Global Challenge
Business Analytics Framework

- Business Solutions
- Reporting
- Analytics
- Data Integration
SAS® Data Integration

**ACCESS**
- Exploit Data Assets
- Leverage Enterprise Applications
- Security, Privacy and Compliance

**VALIDATE**
- Ensure Quality of Data
- Monitor and Maintain Data Quality
- Reusable Business Rules

**ENHANCE**
- Clean, Augment and Validate Data
- Combine and Analyze Data
- Assimilate New Data Types

**DISTRIBUTE**
- Persist Trustworthy Data
- Synchronize Multiple Systems
- Leverage and Share Data

**COLLABORATE**

**CENTRALIZE and MANAGE**
SAS® Data Integration

- Enterprise Connectivity
- Data Quality
- ETL (Extract, Transform, Load)
- Metadata Management
- Data Migration & Synchronization
- Data Federation
- Master Data Management
Discovery
Questioning the Business

“What happened?”

“Where exactly is the problem?”

“What if these trends continue?”

“How many, how often, where?”

“What’s the best that can happen?”

“What will happen next?”

“What actions are needed?”

“Why is this happening?”
Discovery
Reactive Decision Making

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Discovery
Proactive Decision Making

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## SAS® Analytics

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<tr>
<th>OBSERVE, DEFINE and MEASURE</th>
<th>TEST and LEARN</th>
<th>INFORM and ACT</th>
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<td>Explore Data</td>
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<td>Identify Metrics</td>
<td>Develop Model</td>
<td>Collaborate, Communicate, Embed</td>
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<tr>
<td>Formulate Problem</td>
<td>Validate Model</td>
<td>Monitor Performance</td>
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**VISUALIZE**

**OPTIMIZE and MANAGE**

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### SAS® Reporting

<table>
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<tr>
<th>MEASURE</th>
<th>MONITOR</th>
<th>ANALYZE</th>
<th>ACT</th>
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<tr>
<td>Define Metrics</td>
<td>Alert</td>
<td>Interact</td>
<td>Distribute</td>
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<tr>
<td>Establish Parameters</td>
<td>Focus on Key Issues</td>
<td>Explore / Investigate</td>
<td>Communicate</td>
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<tr>
<td>Identify Thresholds</td>
<td>Access</td>
<td>Understand Relationships</td>
<td>Deploy, Reallocate, Realign</td>
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**COLLABORATE**

**ALIGN and MANAGE**
## SAS® for Banking

<table>
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<td>Capital Allocation &amp; Management</td>
<td>Workforce Planning &amp; Management</td>
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<td>Legal/Financial Consolidation &amp; Reporting</td>
<td>IT Performance Management</td>
</tr>
<tr>
<td>Cost &amp; Profitability Management</td>
<td>Sustainability/Green Initiatives</td>
</tr>
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Credit Risk/Counterparty Risk