

SAS[®] Live

Experience the Power of Analytics + Hadoop

#saslivehadoop

THE EXECUTIVE'S NEW ANALYTICS EXPERIENCE

JILL DYCHÉ, VICE PRESIDENT OF SAS BEST PRACTICES



@jilldyche



**THE
POWER
TO KNOW[®]**

EXTERNAL

Going Digital

Omni-channel

Privacy & compliance

Disruptive competitors

Innovation

PRESSURES

INTERNAL

Juggling priorities

Managing budgets

Attracting talent

New C-level roles

Politics & Ownership



No one is calling the
Analytics Centre of
Excellence!

At this rate,
I'll **NEVER**
learn Hadoop!

People aren't even
using what we've
already built!

Everyone thinks
they can deliver
analytics
themselves!





**The velocity of delivery
is proportional to the
availability of skills!**



Are you experienced?

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THANKS!



@jilldyche



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