

SUAVe, Tuesday, 26 May 2015.  
Highlights from SAS Global Forum  
2015, Dallas, Sun.26 – Wed 29 April.

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# This years theme: The Journey Is Yours

- [http://www.sas.com/en\\_us/events/sas-global-forum/sas-global-forum-2015.html](http://www.sas.com/en_us/events/sas-global-forum/sas-global-forum-2015.html)
- 659 sessions, 552 presenters and 39 sponsors.
- Connect with the best and brightest SAS experts from around the world.
- (Including Victoria, B.C...)



Logo for SAS Global Forum 2015

# Big Themes from SAS Global Forum

2015:

- Upgrade to SAS 9.4 maintenance version 3 asap to get High Performance and other new features.
- SAS continues to improve its products in order to meet the needs of a wide range of customers and potential customers, e.g., students.
- The range of SAS products is greater than any single person can ever hope to master in a lifetime... Focus on a handful at most...

# Visual Analytics

- Visual Analytics are SAS's preferred tool for Business Intelligence applications.
- On the surface, SAS Visual Analytics is an integrated suite of web applications that offers intuitive, drag-and-drop interactions, rapid, highly visual responses, and role-based access to functionality
- Behind the scenes, **SAS® LASR Analytic Server** applies analytics to big data. The server functions as an analytic platform, providing speedy, secure, multi-user access to in-memory data in a distributed computing environment. The server also handles smaller data sets and supports an alternate, single-machine configuration
- Visual Analytics replaces Information Map Studio, OLAP Cube Studio and Web Report Studio.

# SAS Studio

- SAS Studio is an easy-to-install browser-based version of SAS.
- With SAS Studio, you can access your data files, libraries, and existing programs, and you can write new programs. You can also use the predefined tasks in SAS Studio to generate SAS code for you. The SAS server that it uses can be in a cloud environment, or on a server in your local environment or installed on your local machine.

# SAS University Edition

- SAS University Edition is a free version that can be downloaded directly from SAS. It works locally on your machine using virtualization software and your browser, so no Internet access is required. Or, via AWS Marketplace and then run in the Cloud – this needs an Internet connection, of course.
- **SAS University Edition** includes the SAS products Base SAS®, SAS/STAT®, SAS/IML®, SAS/ACCESS® Interface to PC Files, and SAS® Studio. Teachers, students, adult learners, and academic researchers can access the SAS University Edition software for non-commercial learning purposes.

# List of some of the papers that the UVic Team thought were noteworthy:

- 1344-Modernise Your SAS Platform
- 2060-Automating Your Metadata Reporting
- 2960-Lasso Your Business Users By Designing Information Pathways VA
- 3023- Killing Them with Kindness - Policies not based on data do more harm than good.
- On and on...

# Keynote Speakers:

- Jeff Ma on using data to reduce the casino's edge when playing blackjack, i.e., using the past to predict the future.
- 'Favour data over gut'.
- Distinguishing between the right decision and the right outcome – sometimes the right decision can lead to the wrong outcome. Doesn't mean that you should abandon the right statistical approach.
- The concept of 'omission bias' – the tendency to judge harmful actions as worse or less moral than equally harmful omissions – inactions.

# Keynote speakers, cont'd...

- Jake Porway – founder of DataKind – using big data to tackle big social problems by connecting data scientists to non-profit companies.
- Concepts:
- Telescope
- Microscope
- Macroscope – to allow us to see the infinitely complex
- [Datakind.org/getinvolved](http://Datakind.org/getinvolved)
- Start using data to help us think about what kind of a world we would like to see.

# Marcus Luttrell

- Author of “Lone Survivor: The Eyewitness Account of Operation Redwing”.
- Former United States Navy SEAL who received the Navy Cross and Purple Heart for his actions in June 2005 facing Taliban fighters during Operation Redwing.
- ‘If you are not living on the Edge you are taking too much space.’
- ‘15 minutes early is being on time.’
- ‘A good man will raise his son; a great man will help raise others.’ – said of his local trainer Billy Shelton.

# Noteworthy papers:

- 3510 SAS Visual Analytics: Emerging Trend in Institutional Research.
- At the University of Connecticut:
- Sivakumar Jaganathan – Executive Director, Data Ware House and Business Analytics
- Thulasi Kumar Raghuraman, Assistant Vice Provost:
- Focuses on the efforts of institutional research and effectiveness offices in developing the decision support applications using the SAS® Enterprise business intelligence and analytical solutions. With users ranging from nontechnical to advanced analysts, greater efficiency lies in the ability to get faster and more elegant reporting from the huge stores of data that are being accumulated and being able to share the resulting discoveries across departments
- The participants will learn how the University quickly analyzes institutional data through an easy-to-use, drag-and-drop, web-based application. This presentation demonstrated how to use SAS® Visual Analytics for rapid design of reports that are attractive, interactive, and meaningful and then distribute those reports via the web, or through SAS® Mobile BI on an iPad® or tablet.

# Modernise Your SAS Platform.

- David Shannon – a leading SAS Implementation Partner from the U.K.
- Organisations find SAS® upgrades and migration projects come with risk, costs, and challenges to solve. The benefits are enticing new software capabilities such as SAS® Visual Analytics, which help maintain your competitive advantage. An interesting conundrum. This paper explores how to evaluate the benefits and plan the project, as well as how the cloud option impacts modernisation. The author presents with the experience of leading numerous migration and modernisation projects from the leading UK SAS Implementation Partner.
- Why do we put off modernising?
- Resources, Total Cost, Risk, Scale Resistance.

# Automating Your Metadata Reporting.

- Darryl Prebble & Rupinder Dhillon.
- There is a goldmine of information that is available to you in SAS® metadata. The challenge, however, is being able to retrieve and leverage that information. While there is useful functionality available in SAS® Management Console as well as a collection of functional macros provided by SAS to help accomplish this, getting a complete metadata picture in an automated way has proven difficult. This paper discusses the methods we have used to find core information within SAS® 9.2 metadata and how we have been able to pull this information in a programmatic way. We used Base SAS®, SAS® Data Integration Studio, PC SAS®, and SAS® XML Mapper to build a solution that now provides daily metadata reporting about our SAS Data Integration Studio jobs, job flows, tables, and so on. This information can now be used for auditing purposes as well as for helping us build our full metadata inventory as we prepare to migrate to SAS® 9.4.
- Environment Manager in SAS 9.4 Maintenance Level 3 has new tools that help with metadata management.

# Metadata

- Metacoda – new release of their product includes a testing option to check invalid access to metadata by comparing the current configuration with the authorized one.
- Productivity through metadata visibility.

# Lasso Your Business Users by Designing Information Pathways to Optimize

- **Standardized Reporting in SAS VAs.**
  - SAS® Visual Analytics opens up a world of intuitive interactions, providing report creators the ability to develop more efficient ways to deliver information. Business-related hierarchies can be defined dynamically in SAS Visual Analytics to group data more efficiently—no more going back to the developers. Visualizations can interact with each other, with other objects within other sections, and even with custom applications and SAS® stored processes. This paper provides a blueprint to streamline and consolidate reporting efforts using these interactions available in SAS Visual Analytics. The goal of this methodology is to guide users down information pathways that can progressively subset data into smaller, more understandable chunks of data, while summarizing each layer to provide insight along the way. Ultimately the final destination of the information pathway holds a reasonable subset of data so that a user can take action and facilitate an understood outcome.