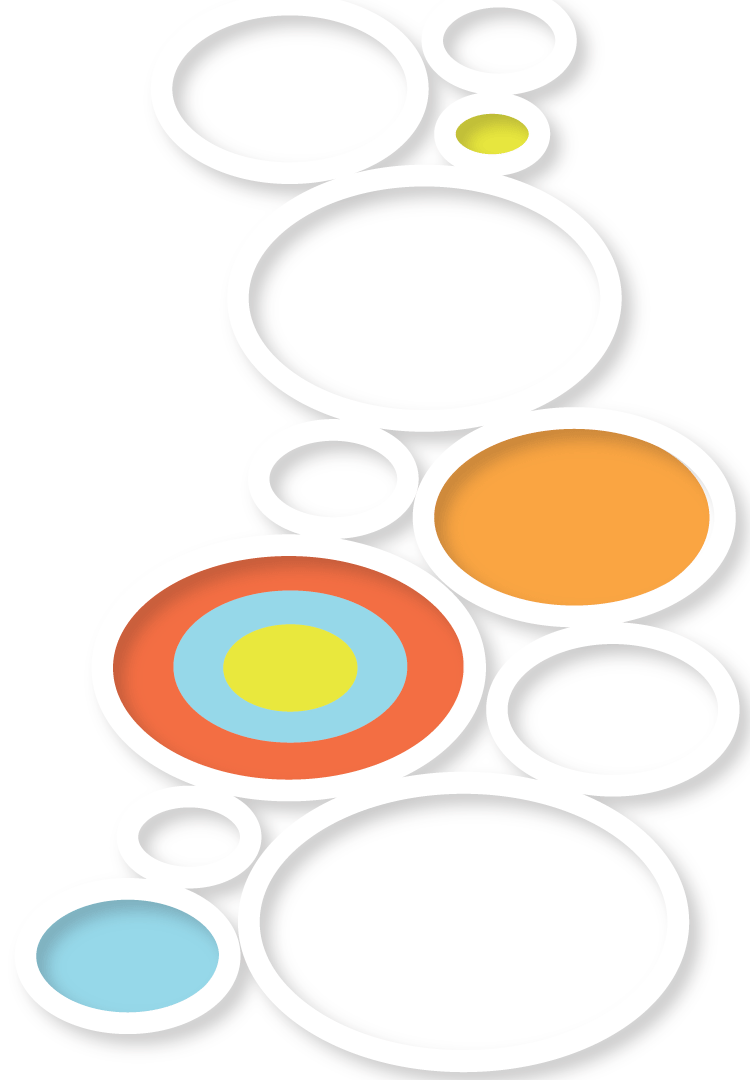


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Decisions at the speed of right

Shekhar Iyer
General Manager, Center of Excellence
SAS



Technology Evolution Disrupting Business As Usual



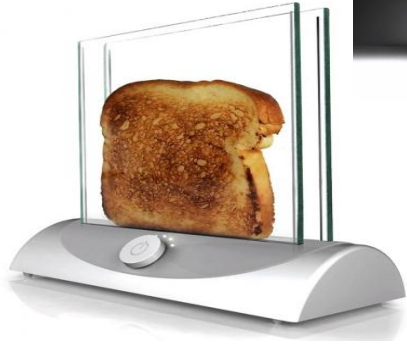
MID 90'S

**ARE YOU
READY?**



2010+

... and the streams from data from devices and sensors have not even really started ...





Temperature: 19°C

Energy Use: 97kWh

Relative Humidity: 31%

Precipitation: 0,2cm

Energy Use: 83kWh

Seismic Activity: 0,4m/s

Public Health:
54th diagnosis

Noise Level: 110db

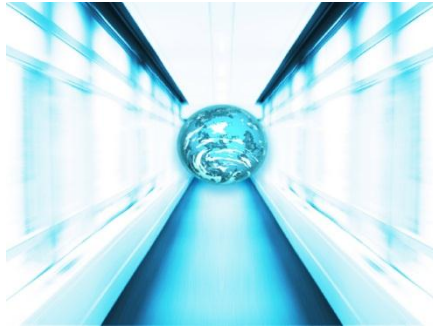


What is Big Data?

“Data that exceeds the processing capacity of conventional database systems.”



VOLUME

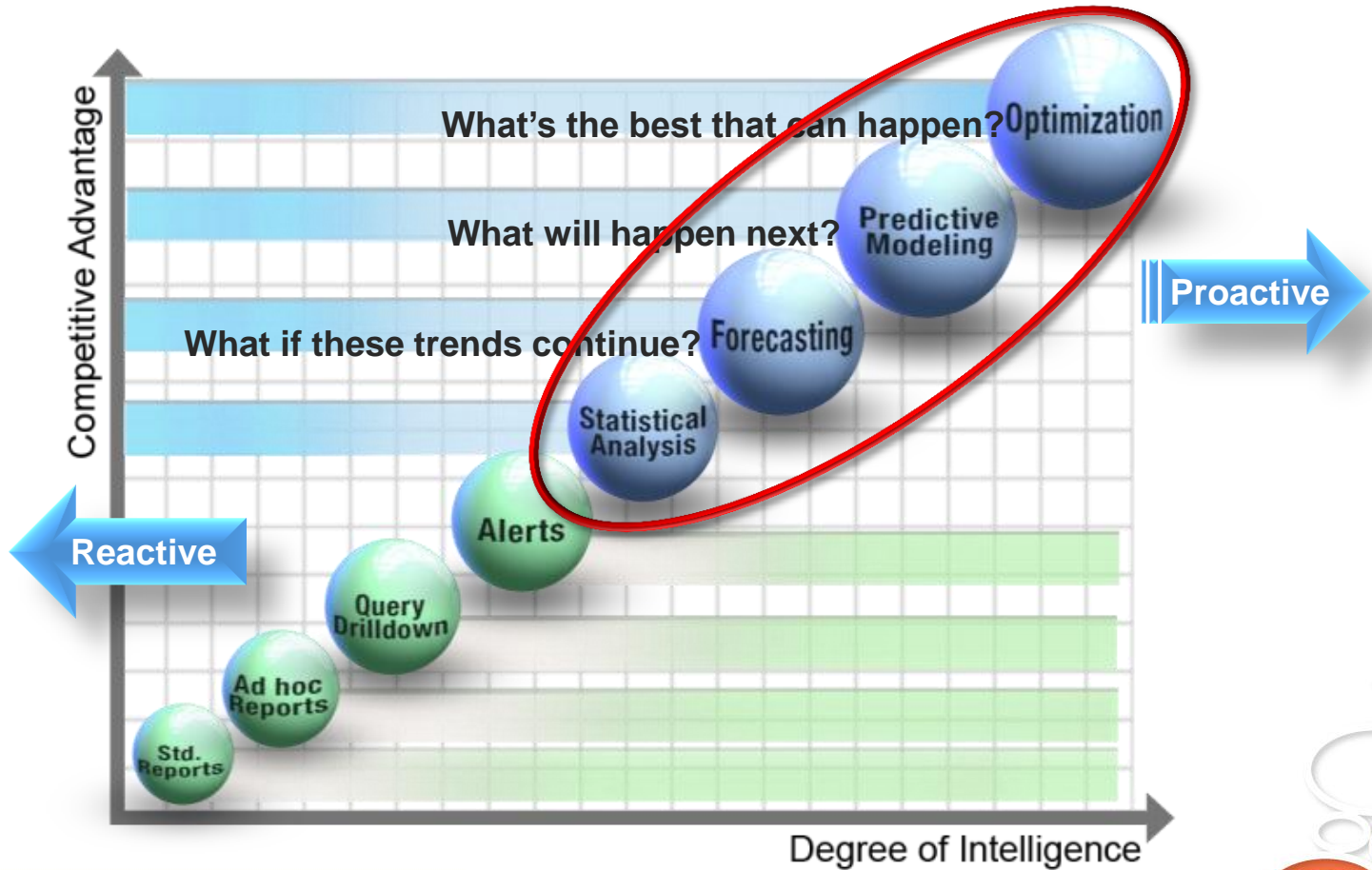


VELOCITY



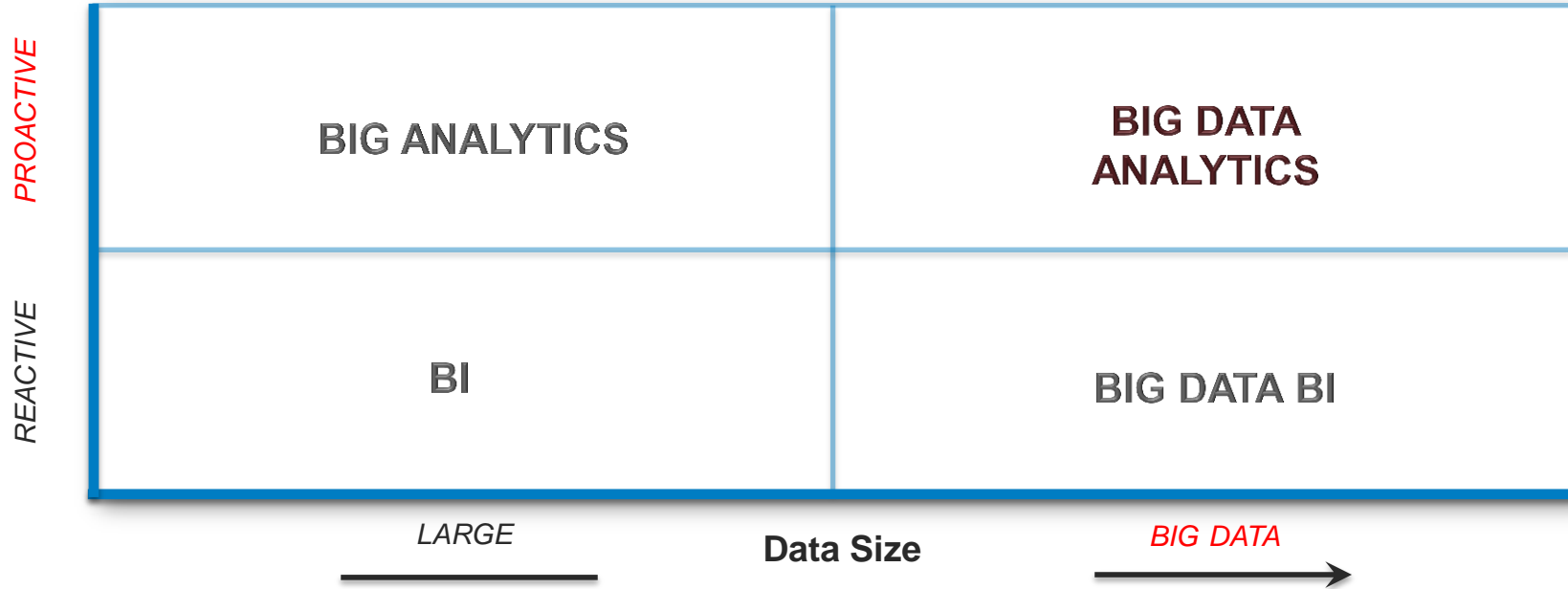
VARIETY

What is Analytics?

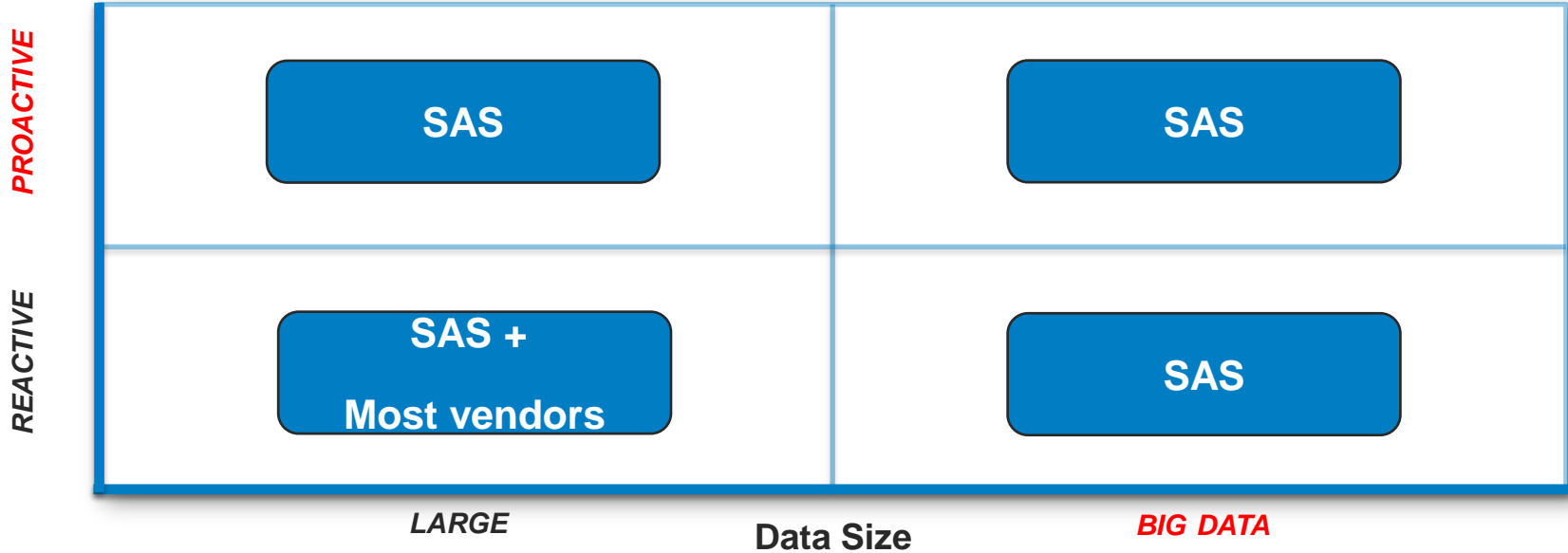


Analytics and Big Data Capability

- Data Size and analytic competence



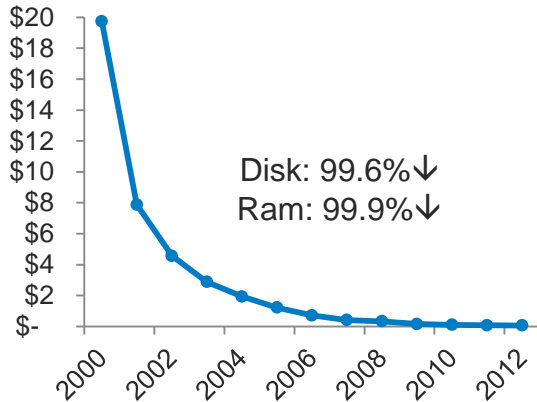
How is SAS Unique?



Why now!

Gaining Competitive Advantage in a Dynamic World

Cost Advantage



Variety & Speed of Change



Too much data for gut feel decisions



Inflection Point! Is When Great Leaders Emerge

Good to Great....Not Good to Bad

90's

BARNES & NOBLE
BOOKSELLERS

amazon.com®

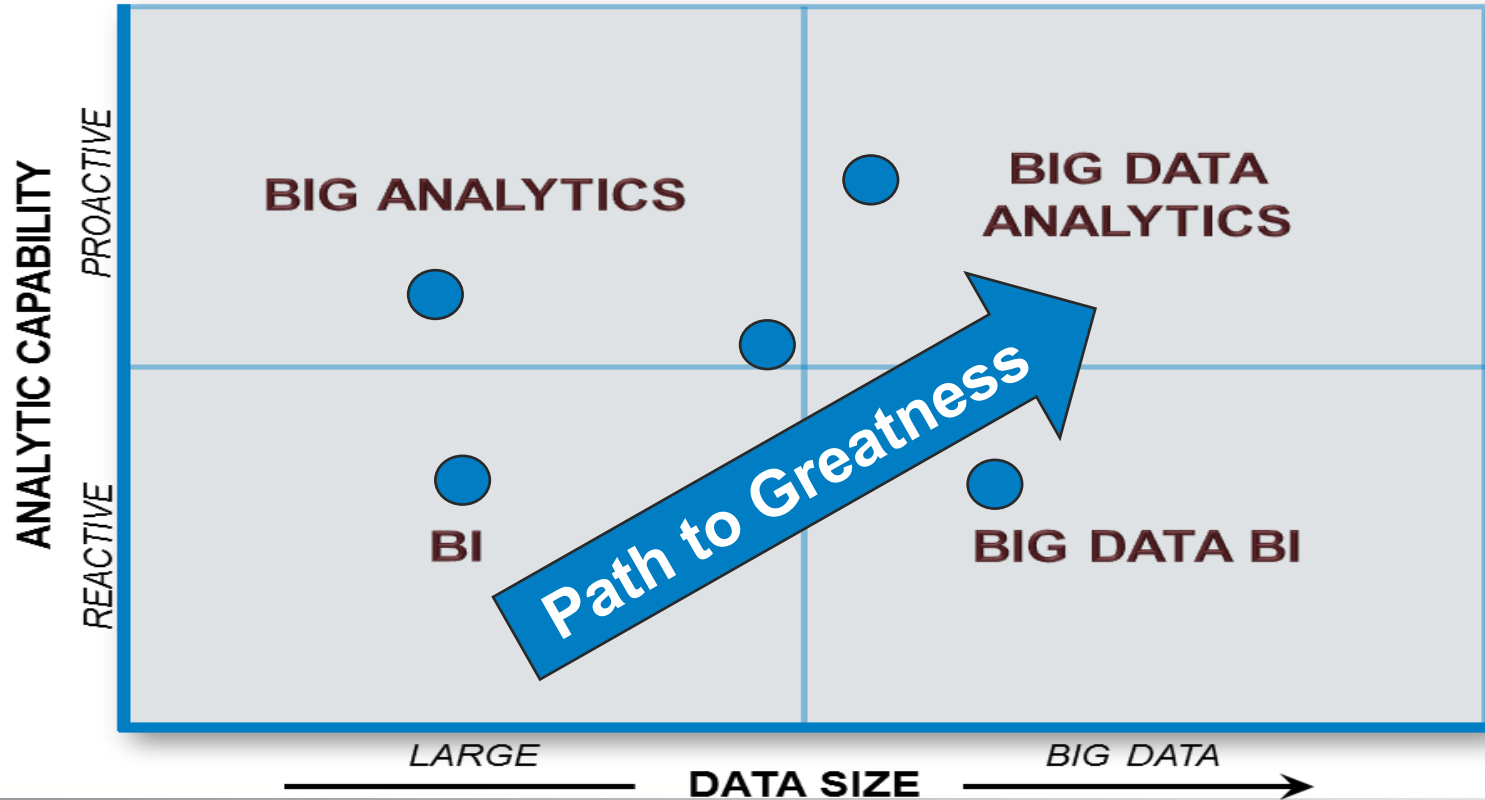
2000 till Now

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BARNES & NOBLE
BOOKSELLERS

Use of consumer insight and leveraging data
Taking action before being compelled to act

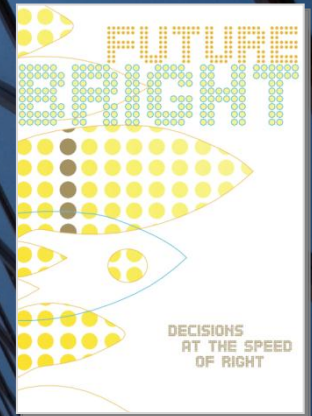
Analytics and Big Data Capability



HPA giving Customers Value! Case Studies

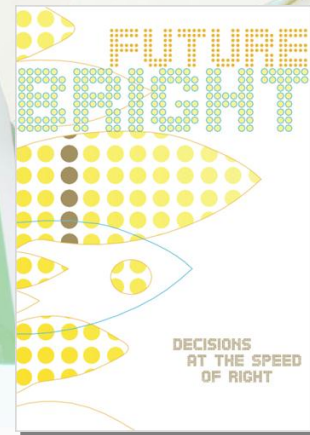


Major Global Bank





Major US Retailer



Major Asia Pacific Telco

 **Telstra**



Customers are already getting value

SAS High-Performance Analytics

What Can High-Performance Analytics Do for Me? | SAS
http://www.sas.com/high-performance-analytics/what-can-it-do-for-me/#page1

SAS THE POWER TO KNOW

Overview | **What Is High-Performance Analytics?** | How Does It Work? | What Can It Do for Me? | [Contact Us](#)

Overview / What Can It Do for Me?

Discover the Possibilities of High-Performance Analytics

Page 1 | Page 2 | Page 3 | Page 4

- Banking on Analytics**
How High-Performance Analytics Tackle Big Data Challenges in Banking
- High-Performance Retail: The Art of the Possible**
- SAS® High-Performance Risk Enables Lightning-Quick Analysis of Critical Risk Areas**
- In-Memory Analytics for Big Data**
Game-changing Technology for Faster, Better Insights
- HEALTHCARE**
Before: Wait for disease to occur and prescribe standard treatment.
- Big Data is Nothing New, but High-Performance Analytics Is**
By Keith Collins, Senior Vice President and CTO of SAS
- How-To: Get Ready for Game-Changing Analytics**
- See How Telstra Benefits from SAS® High-Performance Analytics**
- Big data, bigger opportunities**
High-performance analytics at the speed of right
- “Over 40% of all tier 1 banking and capital market firms gear up to execute big data/analytics business and technology strategies.”**
— IDC Financial Insights, Worldwide Financial Services
2012 Predictions: Thriving or Just Surviving?
06 Dec 2011

SAS® and Hadoop | FINANCIAL SERVICES

Time to Act and leverage the opportunity!



**Implementation
Time
= 3.5 Weeks**

“I am very happy with the results and the support that SAS gave to the project. The business users were very impressed – they can now visualize the potential benefits from the analytics resulting from their use of VA.”

Baldwin Golangco - CEO, SM MCI

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Thank You!

Shekhar Iyer
General Manager, Center of Excellence SAS

