Health and Public Sector Joint Value and Case Studies
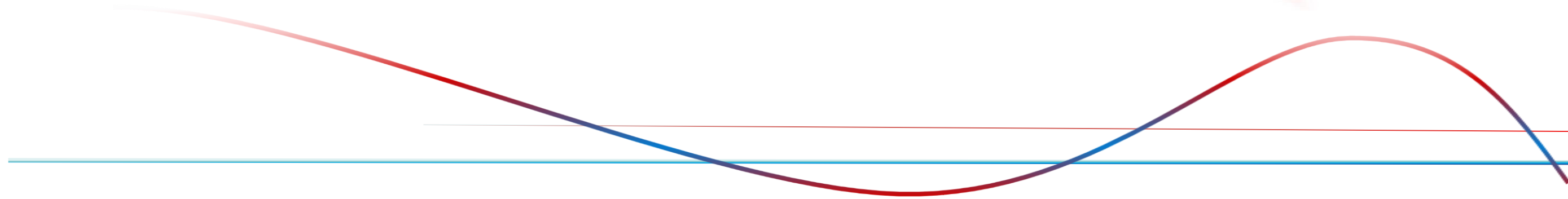
November 2015

accenture
High performance. Delivered.

§sas | THE POWER TO KNOW

Accenture and SAS The Best in the Business

Accenture's business solutions, powered by SAS' pioneering analytics, help clients advance on the journey to ROI

SAS | THE POWER TO KNOW.

accenture
High performance. Delivered.

> Positioned in the leaders quadrant for Advanced Analytics Platforms (Gartner, Feb 2015)
> Consistently rated as a leader in Gartner's Magic Quadrants (across 9 categories)
> Used at more than 70,000 sites in over 134 countries
> 91% of the top 100 Fortune Global list 2014 make use of SAS®

> Positioned in Leader's Quadrant for Business Analytics Services (Gartner, Sep 2015)
> Named leader in the Business Intelligence Services in Asia Pacific by Forrester (Q4- 2013)
> One of the largest global providers of BI services
> Market leader in the area of consulting and implementation
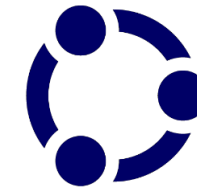
Accenture - SAS Partnership

> **15 year** strategic alliance
>
> **CEO to CEO** commitment

> **2,500+** SAS-trained delivery consultants
>
> **12** joint offerings
>
> **12+** Accenture centers with SAS expertise

> **250+** projects completed
>
> **New** commercial models and flexible pricing

Shared Vision

Analytics and Big Data

High Performance Computing
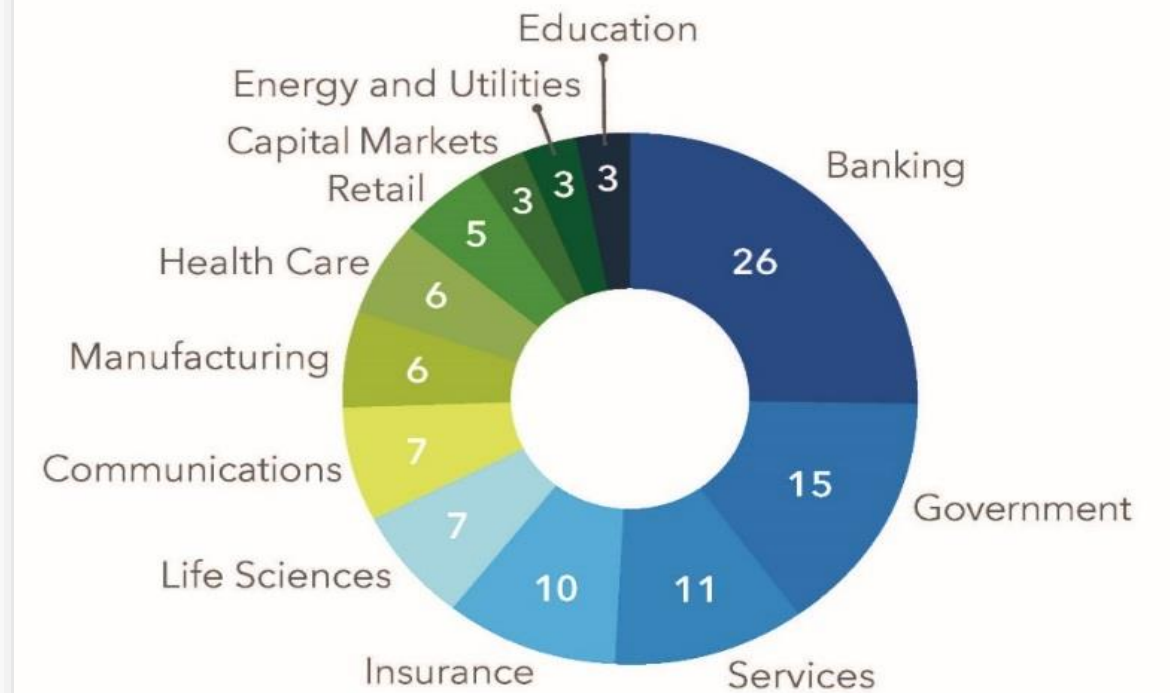
Cloud

Internet of things

State of the Art Technology Labs

SAS and Public Sector

Software Revenue Percentages by Industry

- Banking: 26
- Government: 15
- Services: 11
- Insurance: 10
- Life Sciences: 7
- Communications: 7
- Manufacturing: 6
- Health Care: 6
- Retail: 5
- Capital Markets: 3
- Energy and Utilities: 3
- Education: 3

*Totals 102% due to rounding

SAS and Public Sector

Focus Solution Areas

CITIZEN AND PATIENT INTELLIGENCE	FRAUD AND SECURITY INTELLIGENCE	OPERATIONS AND RISK MANAGEMENT
• Data Sharing • Segmentation • Omni Channel Communications • Participation in Online Channels • Identify Emerging Issues and Trends in Public Concerns	• Tax and Revenue • Social Benefits Programs • Workforce Programs • Cyber Security • Grant and Procurement Fraud • Health Care Program Integrity • Insider Threat • Medicaid Management • Payment Reform	• Cost & Profitability Management • Pension Management • Enterprise Wide Risk Management

SAS and Public Sector

Joint Go To Market Offerings

CITIZEN AND PATIENT INTELLIGENCE	FRAUD AND SECURITY INTELLIGENCE	OPERATIONS AND RISK MANAGEMENT

Customer Intelligence / Decision Hub
 	
• **Onsite or managed service**
 	
• **10 joint projects completed**
 	
Customer Analytics Managed Service
 	
• **Accenture Analytics CoE**
 	
• **Cloud based managed service**
	Intelligent Processing
	
	• **Pre-configured SAS solution for Tax and Benefits Waste and Abuse Detection**
	
	• **Pre-defined customizable fraud rules and reports**
	
	• **10 joint wins globally**
		Profitability and Cost Management
		
		• **Activity level management and optimisation for cost transparency, process efficiency, customer, and product profitability analysis**
		
		• **On site or managed service**
		
		• **8 cross sector joint projects completed**
		
		Enterprise Risk
		
		• **Deep SAS Risk Experience**
		   • **~100 SAS resources**
		   • **15 projects completed**

Example Offering Intelligent Processing

Enterprise Value Proposition

• Human Services - cut overall programme costs by ~4-5% from plugging the leakages of programme benefits.   Detecting an additional ~15% of ineligible payments combined with a ~15% casework productivity improvement

• Revenue – Achieve ~0.2 – 0.3% increase in total tax revenues. Improve detection rate of non-compliance by ~4-5%.

How is this differentiated from competition

•Offered as a managed service, and priced according to client requirements and size.

•Hybrid analytics, combining ssocial network analysis, anomaly detection, text mining, business rules, and predictive models

• Speed of detection, prevent payments/refunds from being made in the first place.

Top Client Challenges

•How do I more consistently identify non compliance?
•How do I allocate my resources to focus on the highest value/likelihood cases?
•What attributes of a benefits claim/tax return drive a higher propensity for fraudulent behavior?
•How do I continually discover more sophisticated benefits abuse or tax carousel rings?
•How can I intervene earlier in the process to prevent a non-compliant payments early enough to stop them?

The Service
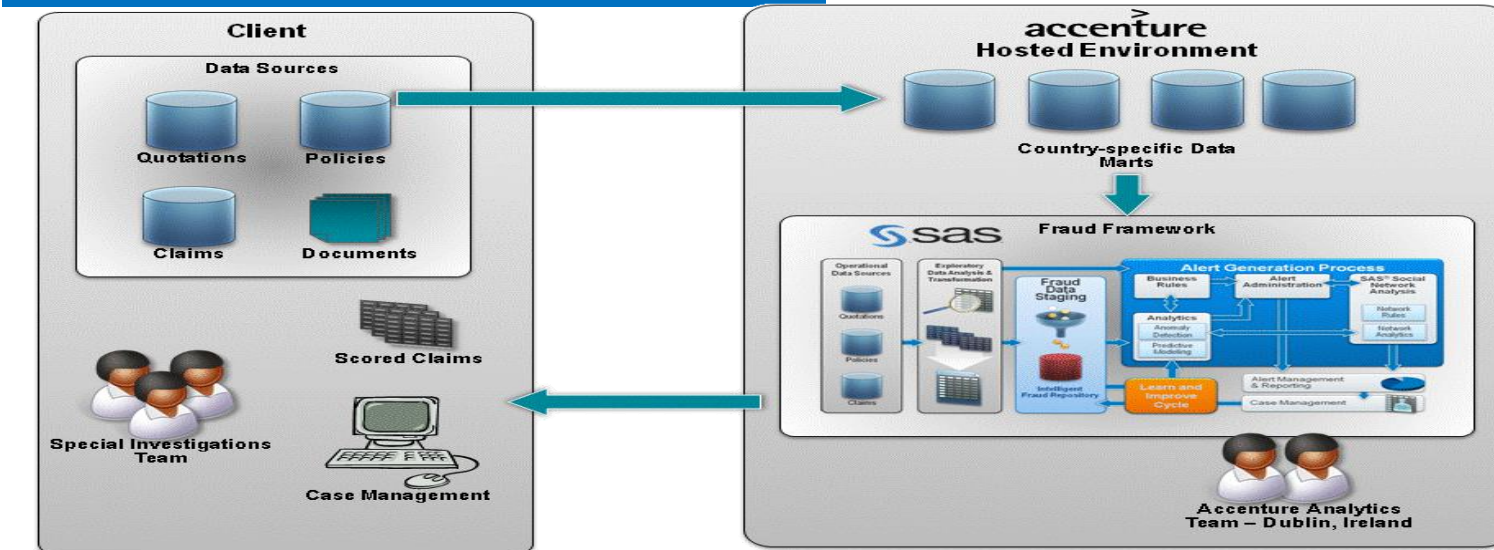
Propriety data, risk and insights models, which are used to quickly develop predictive fraud models tailored to the client. These models bring industry and analytic expertise to target and attack specific business problems

Dedicated Management Scientists who use the latest analytics techniques and software tools to deliver unique insights, at speed, into client's data

Dedicated Industry experts who understand the client's business and the problem areas. They bring skills to ensure that the risk scoring approach can be fed back and embedded in the business process to drive sustainable improvements

Client Credential Results

Large USA Metropolitan Authority - Identification of Unknown Fraud (New, Emerging, and Hidden) yielded a 55% percent improvement in fraud identification amongst, and nearly a doubling in the value of each new case identified.

Example Offering Intelligent Processing

Available Assets to Support Sales Efforts

• Internally and externally facing overview presentations, detailed case studies and results

• Demonstration system

• Thought leadership point of view documents

• Standard pricing models and agreed upon SAS commercials

• Three way value proposition and business case template (Shark)

• Proof of Value methodologies and templates

• End client contractual agreement templates

• Baseline analytical models, business rules, data models and integration modules

• Managed service operating model

• Trained resources and Dublin Centre environments
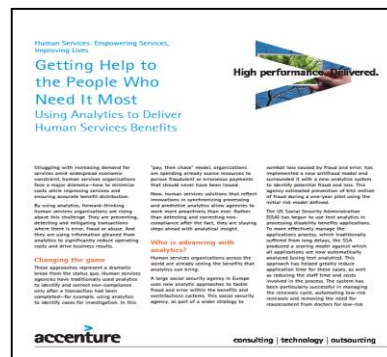
Additional Credentials and Pipeline

Additional Credentials:

• Ireland DSP

• San Bernardino Country

• Spanish Tax

• Spanish Benefits

• Dutch Tax

Key Contacts

• Accenture = Chris Gray christopher.gray@accenture.com

• SAS = Brian O'Rourke brian.Orourke@sas.com

Joint Success Story Dutch Tax

BUSINESS ISSUES

- Direction from the country to find more fraud - this justified the investment in SAS.
- Required intelligent tuning due to explosions of the volumes of relevant tax data; (unstructured data+), in order to see who and what they need to investigate further.
- Decisions were based on partial data, needed to better explore all the data volumes.
- Time and effort spent on compliant groups. Not enough time to be spent on non-compliant people committing fraud.

SOLUTION

- SAS® Visual Analytics; prior (SAS® Data Management, SAS® BI Server, SAS® Enterprise Miner™)
- SAS® Scoring Accelerator for Teradata

EXPECTED RESULTS

- Report back to the Ministry of Finance by region using the same definitions, ensuring consistent quality without a huge reconciliation effort.
- Costly costs by spending your time and resources on the right organizations and collecting more revenue that was evaded.
- DTA expects to find more fraud, consolidate all management information and gain better insight into the collections process. The benefits will be huge in comparison to the costs.

"With SAS® Visual Analytics, the business users finally get the capability to explore big data volumes and standardize and consolidate their management information. DTA will be able to detect more fraud by getting better insight into their (big) data, they will also reduce time and money spent collecting taxes, detecting fraud, paying out income-related benefits and supervising the import, export and transit of goods."

Dutch Tax and Customs

Accenture and SAS Recent HPS Wins

Agency or Company	Topic	Region
HMRC Open Case Clearance, UK	Analytics	EMEA
Belastingdienst (DTA)	Fraud	EMEA
Ministerno del'interno	Cyber Security	EMEA
Department for Social Protection (DSP)	Fraud	EMEA
Hospital de la Fe	Health Analytics	EMEA
Hacienda Tributarria de Navarra	Fraud	EMEA
Revenue Commissioners, Ireland	Fraud	EMEA
Pole Emploi, France	Risk	EMEA
HMRC Work Management, UK	Analytics	EMEA
AEAT - Agencia Estatal de Administración Tributaria	Fraud	EMEA
GISS	Fraud	EMEA
AXA Health (Germany)	Health Analytics	EMEA
Sogei, Italy		EMEA
New York City Financial Intelligence Unit	Fraud	North America
Prime Minister's Office, Singapore	CRM	AP
Avinor, Norway	Profitability	EMEA
United States Postal Service	Analytics	North America
San Bernardino County	Fraud	North America
Canada Post		North America
VHI Healthcare	Fraud	EMEA
Department of Health Australia	Data and BI	AP
DHL Deutsche Post	Analytics	EMEA

Our Team Key Contacts

We have a strong global team ready to support you

SAS

Global and EALA:	Remco den Heijer (remco.den.heijer@sas.com)
UKI:	Joe Hegarty (joseph.hegarty@sas.com)
Americas:	Brian O'Rourke (brian.orourke@sas.com)
APAC:	Ron Fonseca (ron.Fonseca@sas.com
	Eric Kong (eric.kong@sas.com)
Offerings:	Steven Smith (steven.smith@sas.com)
Enablement:	Cynthia Rowe (cynthia.rowe@sas.com)

Accenture

David Schwartz (david.schwartz@Accenture.com)

Chris Gray (Christopher.gray@Accenture.com)