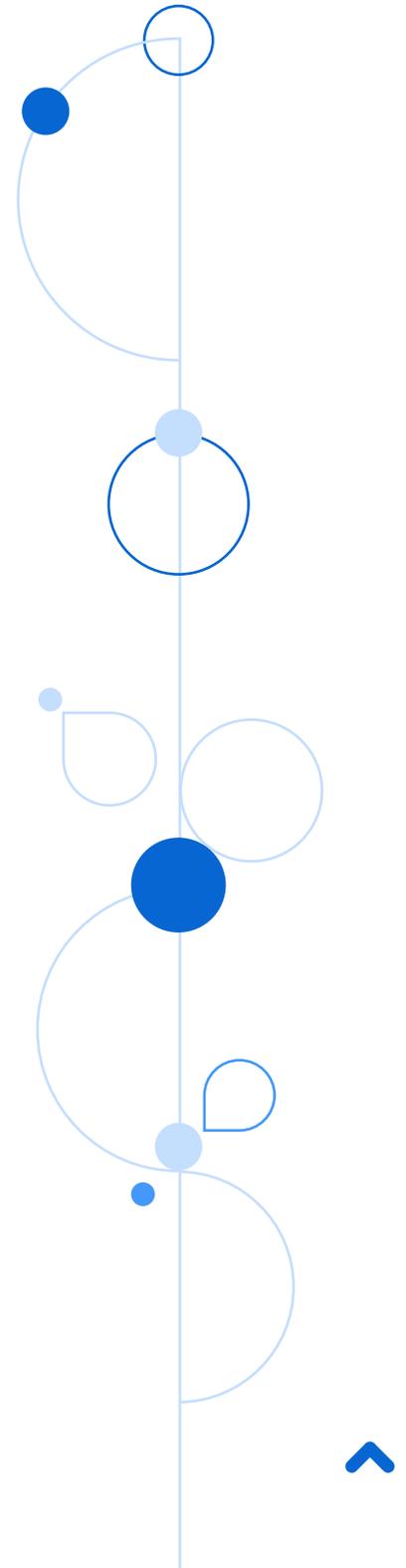
Chief Engineer
Turkey

[Read about their project.](#)



Visual Storyteller

Awarded to a SAS customer who has mastered the art of using data visualizations to help educate their company and tell a story about their data.





Visual Storyteller



FIRST PLACE

Blue Shield of California

“In 2022, I created seven self-service SAS Viya dashboards for my internal customers. The customers love the quick and easy visualization capabilities that help them make sense of health care data, informing planning and decision making.”

Satya Ly

Medical Informatics Analyst, Consultant
United States

SAS products used:

SAS Enterprise Guide
SAS Studio
SAS Viya
SAS Visual Analytics

[Read about their project.](#)





Visual Storyteller

YILDIZ ★ TECH

SECOND PLACE

Yıldız Tech

“Thanks to this project, we can now calculate employee churn with a 70% accuracy rate and strengthen our capabilities to proactively plan the preventive actions. The story is that the predictive outcomes crafted created a huge impact to retain key talent and predict next period turnover expectations.”

Utkan Menteş

Director, Advanced Analytics Solutions
Turkey

SAS products used:

SAS Visual Analytics

Read about the [Yildiz Tech demand planning SAS customer story](#).

Read about the [Yildiz Tech people analytics SAS customer story](#).

[Read about their project.](#)





Visual Storyteller

 **UNIVERSITETSSYKEHUSET NORD-NORGE**
UNIVERSITY HOSPITAL OF NORTH NORWAY



THIRD PLACE

University Hospital of North Norway

“Automatic generated checklists in Viya are developed and used for effective and continuous improvement of registrations in our patient records. The predefined checklists developed in SAS Viya are published and available for anybody at any time on any screen inside the University Hospital. By using the checklists on a daily basis, we have reduced the amount of patients waiting for care and treatment to start up. Waiting time is reduced from an average of 85 days in 2016 to 58 days today.”

Trine Storjord

Clinical Advisor and Data Analyst in Clinic for Surgery, Gynecology and Cancer Treatments Norway

SAS products used:

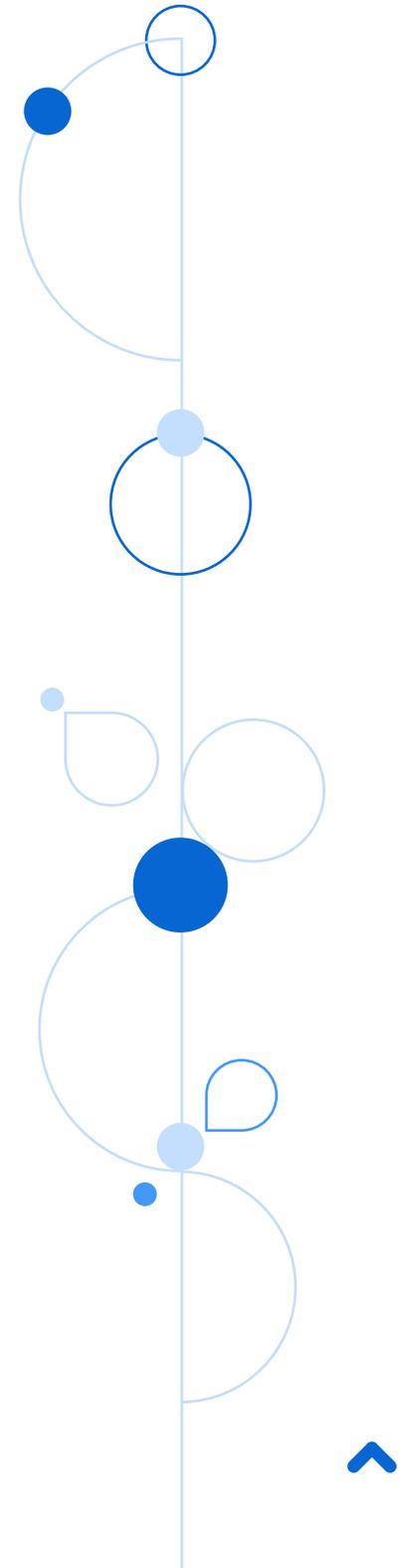
SAS Viya

[Read about their project.](#)



Customer Impact Award – Public Sector

Awarded to a public sector customer who has had the most impact through a willingness to share their analytics journey, successes and lessons learned with others.





Marty Sumner



Chet Effler

Customer Impact Award – Public Sector



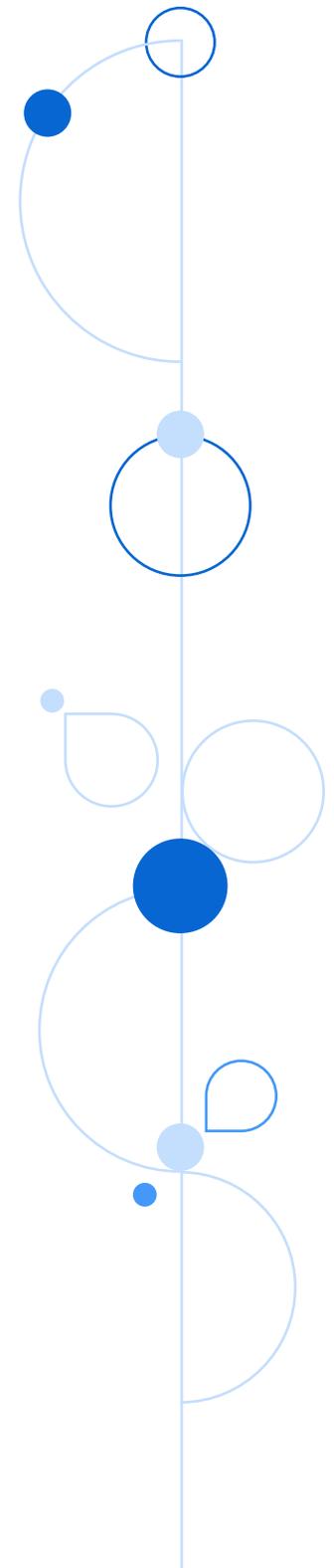
North Carolina Department of Insurance

The North Carolina Department of Insurance Criminal Investigations Division partnered with the North Carolina Government Data Analytics Center and SAS to build the Insurance Crimes Investigation System (ICIS). ICIS went live in 2020 and allows the DOI to better detect fraud and track investigations from intake through prosecution. As a leader in this space, the NC DOI has tirelessly shared their experience, knowledge and best practices with other government agencies as well as private sector entities over the last year in many different ways, including in-person meetings and presentations, phone calls, e-books, and insurance and government publications. We would like to recognize **Marty Sumner** and **Chet Effler** for the impact they've had with their willingness to share the successes of the ICIS to better the investigative community and for the NC Department of Insurance's partnership with SAS.



Customer Impact Award – Private Sector

Awarded to a private sector customer who has had the most impact through a willingness to share their analytics journey, successes and lessons learned with others.





Customer Impact Award – Private Sector



Ulta Beauty

Ulta Beauty has been a SAS advocate since January 2020, when they first partnered with SAS to share their experience with other retailers at the National Retail Federation conference. They have shared their voice consistently since then. Just since last summer, they have partnered with SAS to create a customer success story including a video testimonial of the success they've had using SAS Customer Intelligence 360 and the strength of our partnership. They've participated in multiple speaking engagements – SAS events, third-party events and podcasts. At SAS Innovate this May, Kelly Mahoney spoke in three separate sessions – Customer Intelligence Connections, a Retail Industry breakout and on the main stage for closing session. They are quoted in press releases, participated in calls with other customers and prospects, and are highlighted in a wide variety of other marketing assets and publications. The entire team from Ulta Beauty contributes to the success of our partnership. In particular, we recognize **Kelly Mahoney** and **Melissa Berscheid** (pictured) for lending their voices to positively affect others in this space. We appreciate all you do for SAS!

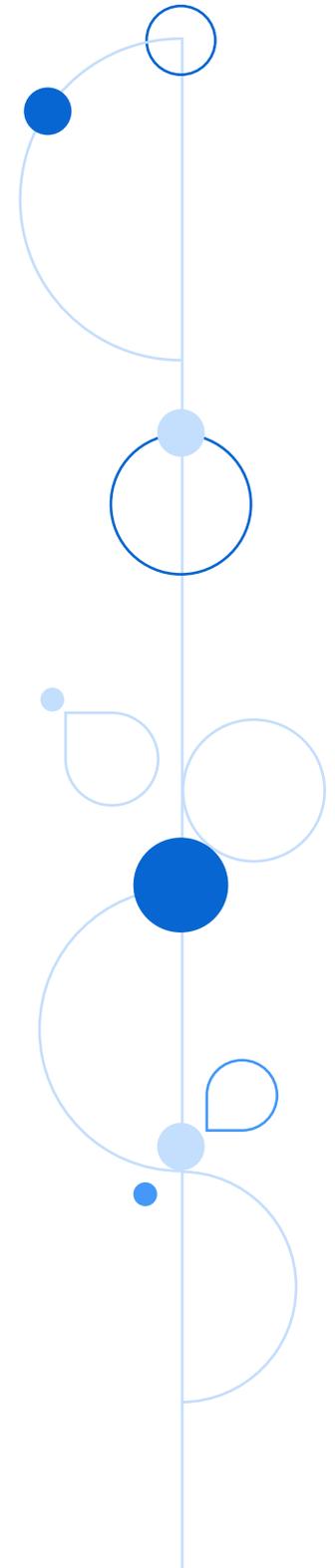
Read the [Ulta Beauty intelligent marketing SAS customer story](#).

Watch the [Ulta Beauty webinar](#).



SAS® Support Communities Hero

Awarded to a customer who answers a lot of questions in Communities.
Goes above and beyond helping other users on the SAS Support Communities.





SAS® Support Communities Hero



Tom Abernathy

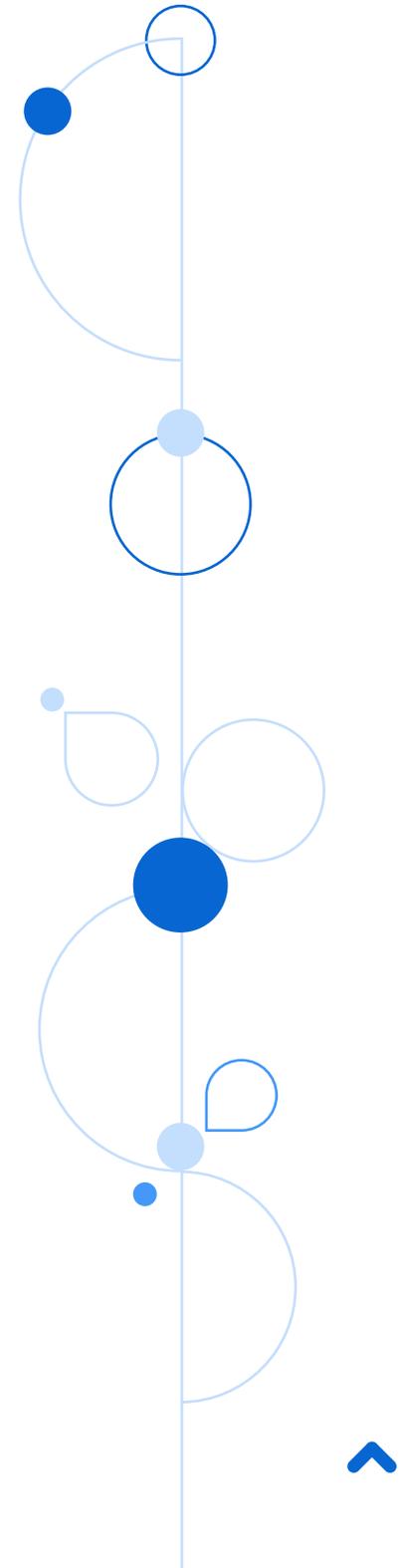
Director, Clinical & Technical Data Management
Pfizer

Tom is a long-standing member of SAS Support Communities and has served seven terms as a Super User. He consistently provides help and guidance to community members and is a welcoming presence in the community. He authored more than 520 solutions last year and published over 2,700 replies – an average of eight posts per day for the past year! SAS users around the world benefit from his knowledge and benevolence. We appreciate all you do, Tom.



Regional Users Group MVP

Awarded to a Regional Users Group leader demonstrating a dedicated passion for the success of users group members.





Regional Users Group MVP



Quentin McMullen

Vice President and Steering Committee Member
for the Boston Area SAS Users Group (BASUG)

Siemens Healthineers

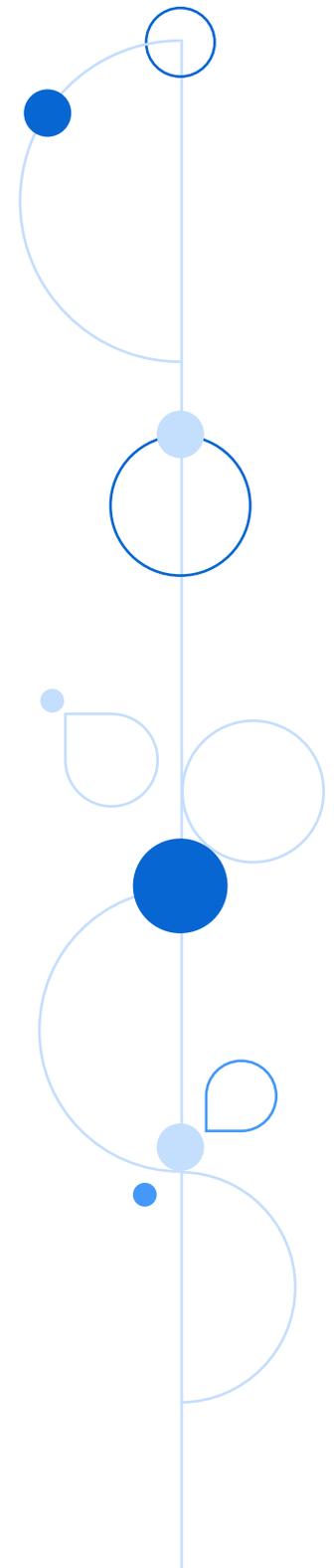
Quentin is a 20-year veteran SAS user who has spent years planning and presenting at users group meetings (anyone remember NESUG?). In addition to his work with BASUG, Quentin lends his time and experience by providing best practices and guidance to other users group leaders looking to establish (or reestablish) their events. He is also a supporter of all users groups, as he can be found promoting events from across North America. We appreciate all you do for SAS users, Quentin!

Read the [Siemens Healthineers predictive service and maintenance SAS customer story](#).



User Feedback Award

Awarded to a customer who frequently provides valuable feedback on their user experience with SAS. Their feedback is high-quality, provides examples and is reliable. Their feedback has driven product improvements.





RE A Group



User Feedback Award

Lewis Lee RE A Group

Lewis has made a huge contribution to the enhancements of SAS 360 Match. He stayed in constant communication with Sushanth Ramesh and Brian Jones in the SAS Customer Success and R&D teams to discuss the improvements and supportability of features of SAS 360 Match. These improvements were centered on the feature requests and business needs that RE A Group came up with through their usage of the product.

The following features were some of those requests that were added to the SAS 360 Match based on the feedback Lewis provided:

- Index Exchange (SSP) integration – enable multisize request for Index Exchange through *imp.banner.format*; OpenRTB object and Index Exchange-to-server update; include *user.ext.data.segment* into bid request.
- Tealium (CDP) server-to-server (S2S) integration.
- Pre-bid server integration support.
- Magnite (SSP) integration update – Magnite S2S bid request update; include *user.ext.rp.target*.
- TripleLift (SSP) integration – dd SAS S2S Token for TripleLift; pass through Krux segments.
- S2S – OMID signal enablement; app inventory and S2S *imp.ext.gpid* object addition.

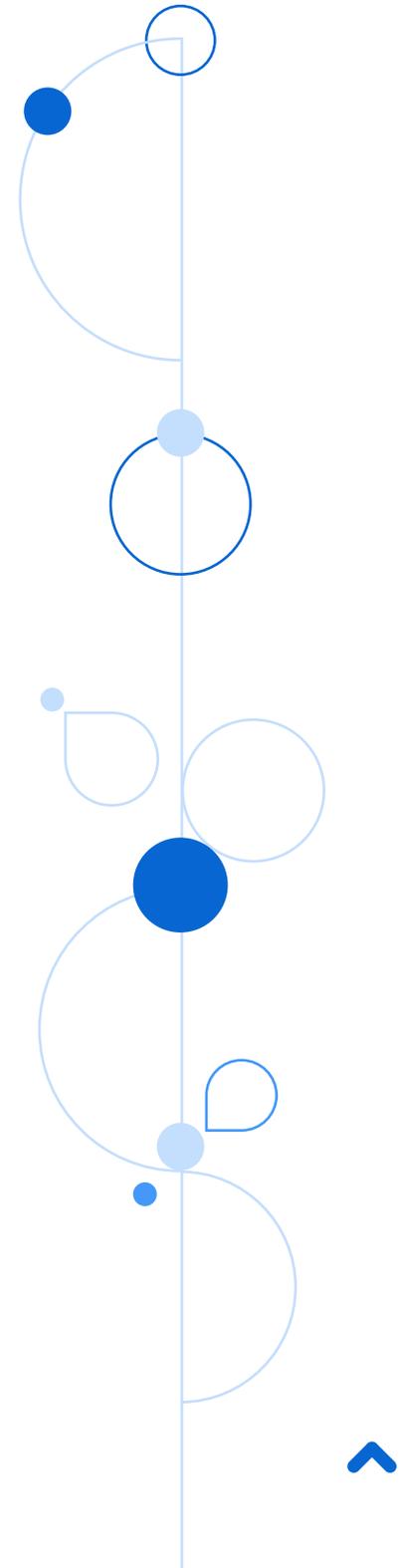
There is also a shared Trello board with the list of issues and features that team members all monitor so that the business needs and concerns are addressed in a timely manner while we take into consideration the priority of all these business requirements.

Lewis also works closely with SAS Technical Support whenever he needs assistance with using the new features (that is user-defined networks and header bidding). After this collaboration, he suggests potential areas of improvement that would also benefit all customers using SAS 360 Match, which are passed along to the R&D team. Lewis has used SAS software for a long time and, throughout the years, he has been vital and instrumental in the vast improvement of SAS 360 Match.



Valuable Voice Award

Awarded to a customer who has consistently engaged in our Inner Circle Surveys over the last year and provided valuable feedback on our products and services.





Valuable Voice Award



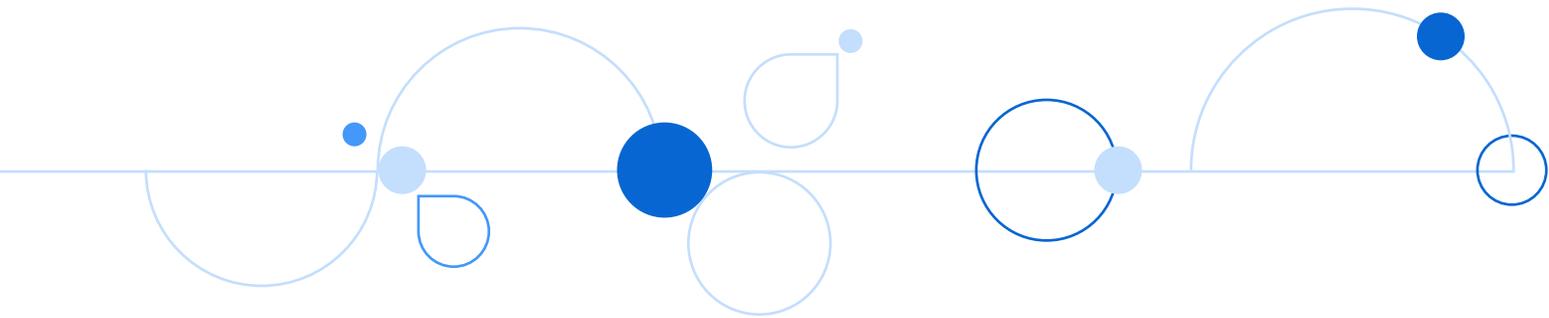
Dave Oesper

Quantitative Analyst II, Data Science

Lands' End

Dave filled out the SAS Global Customer Satisfaction Survey three times (2018, 2020, 2022) and is very active with our Inner Circle Surveys (most recently on March 27, 2023). He is a level 7 in Communities and is a member on the new Inner Circle community. Also, he is active on sas.com and is a SAS Analytics Explorers member. Thank you for all your valuable feedback, Dave!





For more information, please visit sas.com/2023winners.

