

# CHOOSE THE PATH THAT LEADS TO BIG IDEAS AND EVEN BIGGER OPPORTUNITIES.

Information systems and platforms integrated with data standards and interoperability have led to an explosion of the use of data in every industry. The data revolution we are now within yields data-driven solutions at every level of the enterprise and an increasing focus upon analytics. For 40 years SAS Global Forum, previously SUGI, has been the premier worldwide event for professionals leveraging SAS® in their work. The annual conference is regarded as offering unequalled educational and networking opportunities in picture perfect settings. This year, think big and follow your own path to SAS Global Forum 2015 in Dallas Texas.

My vision has always included strategic and tactical conference objectives focused on the user experience by offering the best possible content with the highest amount of relevance...and have fun doing it. After all, as I tell my children, we are in a rare field where we are paid to solve puzzles!

This year we will continue our path with increased focus and energy towards integrating and structuring content paths transcending all levels of competency. We will be providing nearly 500 individual presentations including hands on workshops and demos from world renowned subject matter experts while providing a platform for student and junior professional users presenting for their first time....and we will continue refinement of our scheduling system offering you individualized attention in the structure of your conference experience.

As conference chair of SAS Global Forum 2015, I know that the success of the conference depends ultimately on the many people who have worked with us in planning and organizing both the technical program and networking events. I wish to thank particularly the presenters, the content and delivery teams, our SAS partners, and the SAS Global Forum Executive Board for their hard work and dedication to this important event.

Looking forward to seeing all of you at SAS Global Forum 2015 in Dallas!



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