SAS[®] GLOBAL FORUM 2019

EXECUTIVE PROGRAM

APRIL 28 - MAY 1 | DALLAS, TX

Kay Bailey Hutchison Convention Center Omni Dallas Hotel

sasglobalforum.com

#SASGF

Agenda

SUNDAY, APRIL 28			
4:30 -	The Quad		
6:30 p.m.	Convention Center - Level 2, Exhibit Hall D		
7:00 -	General Session: Opening Session		
8:30 p.m.	Convention Center - Level 2, Exhibit Hall F		
8:30 -	Welcome Reception		
10:00 p.m.	Convention Center - Level 2, Exhibit Hall E		
MONDAY,	MONDAY, APRIL 29		
7:15 -	Networking Breakfast		
8:15 a.m.	Omni - Level 3, Dallas Ballroom		
8:30 -	General Session: Technology Connection		
10:00 a.m.	Convention Center - Level 2, Exhibit Hall F		
10:30 - 11:30 a.m.	 Concurrent Breakout Sessions Omni - Level 3 Manufacturers: Learning to Adapt and Thrive in the Era of Intelligent Machines Ajay Agrawal, Creative Destruction Lab Trinity Ballroom 1 Big Data and the Retail Revolution Doug Stephens, Retail Prophet Trinity Ballroom 3 Transforming Trade Finance Compliance Through Machine Learning and Natural Language Processing Valeria Sica, Citi and Jake Jacobson, EY Trinity Ballroom 4 The Future of Health and Medicine: Where Can Technology Take Us? Daniel Kraft, MD, Singularity University Trinity Ballroom 7 Building a Culture of Data Analytics in Higher Education Christie Hawkins and Larry Burns, Oklahoma State University Dallas Ballroom G 		
11:30 a.m 1:00 p.m.	Networking Lunch Omni - Level 3, Dallas Ballroom Industry Technology Showcase Omni - Level 3, Dallas Ballrooms E and F See Page 7 for details		

MONDAY,	APRIL 29		Concurrent Breakout Sessions Omni - Level 3
3:00 - 3:50 p.m.	 Concurrent Breakout Sessions Omni - Level 3 Using SAS IoT Solutions to Elevate Connected Vehicle Services Eric Swaney, Volvo Group NA Trinity Ballroom 1 How Do You Digitally Transform a Major Consumer Brand? Sanjay Mehra, Nike Trinity Ballroom 3 Evolving an Analytics Platform With SAS Wayne Glinski and Moied Wahid, Experian Trinity Ballroom 4 Artificial Intelligence in Cancer Treatment Geert Kazemier, Amsterdam UMC, Cancer Center Amsterdam Trinity Ballroom 7 Streamlined Analytics Ensure Public Safety Reena Bawa, Texas Department of Public Safety Dallas Ballroom G 	10:00 - 10:50 a.m.	 Predicting the Unpredictable John Gibson, Tudor, Pickering, Holt & Co. Trinity Ballroom 1 Prioritizing and Organizing Digital Transformation in Retail and Consumer Packaged G Olivier Gléron, Nestlé and Patrick Dittli, Office Depot Europe Trinity Ballroom 3 A Natural Risk-Taker's View of Successfully Managing Risk
4:00 - 5:30 p.m.	Industry Technology Showcase Omni - Level 3, Dallas Ballrooms E and F See Page 7 for details		Concurrent Breakout Sessions Omni - Level 3 • Lessons Learned From Lockheed Martin's Machine Learning Journey
5:30 - 6:15 p.m.	Happy Hour Reception in The Quad Convention Center - Level 2, Exhibit Hall D		Mike Isbill, Lockheed Martin Trinity Ballroom 1
6:30 - 8:30 p.m.	Executive Networking Reception Union Station See Page 10 for details	11:00 -	 A Journey From Science Projects to Operational Excellence: Delivering Smiles Never Gets Old Arnie Leap, 1-800-FLOWERS.COM, Inc. Trinity Ballroom 3
TUESDAY,		. 11:50 a.m.	 Utilizing Deep Learning in AML Analytics David Black, Fifth Third Bank Trinity Ballroom 4
7:15 - 8:15 a.m.	Networking Breakfast Omni - Level 3, Dallas Ballroom		 Reflections and Considerations During an Inflection Point in Data Sharing Bill Louv, Project Data Sphere
8:15 - 9:30 a.m.	General Session: Keynotes Convention Center - Level 2, Exhibit Hall F		Trinity Ballroom 7 • Closing the Analytics Talent Gap Andrew Proctor and Mike Lewis, Cleveland Clinic Dallas Ballroom G
		Neen	Networking Lunch Omni - Level 3, Dallas Ballroom

Noon -1:30 p.m.

Industry Technology Showcase Omni - Level 3, Dallas Ballrooms E and F See Page 7 for details

TUESDAY, APRIL 30		
1:30 - 2:20 p.m.	 Concurrent Breakout Sessions Omni - Level 3 Optimize Your IoT Investment With Analytics Federico Argenio, Enel Green Power; Christoph Inauen, Siemens MindSphere and Adebayo Onigbanjo, GE Transportation Trinity Ballroom 1 Driving Value Through Pricing in Omnichannel Retail Yogesh Kulkarni, Antuit Trinity Ballroom 3 Project Al2: Artificial Intelligence for Auto Insurance Kian Wee Ang, Great Eastern Life Trinity Ballroom 4 Innovate to Accelerate: Using SAS Viya to Supercharge Clinical Trials Jim Mulholland, MSRCosmos LLC Trinity Ballroom 7 Machine Learning and Artificial Intelligence in Food Safety: The Present and Future Ernest K. Kwegyir-Afful, The Center for Food Safety and Applied Nutrition at the US Food and Drug Administration Dallas Ballroom G 	
2:30 - 3:20 p.m.	 Concurrent Breakout Sessions Omni - Level 3 Are You Really Ready for IIoT? Justin Dye, Honeywell Trinity Ballroom 1 Using Artificial Intelligence With Real-Time, Customer-Centric Analytics Nick Carrel, Shop Direct Trinity Ballroom 3 Tackling IFRS 17 on a Global Scale: How AIG Enables Local Country Financial Reporting Lee Campbell, AIG and Dave Anderson, KPMG Trinity Ballroom 4 Medicaid Next: Driving Government Transformation in the Age of Big Data Jim Coursey, South Carolina Department of Health and Human Services Trinity Ballroom 7 Reaping the Rewards of Customer Analytics: Seacoast Bank's Journey Rob Stillwell, Seacoast Bank Dallas Ballroom G 	

3:30 - 4:20 p.m.	 Concurrent Breakout Sessions Omni - Level 3 Manufacturing Procurement Integrity: An Essential Business Process Facing a Silent Threat Chris McAuley, SAS Trinity Ballroom 1 Building Your Digital Fraud Strategy With Data Orchestration and AI Richard Cooney, Axcess Financial and Eva Velasquez, Identity Theft Resource Center Trinity Ballroom 4 Transforming an Organization to Be Analytically Enabled Byron Yount, Mercy Health Trinity Ballroom 7 Succeeding With People-Based Marketing: Using SAS to Support Next-Generation Digital Marketing Corina Ilea, Sanofi and Julio Tavares, Deloitte Dallas Ballroom G 	
4:30 - 5:30 p.m.	Industry Technology Showcase Omni – Level 3, Dallas Ballrooms E and F See Page 7 for details	
8:00 - 11:00 p.m.	Kick Back Party Gilley's Dallas See Page 13 for details	
WEDNESD	AY, MAY 1	
7:15 - 8:15 a.m.	Networking Breakfast Convention Center - Level 2, Exhibit Hall E	
8:30 - 9:30 a.m.	General Session: Keynote Convention Center - Level 2, Exhibit Hall F	
10:00 a.m 1:30 p.m.	Users Program Breakout Sessions Convention Center - Level 2, Ballrooms C3 and C4 Convention Center - Level 1, Meeting Rooms C100s Convention Center - Level 1, Meeting Rooms D100s	

Industry Technology Showcase

Omni - Level 3, Dallas Ballrooms E and F

Attention business and IT leaders! Want to get an insider's look at new SAS technology? Our Technology Showcase is designed with you in mind. Brief but impactful, these demonstrations enable you to see analytics in action! Please visit the mobile app for details on featured topics.

Monday 11:30 a.m. - 1:00 p.m.; 4:00 - 5:30 p.m. Tuesday Noon - 1:30 p.m.; 4:30 - 5:30 p.m.



This schedule is subject to change. Please visit the mobile app for the most up-to-date schedule.



Take the session survey in the mobile app. Your feedback is important as it helps shape future events. And, the more you give, the better your chance to win a SAS Global Forum YETI tumbler.

General Sessions Convention Center - Level 2, Exhibit Hall F

Opening Session Sunday, April 28 | 7:00 - 8:30 p.m.





GOODNIGHT

DAVID SCHABENBERGER MACDONALD

Join SAS CEO Jim Goodnight as he welcomes you to Dallas. Joining him onstage will be SAS EVP, COO and CTO Oliver Schabenberger, and SAS EVP and Chief Sales Officer David Macdonald. Together, along with SAS customers, you'll hear real-life success stories and see analytics in action. Plus, hear from our 2019 Conference Chair MaryAnne DePesquo, and receive announcements about education and STEM. Special quest Katie Linendoll, Emmy Award-winning TV personality, writer, technology expert, global technology consultant and one of the leading women in the field of technology, will host Opening Session. And, don't miss our eclectic entertainment at the end!

Technology Connection

Monday, April 29 | 8:30 - 10:00 a.m.



Join SAS EVP, COO and CTO Oliver Schabenberger. Hear how medical image processing and SAS are helping to treat cancer; how SAS Mobile Investigator is providing data on the move; how interpretability provides digestible analytics for everyone; and how automated pipelines allow quick access and answers. See brief demos and hear real-life customer stories of analytics in action.

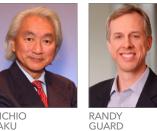
Keynotes: Reshma Saujani and Olympia LePoint Tuesday, April 30 | 8:15 - 9:30 a.m.



Hear from two incredibly inspiring talents! Reshma Saujani, founder and CEO of Girls Who Code and author, presents Closing the Gender Gap in Technology. Through her organization, Saujani is leading the movement to inspire, educate and equip young women with computing skills for the

21st century. And Olympia LePoint, award-winning rocket scientist, science entertainer and educator, shares her story. You'll be mesmerized by their journeys. A moderated conversation hosted by Susan Ellis, Brand Director at SAS and visual storyteller, will follow the keynote presentations.

Keynote: Michio Kaku Wednesday, May 1 | 8:30 - 9:30 a.m.



MICHIO KAKU

Michio Kaku, theoretical physicist, best-selling author, acclaimed public speaker and renowned futurist, presents The Next 20 Years: How Startling New Developments in AI, Biotech and Nanotech Will Revolutionize the Economy, Finance and Our Way of Life. SAS EVP and CMO Randy Guard will join Kaku onstage for a dynamic conversation about how AI and machine learning are unlocking new possibilities for every industry.

Executive Program Featured Presenters Omni - Level 3, Dallas and Trinity Ballrooms



of Prediction Machines



JOHN GIBSON Chairman of Energy Technology, Tudor, Pickering, Holt & Co.



Artificial Intelligence and Machine

Learning Expert, Founder of the

Creative Destruction Lab, Author

MANDY NORTON Senior EVP and Chief Risk Officer,



RACHEL SHERMAN, MD, MPH Former Principal Deputy Commissioner, FDA



DANIEL KRAFT, MD Faculty Chair for Medicine & Neuroscience, Singularity University; Founder and Chair, **Exponential Medicine**



DOUG STEPHENS Founder and President, Retail Prophet





Navigating the Conference

Conference Registration Convention Center - Level 2, Lobby D

Saturday, April 27	1:00 - 8:00 p.m.
Sunday, April 28	7:00 a.m 7:00 p.m.
Monday, April 29	7:00 a.m 6:00 p.m.
Tuesday, April 30	7:00 a.m 6:00 p.m.
Wednesday, May 1	7:00 a.m Noon

Conference Information Desks Convention Center

Sunday, April 28 3:30 - 7:00 p.m. | Level 2, Lobby D

Monday, April 29 7:00 a.m. - 5:30 p.m. | Level 2, Lobby D 10:00 a.m. - 5:30 p.m. | Level 1, Lobby C100

Tuesday, April 30

7:00 a.m. - 5:30 p.m. | Level 2, Lobby D 9:30 a.m. - 5:30 p.m. | Level 1, Lobby C100

Wednesday, May 1

7:00 - 10:30 a.m. | Level 2, Lobby D 10:00 a.m. - 1:30 p.m. | Level 1, Lobby C100

Executive Program Meals and Receptions

- The **Welcome Reception** will be held on Sunday evening following the General Session: Opening Session in Convention Center - Level 2, Exhibit Hall E from 8:30 to 10:00 p.m.
- **Breakfast** will be provided Monday and Tuesday from 7:15 to 8:15 a.m. in Omni Level 3, Dallas Ballroom, and Wednesday from 7:15 to 8:15 a.m. in the Convention Center Level 2, Exhibit Hall E.
- Lunch will be provided on Monday 11:30 a.m. 1:00 p.m. and Tuesday Noon 1:30 p.m. in Omni Level 3, Dallas Ballroom. You may choose to attend the Industry Technology Showcase, sit down for lunch, take a walk or network at your convenience.
- Happy Hour reception will be held in The Quad, located in the Convention Center, Level 2, Exhibit Hall D on Monday from 5:30 to 6:15 p.m.
- The **Kick Back Party** will be held at **Gilley's Dallas** on Tuesday from 8:00 to 11:00 p.m. Transportation will be provided from all conference hotels.

Executive Networking Reception Union Station | Monday, April 29 | 6:30 - 8:30 p.m.

Join us for an elegant networking event exclusively for our executive attendees at Dallas' historic Union Station. You'll enjoy the best of Wolfgang Puck's cuisine – a generous selection of food, drinks and desserts for you to savor – while networking with your peers. Plus,



take a journey back in time! Union Station was the transportation hub of the Southwest in the early 20th century. Today, it's an iconic architectural masterpiece. We're taking you back to the roaring 1920s at our exclusive networking event at Dallas' breathtaking **Union Station**.

Conference Mobile App



Make your conference experience a breeze. The app lets you navigate the conference with interactive maps, get the latest session content, receive notifications about last-minute changes and connect with other conference attendees.

Download the App

- 1: Search for **CrowdCompass AttendeeHub** in your device's app store (for iOS and Android) and download.
- 2: Search for SAS Global Forum 2019 in the app.
- 3: Tap download and enter password sasgf19.
- 4: Select log in. Enter your first and last name. A four-digit verification code will be sent via email and text message (if a mobile number was entered during registration).
- 5: Enter the four-digit verification code to complete login.

Mobile App Support Desk | Convention Center - Level 2, Lobby D

Saturday, April 27	3:00 - 6:00 p.m.
Sunday, April 28	9:00 a.m 6:00 p.m
Monday, April 29	9:30 a.m 5:30 p.m
Tuesday, April 30	9:30 a.m 5:30 p.m

Play the Click Game in the app. It's an easy and fun photo scavenger hunt - make the leaderboard for chances to win great prizes.

Getting Around Dallas

SAS Global Forum will provide shuttle services along the following hotel routes to the Kay Bailey Hutchison Convention Center every 15-20 minutes at these times:

Sunday, April 28	3:30 - 10:30 p.m.
Monday, April 29	6:45 - 11:00 a.m.; 4:00 - 9:00 p.m.
Tuesday, April 30	6:45 - 11:00 a.m.; 5:00 - 7:30 p.m.
Wednesday, May 1	6:45 a.m 2:00 p.m.

- Route 1: Fairfield Inn and Suites Dallas Downtown and TownePlace Suites Dallas Downtown
- Route 2: Cambria Dallas Downtown, Hotel Indigo Dallas Downtown and Hilton Garden Inn Downtown Dallas
- Route 3: Lorenzo Hotel
- **Route 4**: AC Hotel Dallas Downtown, Residence Inn Dallas Downtown, Hampton Inn and Suites Dallas Downtown, and The Statler Dallas
- Route 5: SpringHill Suites Dallas Downtown/West End
- Route 6: Sheraton Dallas Hotel

Enhance Your Experience

Charity: Pay It Forward

We believe in giving back. And we know you do too. Make an impact during the conference by downloading the GatherIQ app and unlocking donation coins that will automatically be made on behalf of SAS Global Forum to the local Boys and Girls Club of Dallas. The more you contribute, the better your chances to make the leaderboard. Do a good deed – your generosity will make a difference.

The Quad

Convention Center - Level 2, Exhibit Hall D

The Quad offers a tradeshow atmosphere where you can get the latest from every facet of SAS – and from our customers and sponsors. It's an interactive space where you can meet up with your fellow SAS enthusiasts, learn, network, and get crucial insights and demos. And like everything in Texas – it's big!

 Sunday, April 28
 4:30 - 6:30 p.m.

 Monday, April 29
 10:00 a.m. - 3:30 p.m.

 5:30 - 7:00 p.m.
 9:30 a.m. - 5:30 p.m.



Stomping Ground Convention Center - Level 2, Lobby F

Stop by the Stomping Ground lounge where you can literally kick your feet up! Relax. Recharge. And experience each of the following:

- Choose your conference T-shirt design! We've got a T-shirt press located in the lounge. Choose your color and design and voilà! We'll have it ready to wear in less than a minute.
- Rock your LinkedIn profile! Experts are on hand to help with that. Find out how to maximize the impact of your personal LinkedIn brand, including taking a new profile photo.
- Connect and network! After all, that's what conferences are all about. Visit with other attendees, charge your devices and play some games.





Kick Back Party

Tuesday, April 30 | 8:00 - 11:00 p.m. | Gilley's Dallas

Join us at the famous Gilley's Dallas for an unforgettable party experience. Whether your pleasure is shooting pool, dancing or being a daredevil by riding a mechanical bull – we've got something for everyone. Gilley's Dallas is a 90,000-square-foot playground for adults featuring entertainment, activities, music, pub-style food and fun for all. Dress is casual.

Entrance requires your conference name badge and photo ID.

Buses will arrive at 7:30 p.m. Choose a location convenient to your conference hotel.

- Route 1: Fairfield Inn & Suites Dallas Downtown and TownePlace Suites Dallas Downtown
- **Route 2**: Cambria Dallas Downtown, Hotel Indigo Dallas Downtown and Hilton Garden Inn Downtown Dallas
- Route 3: Lorenzo Hotel
- **Route 4**: AC Hotel Dallas Downtown, Residence Inn Dallas Downtown, Hampton Inn and Suites Dallas Downtown, and The Statler Dallas
- **Route 5**: SpringHill Suites Dallas Downtown/West End, Crowne Plaza Dallas Downtown, Homewood Suites Dallas Downtown, and The Westin Dallas Downtown
- Route 6: Sheraton Dallas Hotel
- Route 7: The Adolphus Hotel and Magnolia Dallas Downtown
- Route 8: Omni Dallas Hotel and Aloft Dallas Downtown
- Route 9: Hyatt Regency Dallas and La Quinta Inn & Suites Dallas Downtown

SAS[®] Data Science Escape Rooms

Convention Center - Level 1, Lobby C100

Be a part of analytics in action by joining one of three escape room experiences.



Get clues to four questions to see if your team has what it takes to escape using SAS software. Registration is required. Visit the Escape Room check-in area on Level 1, Lobby C100.

Sunday, April 28 Monday, April 29 Tuesday, April 30 Wednesday, May 1 1:00 - 6:30 p.m. 10:30 a.m. - 5:30 p.m. 10:00 a.m. - 5:30 p.m. 10:00 a.m. - 1:30 p.m.

Once your mission is complete, take a pic in the photo area and share your escape on your social channels: #AnalyticsinAction #SASGF



Please take a brief survey to tell us about your experience - you could win a free registration to SAS Global Forum 2020!

Participate and get the coolest socks ever!

Ready. Set. Learn.

Convention Center - Learning Lab - Level 1, C151 - C152

Our on-site Learning Lab offers you the opportunity to explore more than 25 e-learning courses for free. So if learning at your own pace is your thing, visit the Learning Lab.

Monday, April 29 10:30 a.m. - 5:30 p.m. **Tuesday, April 30** 1:30 - 5:30 p.m. Wednesday, May 1 10:00 a.m. - 1:30 p.m.

Wi-Fi Details

Complimentary internet access is available in the Kay Bailey Hutchison Convention Center and the Omni Dallas Hotel meeting areas during the conference for all attendees from Sunday through Wednesday. If you have questions, please stop by the Conference Information desks.

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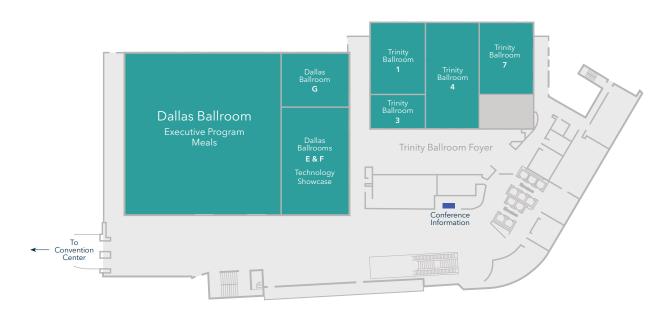
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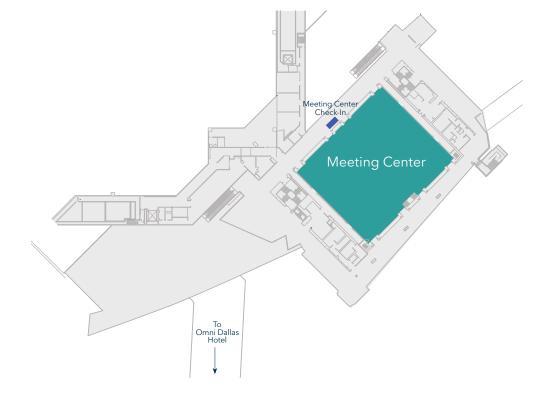
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Conference Maps

Omni Dallas Hotel Level 3







Conference Maps Kay Bailey Hutchison Convention Center

Level 1 | Ground

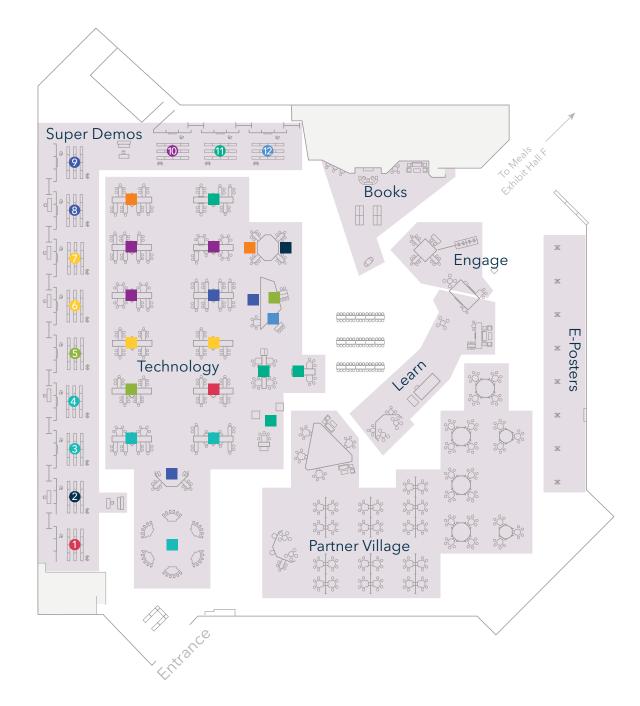


8 rging Are Stomping Ground • Conference T-Shirts • LinkedIn Arena -To Sessions 3 To Sessions Lobby A _ Allroor A1 Hotel Information Hospitality
Mobile App Support
Become a Conference Leader/Volunteer Support

Level 2 | Exhibit

The Quad Map

Kay Bailey Hutchison Convention Center Level 2 | Exhibit Hall D - The Quad



Q | U | A | D

What's Inside



Notes

Notes

SAVE the DATE

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MARCH 29 - APRIL 1 WALTER E. WASHINGTON CONVENTION CENTER WASHINGTON, DC

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