SAS® Global Forum 2015 Submission Topic Areas

Topic Area	Sub-Topic	Description
Programming	Applications Development	Topic area involves the use of SAS® technologies (for example, SAS/AF®, SAS/IntrNet®, SAS Stored Processes) to build custom applications or solutions, including front-end interfaces.
	System Integration	Topic area involves web services, business rules, and/or integration with systems outside the SAS® ecosystem.
	Data Presentation	Topic area involves SAS/GRAPH®, SAS Output Delivery System (ODS), ODS graphics, geospatial visualizations or other SAS methods for displaying data.
Analytics	Academic (Teaching)	Topic area involves utilization and resources for SAS® in teaching in the data sciences; how to use SAS Analytics U at your institution; implementation of SAS Certification programs; and providing students with skills necessary to enter the workforce.
	Data Mining/ Predictive Modeling/ Data Science	Topic area involves data mining, machine learning and predictive modeling techniques that deploy models and often are computationally intensive and usually apply to big data. May include SAS/STAT®, SAS® Enterprise Miner™ and SAS Model Manager.
	Data Transparency and Quality Improvement	Topic area involves promotion of quality improvement in healthcare through patient decision making and empowering consumers and providers to compare outcomes and make decisions by knowing performance metrics. This topic also covers implementations of data transparency initiatives in areas such as Clinical Trials, Healthcare reform, and quality of care by the Federal government.
	Epidemiology	Topic area involves traditional and emerging approaches to investigating the determinants of disease or injury in populations. Population-level health data is used with demographics and exposures to predict and identify areas for better health outcomes.
	Forecasting/ Econometric/ Health Care Econometrics	Topic area appeals to analysts and econometricians working with economic data to address questions relating to health care, market research, actuarial science, risk management and demand modeling. Examples use SAS/ETS® software. This topic area also appeals to forecasters, analysts and economists working with historical data to forecast future values of product inventory and sales, labor needs, financial balances, etc. SAS products may include SAS Forecast Server and SAS Forecasting for desktop.
	Institutional Research	Topic area involves data compiled at schools, colleges and universities to inform campus decision making and planning in areas such as admissions, financial aid, curriculum, enrollment management, staffing, student life, finance, facilities, athletics and alumni relations.
	Operations Research/ Optimization and Simulation	Topic areas for Operations Research involve methods for building analytic and mathematical models of systems to identify, guide and support decisions that result in better performance. Topic highlights not only the value of SAS/OR® applications, but also the integration of operations research into the entire continuum of analytic methods that begins with raw data and ultimately concludes in informed, supported decision guidance. Optimization and Simulation topic areas involve improving business and organization results through better decisions, largely dealing with resource allocation and usage. This topic appeals to analysts and operations research specialists.
	Sampling/ Survey Research	Topic area involves conducting traditional and innovative sampling techniques and analysis of complex sampling designs in survey research.
	Sports/ Gaming	Topic area involves using analytics in sports or gaming to build models and evaluate areas such as player and coaching evaluation, game and gaming strategies, injuries, awards and records, and data visualization.
	Statistics/ Biostatistics	Topic area appeals to statisticians, biostatisticians and covers the use of SAS/STAT®, SAS/IML®, SAS/QC® and other SAS statistical tools. Presentation may illustrate practical and innovative uses of statistical techniques using SAS.
	Text Analytics	Topic area provides insights into the extraction of information from unstructured data. Submissions cover text analytical applications with SAS® software like SAS Text Miner, SAS Sentiment Analysis and SAS Contextual Analysis.

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Administration	SAS® Administration	Topic area involves administration of the SAS® environment, including metadata, SAS Management Console and environment management.
	Architecture	Topic area involves use of SAS® Grid Computing, performance and hardware configuration.
	Deployment	Topic area involves deployment and configuration of SAS technologies, migration and co-location of solutions.
	Security	Topic area involves Kerberos, metadata authorizations, Integrated Windows Authentication (IWA) and LDAP.
Data Management	Master Data Management	Topic area involves SAS® Master Data Management, business data network, and lineage.
	Data Quality	Topic area involves SAS® Data Quality, use of SAS Quality Knowledge Base Locales, matching, standardization and profiling.
	Data Integration/ Data Federation	Topic area involved data access (SAS/ACCESS® and surveyors), SAS Data Integration Studio, ETL activities, SAS Federation Server, data transformations.
Solutions		Topic area specifically applies to SAS-developed solutions that address specific business challenges. Examples include SAS® Anti-Money Laundering, SAS Marketing Automation, SAS® Risk Dimensions® and SAS Drug Development.
Business Intelligence/ Business Analytics		Topic area involves data visualization, data exploration, reporting and dashboarding.