



SAS Corporate Overview

OUTPACE TOMORROW

With the most trusted analytics partner on the planet

2022 Overview

SAS continues to record more than \$3 billion in annual sales.

We proudly serve customers in:



communications



education



energy and utilities



financial services



government



health care



insurance



life sciences



manufacturing



retail



services

...and more.

analysts rank SAS as a leader in:

- artificial intelligence
 - machine learning
 - data science
 - predictive analytics
 - risk management
 - data quality
 - decisioning
 - multichannel marketing
 - customer analytics
 - fraud management
 - anti-money laundering
-

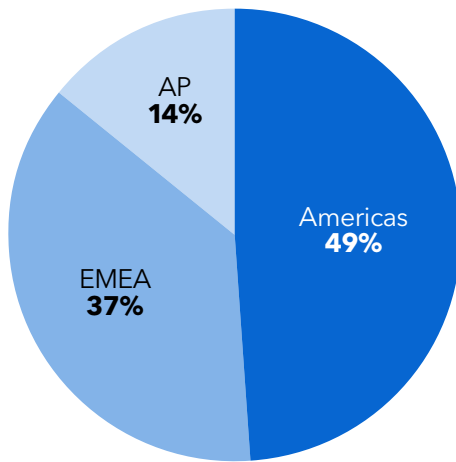
LEADER IN INNOVATION

Winner of the Microsoft Global Independent Software Vendor Partner of the Year. Recognized for innovative technology and social innovation projects by Fast Company, Shorty Impact Awards and Business Roundtable.

LEADER IN CULTURE

Recognized for world-class culture by Forbes, Top Employer, the Human Rights Campaign Foundation, Disability:IN and NC Tech.

sales by region



14%

SAS® Cloud sales growth

23%

SAS® Viya® sales growth

90%

Of Fortune 100 companies or
their affiliates are SAS customers.

average over past five years

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From the CEO

For nearly 50 years, SAS customers have counted on us when it matters most. We've seized opportunities to grow our organizations and advance world-changing programs. And we've weathered many storms together, coming out the other side stronger and more resilient. Today, as we all are dealing with the impacts of political and economic instability, digital disruptions and changing customer behaviors, SAS continues to deliver the same trusted results to help our customers solve the challenges of today and prepare for tomorrow.

Now, more than ever, organizations need AI and analytics to grow their business, deliver on customer experiences, operate more efficiently and be ready for whatever challenge lies ahead. To discover the future faster, our customers turn to SAS for greater productivity, performance and trustworthiness.

In 2022, we continued to make innovative advancements to our products, including our SAS Viya cloud-native AI and analytics platform, our risk and fraud solutions, and our customer intelligence platform, as well as our dedicated industry solutions across areas like banking, insurance, retail, manufacturing, health care and the public sector. Our passionate employees, trusted partners and forward-thinking customers helped us secure our 46th consecutive year of profitability, third year of double-digit SAS Cloud growth, dozens of analyst recognitions, and various awards for our technology, culture and social impact. As they have for decades, the leading companies that impact our everyday lives continue to trust SAS to help them scale human productivity and make smarter, faster decisions with confidence.

Advancing AI and analytics with SAS Viya

Our cloud-native SAS Viya platform continues to help organizations of every size and industry

in their journey to the cloud. Continuous improvements to the platform help users across the organization improve productivity and reach trusted results with speed and efficiency. Last year, we made it even easier to access the power and flexibility of Viya, making the platform available in the Microsoft Azure Marketplace. With the click of a button, users across organizations can tap into the robust data exploration, machine learning and model deployment analytics tools, as well as the broad language support and low- or no-code options for users of all skill levels.

Strengthening solutions

Our mature industry solutions continue to help customers significantly improve their foresight and decisioning. As our solutions' migration to the SAS Viya platform nears completion, we are primed to embed even more industry domain expertise into our ever-expanding portfolio. Our 2022 acquisition of specialized risk management firm Kamakura Corporation, for example, reflects how we are augmenting our talent and IP to help our financial services customers overcome their most critical challenges. Even before recent bank failures, SAS' strategic investment was already delivering on its vision, helping financial firms predict and mitigate the interest rate, liquidity and balance sheet risks that sparked the industry's current crisis.

We believe that industry solutions help our customers get more value and trusted insights from AI faster. Building on more than 30 years of experience in this area, we are committing \$1 billion over the next three years to continue infusing domain expertise into solutions.

Continuous innovation is part of our DNA. As a result, SAS was a Leader in more than 30 analyst reports last year, receiving recognition for our strength across areas including AI, analytics,

customer intelligence, risk, fraud, and security intelligence. It is clear that our products are strong, and we are well positioned for more growth in the years ahead.

Fostering a world-class workplace culture

SAS has, and always will, put its people at the center of all that it does. By nurturing inclusive and supportive workplaces, we help ensure employees feel comfortable bringing their authentic selves to work every day. We are recognized each year for this unique culture and the innovation it helps inspire by organizations like Fast Company, Forbes, the American Association of People with Disabilities (AAPD) and Disability:IN, and many more.

Accelerating with partners

By expanding our routes to market and embracing channel-focused approaches, we will help scale our presence in the market faster and drive value for our customers. Our partners play a critical role in our future growth, complementing our deep analytics experience with their cutting-edge technology and industry knowledge. Together, we're helping customers uncover hidden insights, strengthen innovation and build resiliency.

Innovating responsibly

Through decades of social innovation projects, SAS has seen firsthand the impact that our technology can have on protecting the future of our environment, improving health outcomes, addressing unfair bias and tackling other challenges that affect society overall. We also believe in supporting our customers in using that same technology ethically and responsibly. We continue integrating trustworthy AI features into our platform, providing customers with reliable and trustworthy technology solutions that can improve and save lives in the moments that matter.

Looking ahead

In 2023, we will continue strategically investing in the productivity, performance and speed of our solutions, so that we can keep providing trusted results to customers when they need it most. With the exponential increase in volume and proliferation of new types of data, we will increase our focus on data management, helping our customers streamline how they store and segment their data to find the answers they need faster.

With our leading technology, deep industry expertise and robust partner network, SAS is primed to continue helping our customers outpace the challenges that competitors, the market and our world may bring.

Jim Goodnight | CEO | SAS



Outpace tomorrow Advance innovation

Unwelcome disruptions continue to challenge businesses around the world. From supply chain disruptions to financial volatility and unprecedented workforce changes - only the businesses that can transform these changes into opportunities will survive.

But how can businesses scale human observation and decision-making to keep up in this rapidly changing world? How can they prepare for the next challenge before it happens? Organizations must be proficient across AI, machine learning and analytics, and put them to work in better, faster, different ways. Those who embrace data-driven decisions will propel their businesses in exciting new directions, while those who don't will waste time catching up.

At SAS, we know that by empowering business leaders with the best analytics tools on the market, we can help them make decisions with confidence to turn times of uncertainty into times of growth and innovation. Thanks to advancements across our leading AI and analytics platform, SAS Viya, as well as fraud and security intelligence, risk management and customer intelligence, we're helping more customers thrive in this shifting landscape.

We are supporting organizations as they reorient, reinvent and redefine industries as we know them. Looking ahead, we know it will be the agile and resilient organizations that develop better customer experiences, unlock competitive advantages and outpace tomorrow.





■ Get more done with SAS® Viya®

As organizations strive to digitally transform with agility and speed, they require the flexibility and scalability of the cloud and an analytics platform accessible to users of all skill levels.

Running on a modern, scalable architecture, SAS Viya is a cloud-native AI, analytic and data management platform designed to be delivered and updated continuously - helping accelerate time-to-value even during times of uncertainty. SAS Viya integrates the art of decision making with the science of AI and advanced analytics, supporting every step of the analytics life cycle and helping everyone across the organization make trusted decisions.

In 2022, we made it easier than ever for customers to experience the platform's data exploration, machine learning and model deployment analytics capabilities with SAS Viya on the Microsoft Azure Marketplace. The platform offers both programming and low- or no-code options in a single visual interface to enable users of all skill levels to take advantage of best-in-class AI. With support for both SAS and open source languages including Python and R, data scientists can write code using their languages and techniques of choice.

Meeting customers wherever they are, SAS Viya is also available on Amazon Web Services, Google Cloud and Red Hat OpenShift. The powerful, easy-to-access platform helps customers advance innovation while bringing SAS technology into the hands of everyone, everywhere.



Georgia-Pacific

Early in the COVID-19 pandemic, when people started stockpiling toilet paper and other consumer goods, Georgia-Pacific found itself at the center of the supply chain breakdown. The company used advanced analytics to help increase productivity of its facilities, improving overall equipment efficiency by 10%.

Georgia-Pacific had already become an expert at using data and analytics to digitally transform, relying on SAS Viya on Amazon Web Services to improve equipment efficiency, reduce downtime, optimize shipping logistics and predict customer churn.

Georgia-Pacific runs more than 15,000 machine learning models to calculate the optimal production settings based on current business needs. With SAS, the company also applies computer vision to cameras on the production line to automatically detect problems.

The company also says SAS helped it achieve a 30% reduction in unplanned downtime. Thanks to real-time data from 85,000 vibration sensors, the team can intervene early when their calculations predict likely part failure. By combining this information with historical data on asset performance, they can inform machine operators what to change to optimize asset life. Georgia-Pacific also uses analytics to recommend pricing, determine the best day of the week to ship certain items and predict customer churn.

Accessibility is a core reason why Georgia-Pacific selected SAS Viya. This means data scientists can code in multiple languages and people who aren't necessarily analytics experts can be trained to make faster, better decisions to unlock tremendous value.



"The advanced analytics enabled by SAS allows us to find the optimal balance of speed and quality to maximize profitability. We're constantly pushing the envelope of what's possible with analytics."

Roshan Shah | Vice President of Collaboration and Support
Center Operations | **Georgia-Pacific**

■ Fight fraud & mitigate risk

Fraud

In order to fight fraudsters and safeguard their organization's reputation and bottom lines, banks need a unified approach to fraud, compliance and security. SAS' fraud, anti-money laundering and security intelligence solutions provide proactive protection backed by domain expertise and best-in-class analytics.

With recognition including SAS as a leader in the *2022 IDC MarketScape: Worldwide Responsible Artificial Intelligence for Integrated Financial Crime Management Platforms* and *The Forrester Wave: Anti-Money Laundering Solutions for Q3 2022*, among many others, we continue to solidify our position as a leader in the fight on fraud.

Risk

No matter how a financial institution prioritizes risk, SAS has proven methodologies and best practices to help establish a risk-aware culture, optimize capital and liquidity, and meet regulatory demands.

We are continuing to invest in our risk management solutions, including with last year's acquisition of Kamakura Corporation, which provides specialized software, data and consulting that helps financial organizations manage a variety of financial risks. This strategic move will help us deliver an unparalleled suite of integrated risk solutions, particularly around asset liability management (ALM), and serve additional facets of the financial services industry.

Our customers and analysts continue to take note of our leading risk management solutions. Once again, Chartis named SAS a RiskTech 100 Award Winner, marking SAS as the only vendor to earn a Top 5 rank each year since the list's 2005 debut.

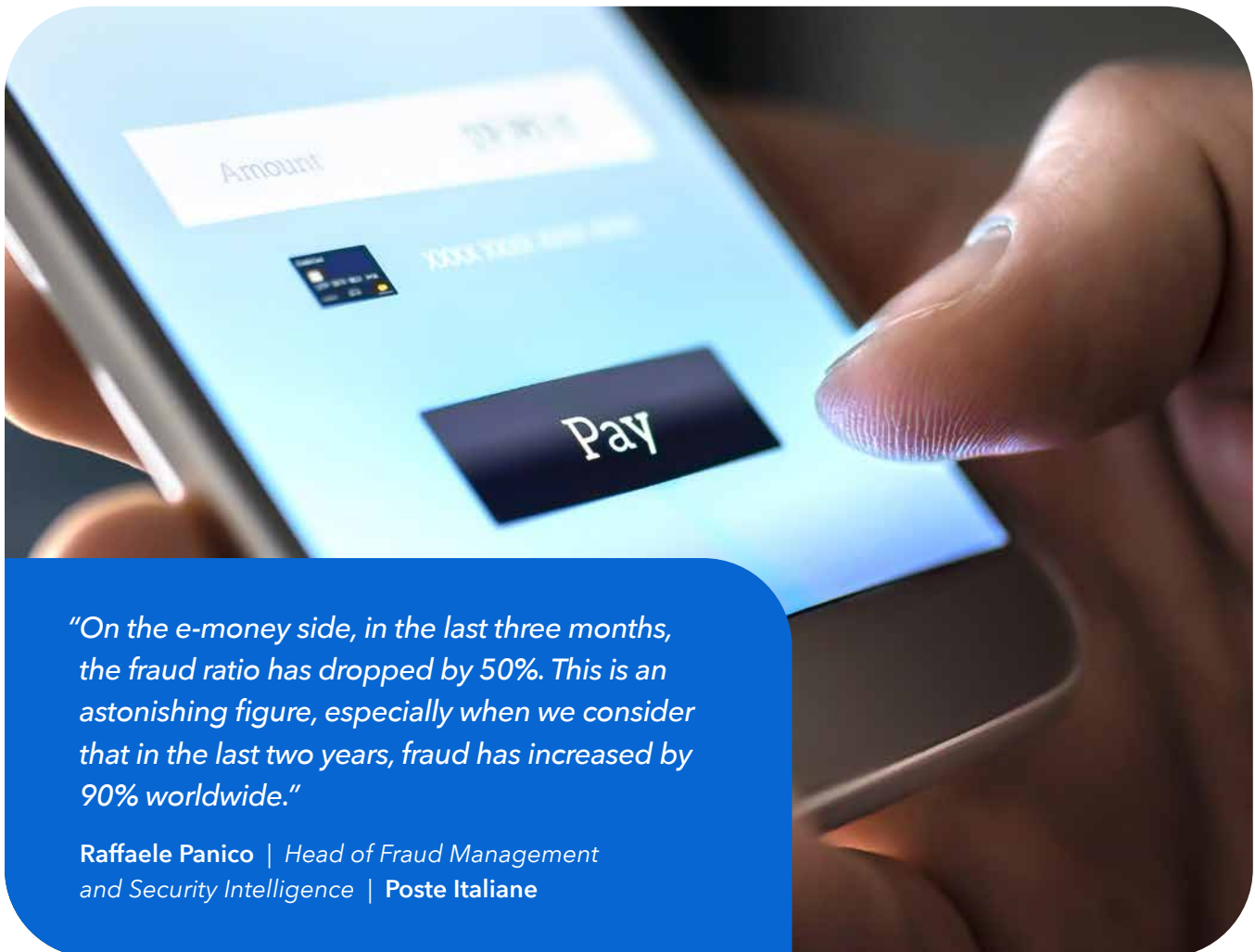


Poste Italiane

When you have 35 million customers and €586 billion in total financial assets, it's imperative to have an end-to-end fraud detection and prevention framework in place. That's why Poste Italiane partnered with SAS to guard itself and its customers from fraud, abuse and improper payments.

Detecting anomalies in customer behaviors and associating or not associating those anomalies with fraud requires great processing and analytical capacity on huge amounts of data. In the past, analysis was based solely on pre-established deterministic rules that did not allow intercepting and responding to changes in a timely manner.

Thanks to machine learning and AI, we can observe and analyze customer behavior. It's important that the data about each product or service that the customer uses be merged, as opposed to being kept in silos. This leads to accurate analysis and forecasting. These days, it's not just fraud management - you must think in terms of fraud intelligence, because the key lies in the ability to make predictions thanks to real-time analytics. It's about predicting customer behavior and identifying abnormalities.



"On the e-money side, in the last three months, the fraud ratio has dropped by 50%. This is an astonishing figure, especially when we consider that in the last two years, fraud has increased by 90% worldwide."

Raffaele Panico | Head of Fraud Management
and Security Intelligence | Poste Italiane

■ Drive purposeful, real-time customer engagement

In today's fast-paced digital world, marketers seeking operational success and stronger customer loyalty must be able to individualize customer interactions in real time.

The SAS Customer Intelligence 360 suite is a multi-channel marketing hub that enables organizations to seamlessly collect, enhance, extend and activate customer data. Powerful audience targeting and management, comprehensive identity resolution incorporating online and offline data, and a unique hybrid data architecture enable marketers to personalize experiences, influence behaviors, and deploy messages across the entire customer lifecycle.

Customers and analysts around the world recognize the power of SAS' purpose-built, intelligent marketing suite. SAS Customer Intelligence is a leader across five analyst evaluations, including The Forrester Wave reports for digital intelligence platforms and customer analytics technologies. SAS is the only vendor that has been a leader in every Forrester Cross-Channel Campaign Management evaluation since the inaugural report in 2008.

Together with our digital ecosystem partners, we're helping brands lead the way in customer engagement for their industries.



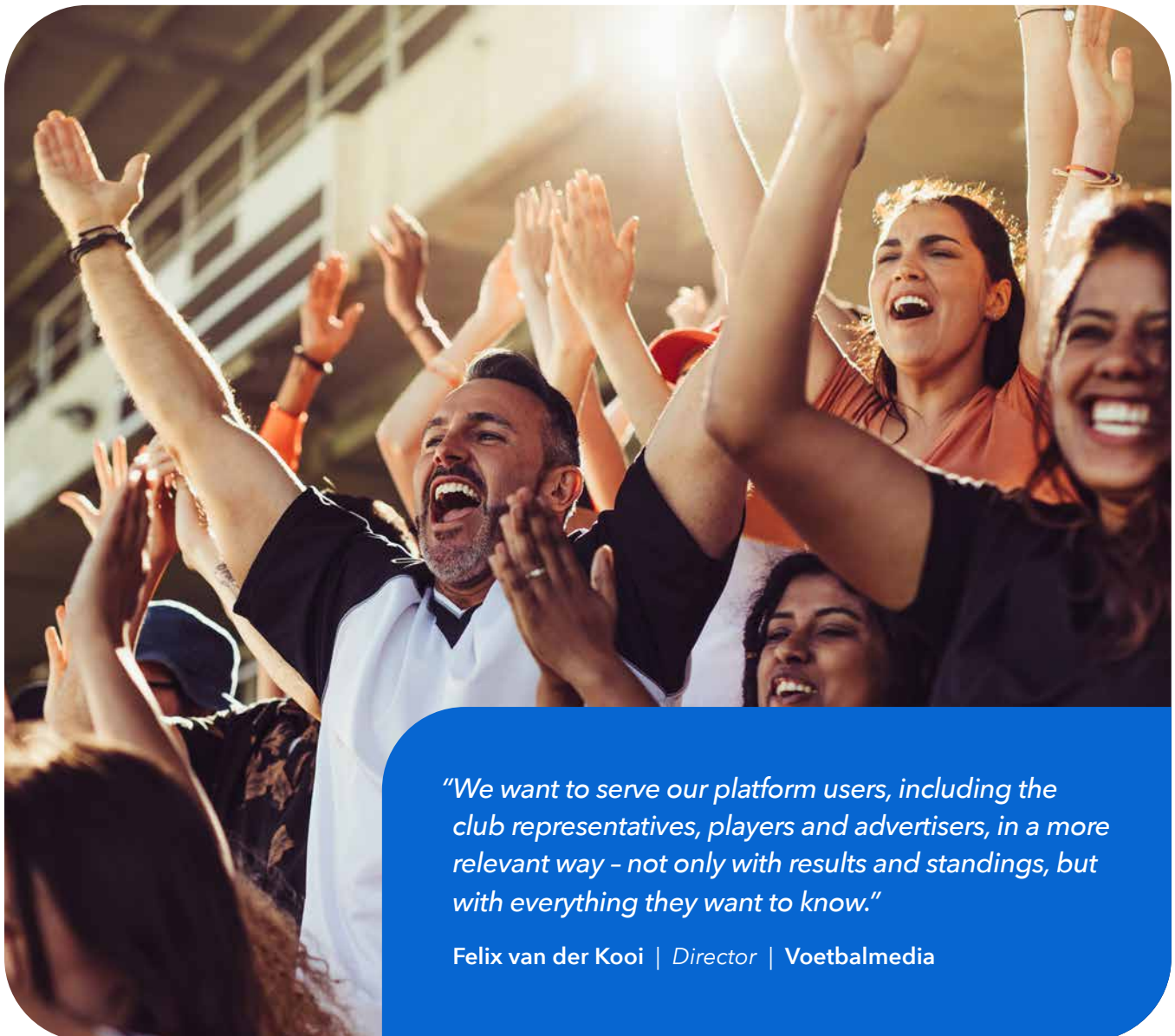
Voetbalmedia

Operated by Voetbalmedia, Voetbal.nl is the platform for amateur footballers in the Netherlands with more than 1.4 million users, including players, coaches, referees, administrators and parents of young athletes.

Due to the wide variety of users, Voetbalmedia struggled to provide unique, targeted messaging. In its search for a customer data platform and martech solution that would offer a single view of all user data, including

membership data and web behavior, Voetbalmedia selected SAS Customer Intelligence 360, which offered an all-in-one solution.

Since implementation, ease of use has vastly improved. In the past, Voetbalmedia outsourced much of its technical work, such as creating marketing target groups. Now those tasks can be done quickly in SAS Customer Intelligence 360.



"We want to serve our platform users, including the club representatives, players and advertisers, in a more relevant way - not only with results and standings, but with everything they want to know."

Felix van der Kooi | Director | Voetbalmedia

Multiply impact with partners

At SAS, we know that when we combine our AI and analytics leadership with the innovative technology and expertise of our partners, we help our customers turn data into answers. And these answers help us move our world forward - together. SAS partners bring our AI and analytics platform to life, creating innovative new applications to solve business problems, guiding our customers through deployment and helping them get the most out of SAS for all their analytics needs.

Innovating with partners provides our customers with analytic insights to improve decisions. Our vibrant SAS partner ecosystem is composed of powerful value creators that help solve customers' most challenging analytic problems through solution delivery. A gateway to new markets and answers, partners' solutions extend SAS' ability to bring customers insights and a competitive edge. SAS commits software and expert resources, collaborates with partners on their technology and builds new partner-driven, market-ready solutions to empower our partners to grow their businesses. Our partners develop their own market-ready solutions with their intellectual property, enhancing our joint ability to deliver new, faster solutions and industry insights for customers.

Partner Fast Facts



66%

Partners influenced 66% of total new software and hosting sales in 2022.



94

countries



1,700+

unique partners



Our partner community

Value creation on SAS Viya

As cloud has become the go-to mechanism for organizations to consume analytics, we are committed to meeting our customers where they are. SAS works alongside our partners to bring cloud-native solutions to the market and help our customers successfully drive innovation through SAS Viya offerings across industries. Together with our partners, our combined innovation and creativity open doors for customers to operationalize analytics and move to the cloud. Our partners' industry expertise and customer knowledge, combined with the power of SAS Viya, drive value for our customers, accelerate time to value and empower innovation.

Solution and Service Providers

Our Solution and Service Providers generate cross-industry value as they address customer challenges and generate growth opportunities through resale, solutions hosting and new solution development that incorporate SAS technology.



Three of our many Solution and Service Providers.

Our strategic ecosystem

How do we make all this happen? With our robust ecosystem, strategic partners and global system integrators who optimize solution delivery to reduce customer total costs and drive outcomes – fast. Our partners deliver foundational offerings and solutions as infrastructure generators, hyperscalers and data storage pioneers. As trusted advisors, our global system integrators help our customers realize the value and power of our solutions through skilled delivery and onboarding.



These are just a few of the partners in our robust strategic ecosystem.

Outpace tomorrow Build industry resilience

Today's industry leaders are no strangers to disruption. They've seen firsthand that they must expect the unexpected to stay ahead. But they also must predict and prepare for the long-term consequences of these events on their industries. To build resiliency, AI and analytics are imperative.

SAS builds solutions for nearly every industry that help meet specific organizational needs—no matter the business size. With industry experts on our teams, we understand unique industry challenges and can help accelerate time to decisions.

With better fraud detection software, banks can keep our money safe. With stronger insurance analytics, insurers can improve customer experiences while managing costs and meeting compliance requirements. With better predictive analytics, governments can meet the needs of citizens. And with better health care analytics, hospitals can improve care and save lives.

Across industries, organizations everywhere and of all sizes rely on SAS to fuel growth and drive transformation. Of all the sectors outpacing tomorrow thanks to analytics, a few rise above the rest: financial services, insurance and the public sector.





■ Transform financial services

Banking as we know it has changed before our eyes. Thanks to trends like digitalization, fintech, regtech, open banking, data privacy and regulatory compliance technologies, we are seeing radical change in the financial services industry. To stay alive and ahead, we know that banks need to be hyperintelligent, AI-driven organizations that can provide personalized, trusted customer experiences, as well as meet risk and compliance mandates.

For decades, SAS has helped deliver proven value to financial services customers, helping unlock AI's vast potential for digital transformation. To ensure success in an evolving digital world, we help organizations apply AI, analytics, cloud, open banking APIs, fintech and regtech technologies to outpace competitors while still continuing to manage increasing regulatory demands. And to stay ahead of evolving fraud schemes, our customers turn to our embedded AI and machine learning techniques to hunt for fraudulent transactions in real-time data. With our acquisition of Kamakura Corporation, a leading provider of risk management software and data for the banking and insurance industries, we deepened our commitment to helping our customers fight fraud with confidence.

Across various aspects of financial services, SAS helps business leaders make smarter decisions, unlock AI's vast potential, and successfully digitally transform to better future-proof their organizations.



CNG Holdings

Speed is essential for financial services companies. Given the competitive and regulatory landscape, online credit application decisions must be made instantly and at scale. But fraudsters are lurking in the shadows to steal identities and take over accounts, making it imperative that institutions know the true identity of every applicant.

Rick Cooney, Vice President of Fraud and Identity Management for CNG Holdings, has been fighting fraud for more than three decades. His team took a new approach – stop fraud before it happens. CNG knew

such a strategy would require a different set of tools and deployment methodology. So it sought a company that could build, design and support its desired solution.

CNG selected SAS as its primary partner based on four strengths: transactions at speed, entrepreneurial product development, flexibility and fraud expertise. With an identify-first approach, the online and retail subprime lender and leasing company is now spending less money fighting fraud, has reduced its false-positive rate to nearly zero and gives its investigators the tools to quickly close those rare cases.

"We're getting a very high percentage of our customers through the application process - well over 90% for brand-new customers, which is almost unheard of. And our fraud false-positive rate almost doesn't exist."

Rick Cooney | Vice President of Fraud and Identity Management | **CNG Holdings**



Reinvent insurance

Like many others, the insurance sector has been undergoing radical change, driven by growing customer service expectations and opportunities presented by digital innovation. To stay relevant, insurers must become hyperintelligent, AI-driven organizations. They must provide personalized, trusted customer experiences and innovative risk solutions while managing costs and meeting compliance requirements.

To navigate the tides of change, insurers turn to SAS and our advanced, cloud-native analytics in customer marketing and servicing, pricing and underwriting, claims and fraud management, as well as compliance and financial management to deliver quick wins and rapid ROI.

For more than four decades, SAS has delivered consistent value to the industry and its leaders. More than 1,400 insurance companies rely on SAS worldwide to build a better customer experience, help detect and prevent fraud, optimize risk and pricing management, and prepare for tomorrow's challenges.



Tokio Marine Asia

With the global arrival of International Financial Reporting Standard 17 (IFRS 17) on Jan. 1, 2023, 450 insurance groups around the world must meet complex new requirements for more transparency and granularity in how to report information about insurance contracts, including obligations, risks and performance.

Singapore-based Tokio Marine Asia (TM Asia) is one of these insurers. TM Asia partnered with SAS to deploy the SAS Solution for IFRS 17 across multiple entities, initially covering Singapore, Malaysia and Thailand, with plans to expand to other countries. The cloud-based solution provides a single source of truth with a fully integrated, centrally managed and traceable framework

for IT, actuaries and accountants. As part of TM Asia's digital transformation strategy, the company also desired to integrate its various operational functions, including the accounting and actuarial systems. Those had been designed in isolation with little or no integration capability.

The SAS Solution for IFRS 17 has brought greater cohesion among different functions for calculations based on expected and actual cash flows. The solution also has helped ensure data consistency in data governance and auditing, which is especially critical given the huge extent of data involved from the insurance group's various source systems.

"From the TM Asia point of view, our resources would not have been able to achieve the same level of excellence as SAS."

Lim Hui Lam | Former Head of Operations | TM Asia



Drive progress in the public sector

From smart cities to national security and infrastructure to public health, each facet of the public sector faces unique challenges in their missions to protect and improve citizen lives.

Because yesterday's approaches won't solve tomorrow's problems, innovation is essential and can even be life-saving. AI, machine learning and advanced analytics help all levels of government make better, faster, more cost-effective decisions that will better serve their citizens.

SAS is no stranger to the public sector. In 1976, our very first customer was a government agency, and today hundreds of public sector departments, ministries, offices and agencies use SAS worldwide. Within public health and government health care, SAS is used to better uncover public health needs, assess population health programs and identify and address inequities. In social services, SAS helps governments secure better outcomes for citizens by providing the right benefits to the right people at the right time. And in smart cities and communities, organizations turn to SAS to increase their resiliency to social, economic and environmental impact to better serve their communities.

Around the world, governments are using SAS to become more resilient, capable and agile, ready to tackle whatever challenges are around the corner.




Los Angeles County Department of Health Services

Like any health care system, the Los Angeles County Department of Health Services is bursting at the seams with data - both business and health data. To best extract insights from its data and provide cost-effective care, the department turned to SAS.

The LA County DHS uses SAS for modeling, dashboarding and reporting for a wide range of health data, both internal and external. The COVID-19 pandemic is one area where analytics has played an integral role. At the beginning of the pandemic, clinicians desperately

sought information on how to best treat patients against the novel virus. Likewise, lawmakers, researchers and administrators were thirsty for insight, so they could do things like predict surges and make smart health policies.

The department quickly spun up a COVID-19 dashboard using SAS Viya. Today, that dashboard is widely used by the LA County DHS clinicians and C-suite executives at DHS hospitals. By seeing metrics such as admission counts, patient discharge status, ER visits and lab test results, hospital staff can make more informed decisions.



"Many California policy decisions are based on the data that the counties, including LA County DHS, provide, and we also use this data to deliver better patient care. SAS helps us make faster, more reliable decisions in these areas."

Toki Sadralodabai | Chief of Data Analytics | LA County DHS

Outpace tomorrow For a better future

Whether protecting our environment, improving patient treatments and outcomes or educating the next generation of data scientists – we believe in the power of data and analytics to improve the human condition. As business leaders focused on our corporate social responsibility, we see it as our duty to lead by example. Not only are environmental, social and governance initiatives integral to SAS' continued success, but we genuinely see this pursuit as the right thing to do for people and the planet. It is with this mindset that we hold ourselves accountable with clear, measurable steps we can take toward making the world a better place with a more sustainable outlook.

By using our technology to actively contribute to a more sustainable future, we work to solve issues around poverty, health, human rights, education and the environment. Our Data for Good projects from SAS' Data Ethics Practice target addressing global issues with our responsible innovation methodologies to ensure the ethical application of data and analytics.

Each year, SAS employees volunteer their time in various Data for Good projects to tackle these societal challenges and help support a better, safer and more equitable world. Internally, we focus on our own efforts to improve the world we share. SAS has prioritized being a good corporate citizen, consistently expanding our sustainability and conservation efforts at SAS locations around the globe.

To us, a better world includes investing in the future through education and data literacy. As the need for analytics becomes increasingly apparent, there remains a persistent skills gap that inhibits development of this needed talent. As the global analytics leader, SAS is uniquely positioned to be a pioneer in educating students on data literacy, computational thinking and coding to help the next generation of innovators solve the challenges of tomorrow.





Improving our world with data and analytics

SAS was founded on the principle of using analytics to change the world and remains committed to helping solve critical global issues using data and analytics. With SAS' help, medical facilities and research organizations can improve patient treatments and outcomes; financial institutions can address bias in loan decisions; and government programs can protect populations at risk of opioid addiction.

There is widespread evidence that analytics also helps achieve short- and long-term development goals around the world. SAS' social innovation program works to find creative ways to accelerate global progress and move the world toward a more sustainable future. Whether working to help fight deforestation in the Amazon rainforest, protecting cold chain integrity of the COVID-19

Customer Spotlight

World Wildlife Fund

As humanity's footprint expands, nature and wildlife suffer. With the help of SAS, the World Wildlife Fund (WWF) is now using a constituent-centric data model using information from donor transactions and communication histories. With SAS Customer Intelligence 360, WWF can personalize aspects of the constituent experience for each donor, helping WWF adapt its integrated marketing practices quickly to improve responsiveness in campaigns and long-term value.



"SAS has really allowed every decision made at WWF to be driven by data. Without analytics, we would have never grown to our needed scale, grown our membership program and be one of the most recognized brands in the nonprofit space."

Mac Mirabile | Senior Director of Analytics | **WWF**

vaccine or helping nonprofits around the world modernize their marketing technologies, SAS is contributing to building a better world for people and the planet.

Our social impact programs rely on the curiosity and expertise of SAS employees who are passionate about using their skills for social good. Thanks to these efforts as well as the company's partnerships with customers, industry groups, nonprofits, governments and global organizations, SAS continues to apply technology to the world's most pressing needs.

SAS also works to support the next generation of innovators, introducing young learners to data, how it can be used to better understand global issues, and how to turn those insights into action in their own communities.

Customer Spotlight

The Fund for Peace

With more than 100 million people displaced due to conflict and violence and an estimated 313.5 million people needing humanitarian assistance, finding solutions to help reduce country fragility is critical. The Fund for Peace (FFP) works with governments and organizations to help identify and quantify help needed for fragile states through its Fragile States Index (FSI). FFP partnered with SAS to create a new Crisis Sensitivity Simulator tool to identify how countries can improve crisis preparedness. With this insight, policymakers can find opportunities to increase countries' resiliency to lessen the effects of a potential crisis and recover more quickly.



"If a country is resilient, it will certainly experience a crisis at some point, but the intensity will be dampened. The effects will be contained. And the country will quickly recover after the crisis has passed."

Nate Haken | Vice President of Research and Innovation | The Fund for Peace

Innovating responsibly

Technology advancements impact our lives, our businesses, our nations and our planet, helping us make sense of the past, seize the present, and prepare for whatever tomorrow may bring. Creating and consuming technology can unlock human potential, but it can also produce harm. SAS is committed to working with customers, partners and academia to increase the awareness of the necessity for technology that is ethical, equitable and sustainable for individuals and societies.

To lift up humanity and protect our world's vulnerable populations, we remain committed to responsible innovation. With a collaborative governance approach called the QUAD, SAS focuses on organizational oversight, platform, controls and culture to anticipate, mitigate and avoid unintentional harms.

Our responsible innovation initiative is guided by the SAS Data Ethics Practice. This cross functional team leads a globally coordinated effort to help employees and customers deploy data-driven systems that promote human well-being, agency and equity. SAS also collaborates with other committed organizations to improve the responsible use of technology, including EqualAI, AI4All, the Business Roundtable and government groups.

SAS also supports responsible innovation through the trustworthy AI features of our platform, SAS Viya. SAS Viya has capabilities like bias detection, explainability, decision auditability and model monitoring, governance and accountability that help organizations identify potential bias during data management and modeling, increasing confidence in an organization's responsible innovation efforts.

SAS will continue to lead important responsible innovation conversations, while also working with and learning from customers, partners, academics, students, community organizations and nonprofits, to inform its own practices and explore new ways to lift people up with data and analytics.





Empowering a new generation of technologists

The rise of new, advanced technologies demands the generation of new, advanced skills. SAS strives to meet that demand by helping people from around the world skill up to take advantage of the analytics economy. SAS makes it easy to build these highly coveted skills by targeting worldwide education initiatives in STEM and computer science to ensure the next generation of innovators has the knowledge and abilities to succeed.

Teaching and learning

Whether you're an educator, student, academic researcher or independent learner, we offer anyone in a teaching and learning environment free and low-cost options for accessing our world-class analytics software, training resources and online communities. The Education Analytical Suite provides comprehensive SAS foundational technologies for teaching, learning and academic research via reduced-cost enterprise licenses. SAS OnDemand for Academics provides free access to powerful SAS software for statistical analyses, data mining and forecasting. SAS Viya for Learners offers free access to data science and machine learning tools for educators and their students. More than 273,000 educators and learners took advantage of these free software offerings in 2022. More than 17,000 students globally joined SAS Skill Builder for Students, a free online portal that provides access to everything students need to launch their analytics careers: learning software, e-learning courses, certification pathways, exam prep materials and a multitude of career resources. More than 1,800 educators globally joined the SAS Educator Portal in 2022 and took advantage of an array of free instructional materials and e-learning designed to make integrating analytics into the classroom easy and effective.

Last year also saw the launch of the SAS Curiosity Cup, a global data science competition that challenges the next generation of analytics experts to explore, analyze and learn from data on topics that inspire their curiosity. Using SAS software, student teams from around the world researched topics ranging from mental health and energy to entertainment and fraud. Over 90 student teams from 18 countries competed for the honor.

Credentialing

In 2022, SAS established more than 50 new partnerships with college and university programs around the world. These partnerships ensure that students are gaining in-demand skills and that employers can easily connect with them through digital credentials. Thousands of students and independent learners earned SAS certifications in 2022. By providing modern, stackable credentials for learners at every level, we continue to provide pathways to careers and opportunities for talent connections.

Communities

Our customers are critical to SAS innovation and to helping those who want to expand their analytics knowledge. A vibrant online community allows users to exchange extensive SAS expertise or look for help through presentations, hands-on workshops and access to SAS experts. Here, practitioners receive technical advice for how to use SAS software, as well as "best practice" approaches to solve analytical problems. The Learn SAS community connects students and independent learners with resources to develop and certify their SAS skills.

The New SAS User message board is one of the most popular communities destinations. In addition to peer-to-peer support, the online community provides a space for collaboration on global programs such as the SAS Hackathon, Ask the Expert webinars and regional SAS users groups. These global connections among professional and student users help to advance the experience and expertise of SAS practitioners.

Data Literacy

We believe that helping understand the value of data starts by teaching the basics, including helping students rethink their approach to problem solving. In doing so, students begin to see firsthand how integrating data into the problem-solving process can help drive meaningful results.

In 2021, SAS launched Data Literacy Essentials, a free course designed to equip students, teachers, leaders and individuals with data literacy skills needed to make sense of everyday data. Since launch, the course has helped more than 14,000 learners in more than 100 countries gain foundational data literacy knowledge and skills. SAS has also partnered with local and national organizations like Hour of Code, AI4All, CS4All and Tools4Schools to inspire in students a fascination with data.



Outpace tomorrow Lead with curiosity

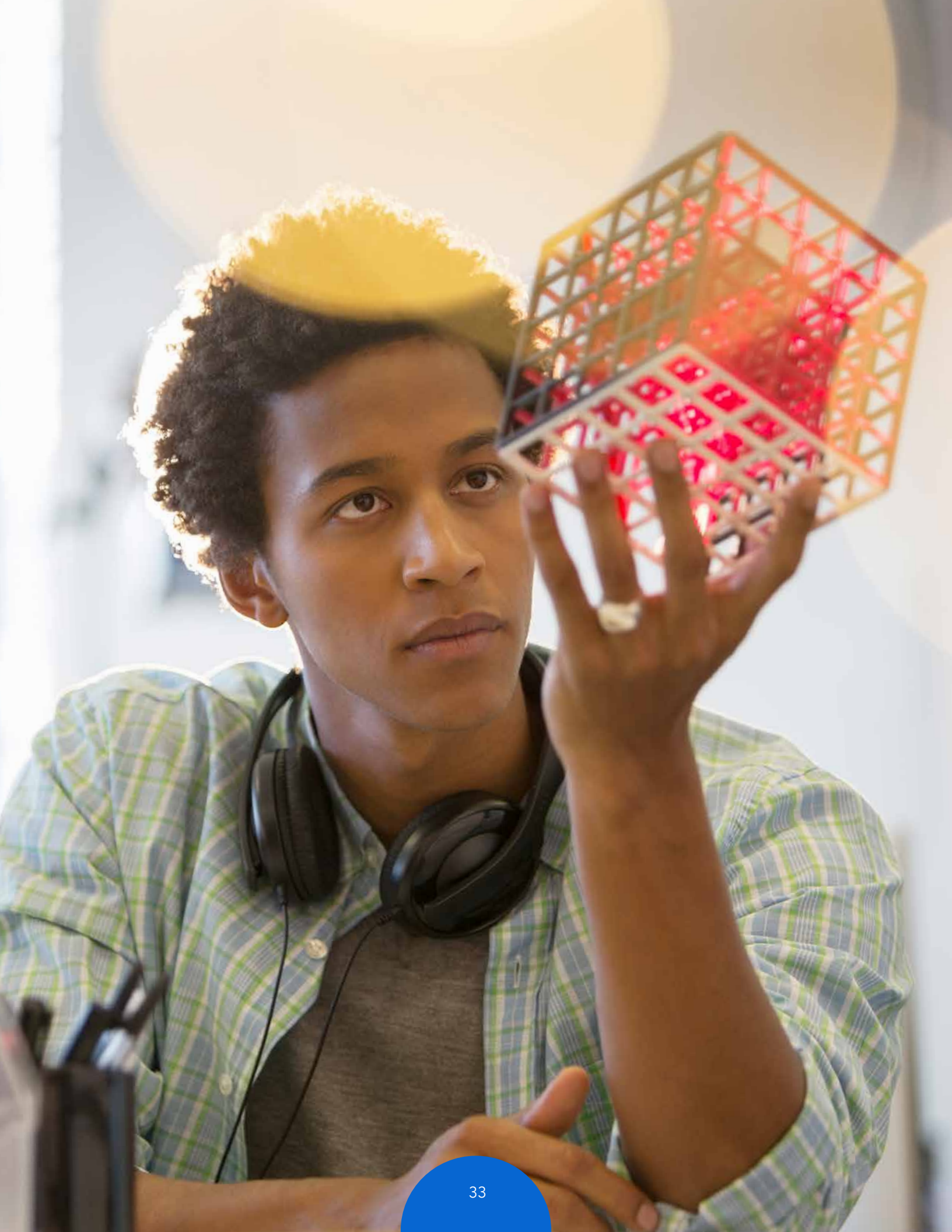
In our rapidly changing world, it's the ones who ask questions who get ahead of the next big thing. Those who tap into their curiosity are better prepared for anything that comes their way, helping them innovate with speed and confidence.

At our core, SAS has always been an organization of problem solvers. Our courage to ask challenging questions blended with our powerful technology is an unbeatable combination. To outpace tomorrow, we know curiosity is our secret weapon.

Our relentless questions pave a path to a better understanding of the challenges our customers face. They help us improve the way we work and build a motivating, meaningful workplace. And they help us tackle the critical problems that afflict our environment, society and future generations.

By leading with curiosity, we know we will find the hidden answers needed to drive the right results and improve our world.





SAS Hackathon: An incubator for innovation

From optimizing the Canadian government's natural disaster relief to protecting small farmers from the impacts of climate change, teams in the annual SAS Hackathon innovate with a purpose. In 2022, 1,300 individuals from 75 countries applied for the Hackathon; 70 teams representing 135 organizations qualified, and more than 50 teams presented business cases.

The SAS Hackathon embodies the idea of “analytics for the people.” Through it, curious and passionate data scientists, business analysts, executives, students and more gather to address big challenges.

By combining powerful AI technologies like SAS Viya on Microsoft Azure with open-source tools, data enthusiasts at all skill levels can make a difference for their company, community and the world.



■ Batting, analytics and data literacy: A triple play

In 2022, we created the SAS Batting Lab – an interactive experience that combines AI, computer vision and IoT analytics to help kids improve their baseball and softball swings and their confidence in using data.

Packed with sensors and cameras, the tech-laden batting cage captured a batter's stance, swing and ball-flight details. The Batting Lab analyzed thousands of swings from elite players – including from North Carolina State University's baseball and softball teams – to build a model of the optimal swing. Through data visualization prompts, The Batting Lab coached participants.

Following a six-week training program with youth players, they improved both their performance at bat and their comfort reading charts and graphs.



World-class culture

Our culture has always been an integral part of who we are as a company, connecting the curious nature that gave us our start to the spirit of innovation that moves us forward.

Since our inception, it's our commitments to our employees, communities and environment that have allowed us to help our customers advance innovation and outpace the challenges of tomorrow. This holistic approach to corporate culture keeps SAS ranked among the best workplaces worldwide, and at the top of myriad lists that acknowledge a commitment to work/life integration and diversity, equity and inclusion.

The way we act and interact is based on trust, respect, and a bold motivation to drive change. We believe great ideas can come from anywhere and foster meaningful work, well-being and empowerment to make a difference that changes people's lives. This culture of trust, flexibility and values nurtures a passionate, dedicated workforce that inspires innovative solutions to solve our world's most pressing problems.



Award-winning culture and technology

SAS has been recognized by top organizations such as Forbes, Fast Company, Fortune, People and Inc. as a leader in:



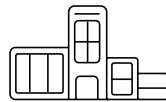
Innovation



Diversity
& Inclusion



Social Impact



Workplace
Culture



SAS received a top score of 100 in the 2022 Disability Equality Index®. The top score recognition highlights that SAS adheres to many of the leading disability inclusion practices featured in the survey, including culture, leadership and employment practices



Diversity, equity and inclusion

At SAS, diversity, equity and inclusion (DEI) is multidimensional – we have a culture that blends our different backgrounds, experiences and perspectives from employees in over 50 countries around the world. We want everyone to feel confident in embracing their individuality and curiosity and know that they will be respected for their unique contributions and abilities.

It's our diversity of thought, background and abilities that allows us to deliver great software that can solve our customers' biggest challenges.



representation

Reviewing diverse workforce representation at all levels across the organization by improving our recruitment, hiring and promotion practices.



inclusion

Fostering an inclusive culture and work environment where every employee can thrive as their authentic self and achieve their full innovative potential.



community

Developing the diverse workforce of tomorrow that represents our world through education policy, outreach and community initiatives that promote inclusion and equity.

We execute this strategy through various initiatives and policies across recruitment and hiring, culture and work environment, education and community outreach, and training opportunities. To learn more about SAS' DEI efforts supporting our strategy, check out our DEI report at sas.com/diversity.

DEI Action Board

In 2020, SAS appointed diverse leaders across the organization to serve on the inaugural DEI Action Board, which will act as a sounding board on DEI activities and integrate DEI into the company's mission, operations, strategies and business objectives.

Board members include sponsors of our Employee Inclusion Groups and represent many dimensions of diversity, including but not limited to race, ethnicity, gender identity, abilities, age and sexual orientation. The board helps provide best practices regarding DEI related to how we engage our employees, partners, customers and communities, and provides input on programs, policies and practices.

Employee Inclusion Groups

SAS Employee Inclusion Groups (EIG) are company -sponsored, voluntary, employee-led and employee-driven groups. EIGs serve as a resource for employees and the organization by fostering a diverse, equitable and inclusive workplace aligned with and supporting the organizational strategy, mission, values, goals, practices and objectives.

SAS ALL ABILITIES NETWORK (ABLE)



SAS INTERNATIONAL CONNECTION (SASIC)



SAS BLACK INITIATIVES GROUP (BIG)



SAS MILITARY NETWORK (VETS)



SAS LGBTQ+ & ALLIES (PRIDE)



SAS WOMEN'S INITIATIVES NETWORK (WIN)



SAS YOUNG PROFESSIONALS NETWORK (YPN)



We are committed to:

Innovation

When people are empowered with knowledge, no challenge is impossible.

Diversity, equity and inclusion

SAS has a multidimensional culture that blends our different backgrounds, experiences and perspectives from employees around the world. We want everyone to feel confident in expressing their ideas and know that they will be respected for their unique contributions and abilities. For us, it's not about fitting into our culture – it's about adding to it.

Education

Our commitment to education is a natural extension of our academic roots. SAS supports global education initiatives that promote learning for all and build a global community of innovators.

Data for Good

From helping resolve critical humanitarian issues and using AI to drive better, more equitable results in healthcare, to changing conversations around behavioral health and protecting at-risk children, we believe data and analytics make lives better.



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