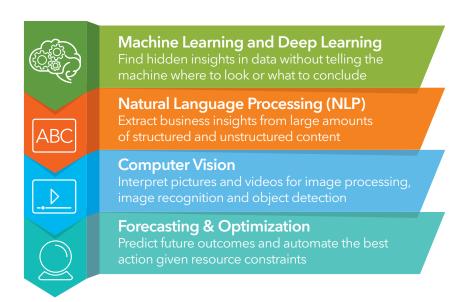
What happens when you add learning and automation to analytics?

Artificial Intelligence (AI)



What's powering SAS® AI?



CC SAS' vision for data science is not limited to innovation in tools. It has been quick to jump on any new promising analytical methods across multiple disciplines, such as statistics, econometrics, optimization, machine learning, deep learning and natural language interaction.

> The Forrester Wave™: Predictive Analytics and Machine Learning Solutions, Q1 2017

How are SAS customers using AI?



Sports analytics Object detection player assessments from on-field camera footage



Energy forecasting accuracy by learning variability in energy use



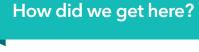
Manufacturing optimization Computer vision

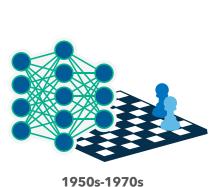


Customer feedback NLP interprets call center conversations to filter out noise and resolve customer concerns



patient outcomes





Neural Networks

1980s-1990s

Machine Learning



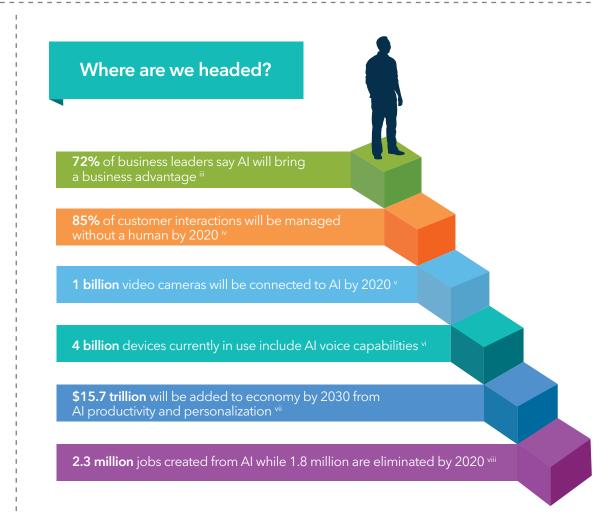
Deep Learning and Cognitive Systems

Data Size, Variety & Computer Power

SAS develops its first machine learning algorithm in 1976

Admittedly, it's hard to listen to an analytics provider without hearing about machine learning and Al. But while the rest of the world is bathing in Al hype, SAS customers view it as evolution, not revolution.

Tony Baer, Principal Analyst at Ovum



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