



# Analytics for banking

## Improve resiliency with smarter, faster decisions that generate trusted outcomes.

Banking's future in a digital economy demands better insights. Using analytics, AI and our market-leading solutions, we'll help you grow, innovate and form deeper connections with customers through better insights. Together, we'll evolve your analytics strategy so you can make trusted decisions that will elevate people, the planet and your bank's full potential.

### How does SAS help?

Our capabilities extend across a variety of banking needs.

### Benefits

- Drive sustainable return on capital through actionable insights.
- Optimize risk-based decisions across your organization.
- Increase customer trust by removing bias and producing responsible outcomes.
- Enhance operational resiliency with an open environment and flexible integration.
- Improve customer loyalty with timely and meaningful interactions.
- Better protect your bank with a single decisioning architecture across the marketing, risk and fraud domains.

### Use cases

Using SAS, **CNG Holdings** gets over **90%** of new customers through the application process, has a false-positive rate of nearly zero and reduced fraud-fighting costs by **30%**.  
[sas.com/cng](https://sas.com/cng)

With SAS Customer Intelligence 360, **Jyske Bank** delivers personalized customer experiences that **increase profitability** and create lasting **brand loyalty**.  
[sas.com/jyske](https://sas.com/jyske)

SAS provides **TD Bank** a **single source of truth** to stay on top of regulatory requirements and facilitate **cross-functional collaboration** to enhance intellectual property, **improve risk management**, optimize capital and drive value.  
[sas.com/tdbank](https://sas.com/tdbank)

In recognition of innovation in global **anti-money laundering-compliant** operations powered by SAS Anti-Money Laundering, **Bangkok Bank** was named **"Best in Future of Trust"** at the IDC Future Enterprise Awards.  
[sas.com/bangkok](https://sas.com/bangkok)

**Standard Chartered Bank** has built a competitive advantage around **scenario-based analytics** by partnering with SAS to combine risk and finance numbers within a **single view** to make better risk-related decisions.  
[sas.com/scb](https://sas.com/scb)

Since investing in SAS, **Seacoast Bank** has grown risk-adjusted revenue per customer by **30%**, while ROI for automated marketing campaigns is **high triple digits**.  
[sas.com/seacoast](https://sas.com/seacoast)

**S-Bank** uses SAS® Viya® on Microsoft Azure to **automate its processes** with a focus on providing **better customer service** and faster, more accurate loan processing time.  
[sas.com/sbank](https://sas.com/sbank)

With SAS Fraud Management, the **Bank of East Asia** can perform real-time scoring and decisioning on 100% of transactions for **early detection and prevention** of possible payment fraud activities.  
[sas.com/eastasia](https://sas.com/eastasia)

Learn more at [sas.com/banking](https://sas.com/banking).

Learn more about the world's analytics leader at [sas.com/about](https://sas.com/about).



# SAS is the world's leader in data and AI.

But what does that mean?

It means we can rapidly turn huge amounts of complex data into insights you can use.

With SAS, you can apply the most advanced analytics, business intelligence, data management and AI solutions to your toughest business problems. And for five decades, our customers have trusted us to do just that.

We're recognized for our industry-leading technology, social innovation and sustainability initiatives, and pioneering workplace culture.

## More about SAS

Five decades of innovation and profitability

Over 750 patents related to data and AI

Ranked No. 1 for Advanced and Predictive Analytics Market Share by IDC for the last 28 years\*

A recognized leader in more than 25 vendor ranking reports in 2022

90 of the top 100 of the 2021 Fortune 500 list or their affiliates are SAS customers

2022 Microsoft Independent Software Vendor Partner of the Year

Recognized around the world for inclusive, meaningful culture and innovative technologies by organizations including Fast Company, Forbes, Human Rights Campaign, Disability:IN and more



## The SAS® Viya® advantage

We empower customers to get more done with a faster, more productive data and AI platform. SAS Viya gives you the analytics you need, delivered on your terms, so you can innovate faster, collaborate regardless of skill set or API and get results you can trust.

Use your own cloud, the SAS Cloud for hosted services, or one of the world's most broadly adopted cloud platforms.

## More about SAS Viya

The cloud-native architecture of Viya is deployable in AWS, GCP, Azure and Red Hat OpenShift.

It supports:

- Your open source data scientist community.
- The most popular data frameworks.
- APIs that ensure open application access.
- Scalability for any analytical workload.

\* IDC market share reports for the Advanced and Predictive Analytics Software markets from 1995-2022.