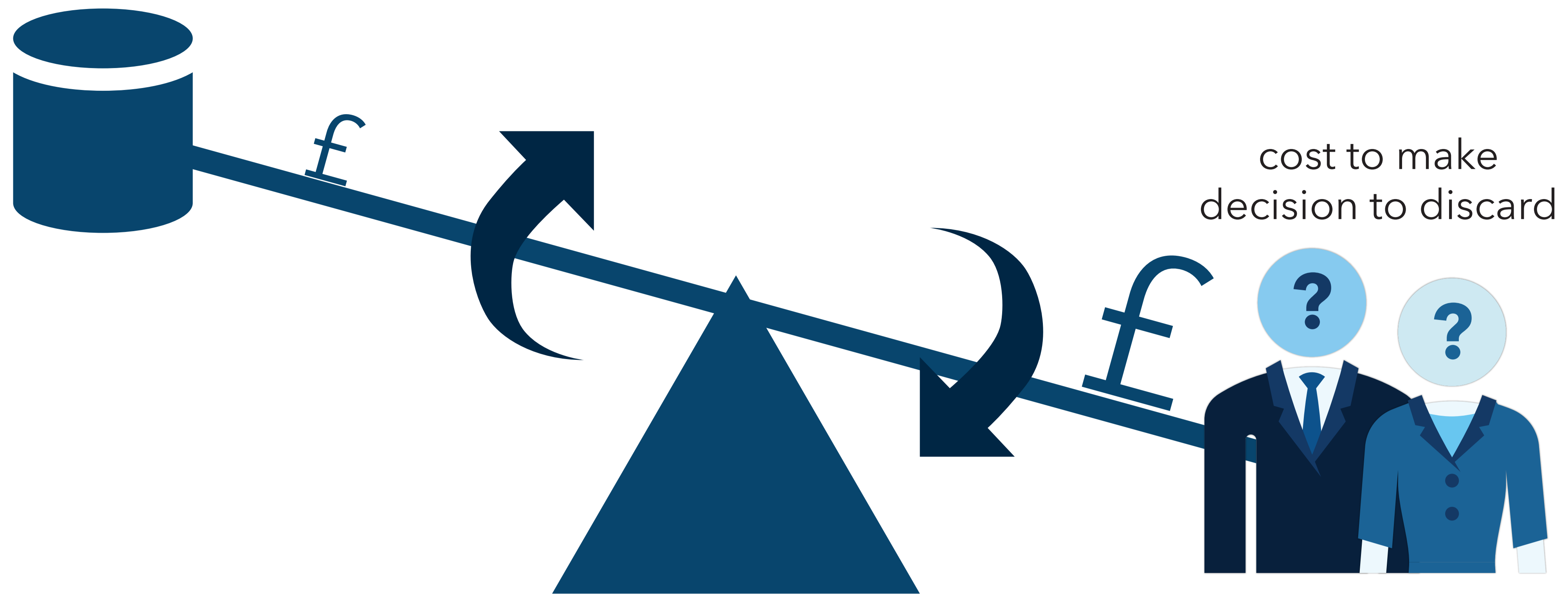


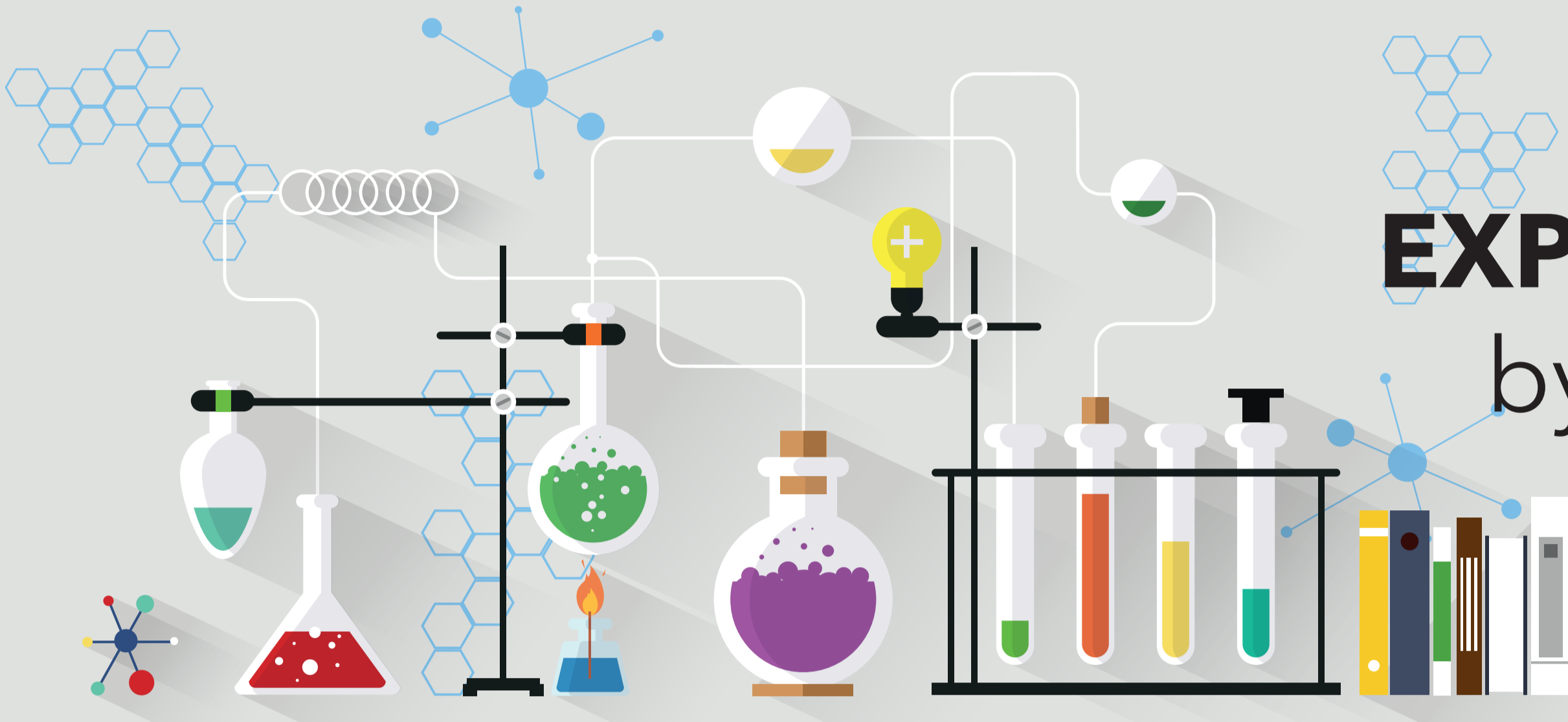
# The data balance has shifted...

cost to store

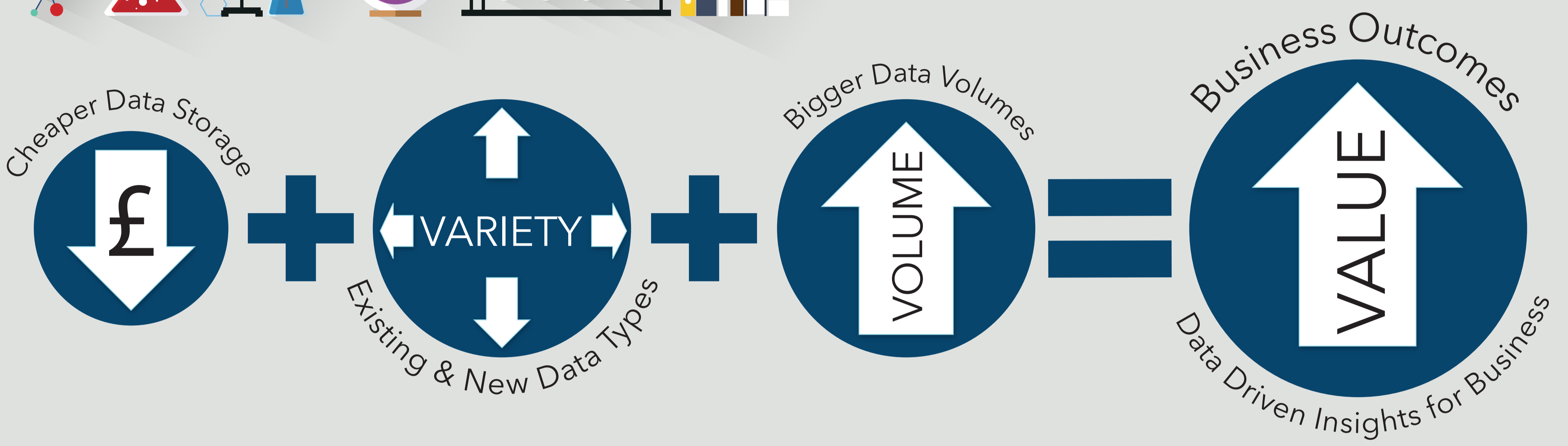


Since the cost of storing data has become less than the cost of making the decision to throw it away, attitudes to analytics have changed

## ... and a new approach has emerged



that sees the opportunity to **EXPERIMENT** to create new **INSIGHT** by being able to analyse existing and new data types



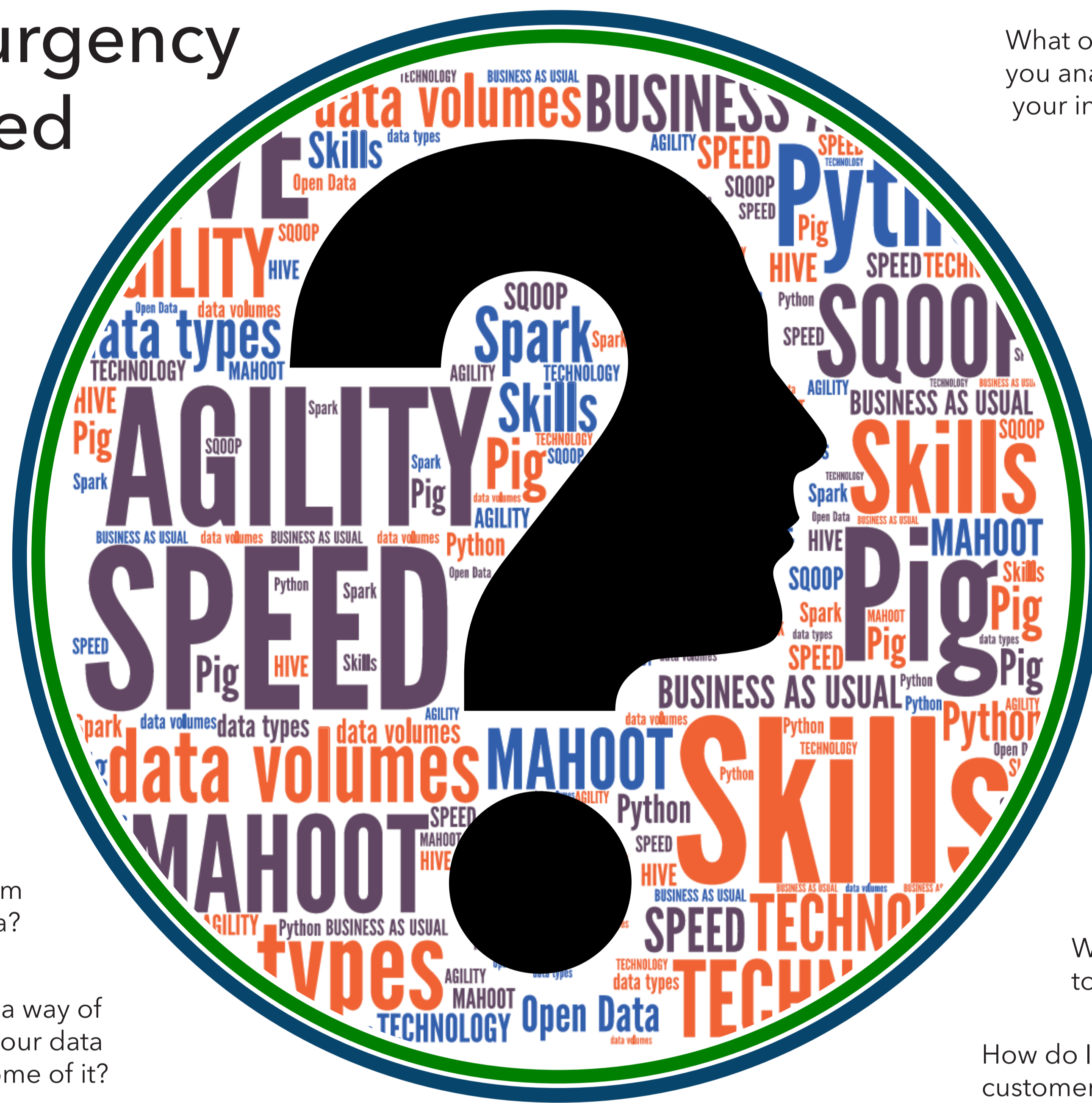
but business urgency can be inhibited by technical complexity and a lack of skills

What if you could have as much data as you want?

What would you want and what would you do with it?

What is stopping you from analysing **all** of your data?

What if there was a way of visualising **all** of your data rather than just some of it?



What open data could you analyse alongside your internal data?

How would sensor data help you improve efficiency?

What answers could you get from the text data that you hold?

If you could analyse all of your clickstream data what could it tell you?

What skills do I have? What skills do I need?

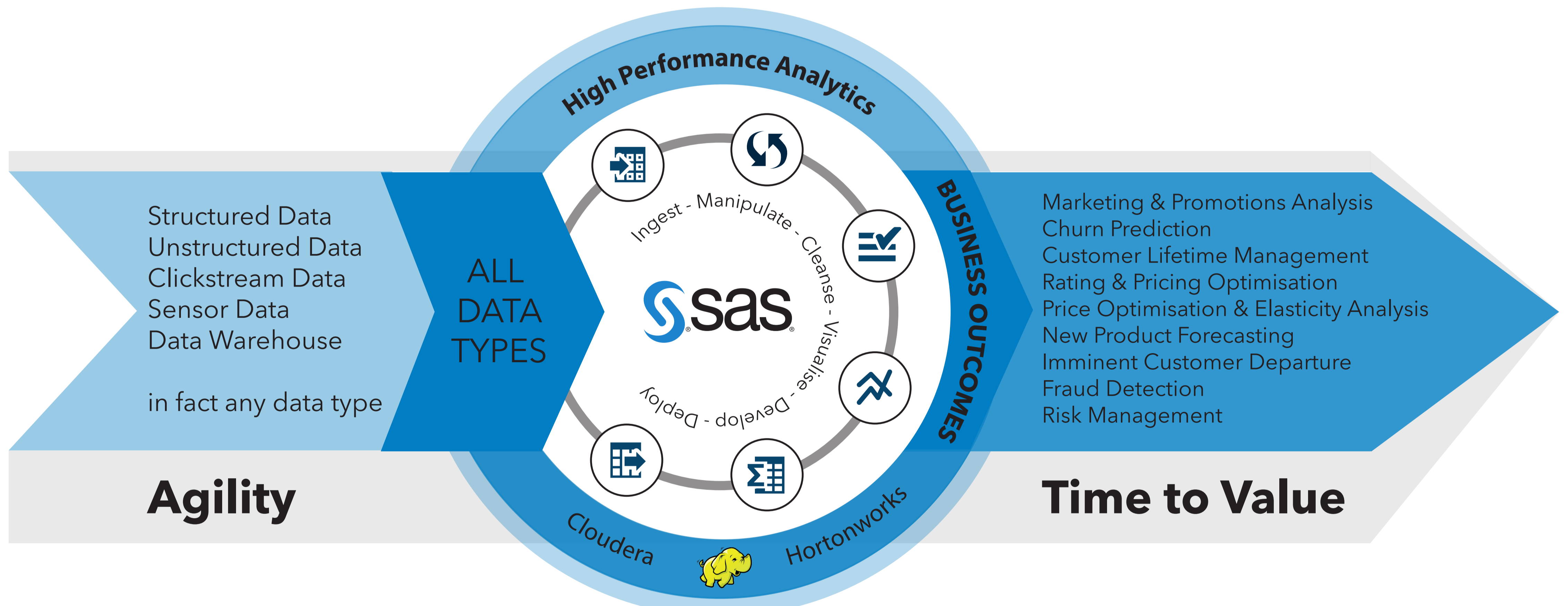
How do I prototype new models?

What hardware do I need to assemble?

How do I analyse text and customer data together

## SAS Big Data Innovation Lab

a persistent environment for experimentation and innovation from data



focused on delivering outcomes to be used in business operations

WHEEL IT IN... SWITCH IT ON...



20%

reduction in churn rate and more than \$500,000 savings in productivity annually.

Leading Retail Chain



2%

uplift in the profitability of premiums written

Leading UK Insurer



4%

improvement in redemption of personalised offers through analysis of clickstream and text data

Telecoms Operator