

SAS[®] Live

Experience the Power of Analytics + Hadoop

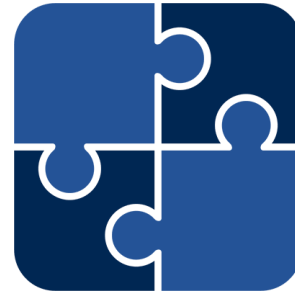
#saslivehadoop

WORKING WITH MODERN ANALYTICS

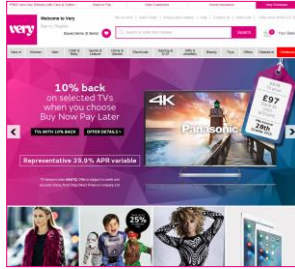
PAUL JONES, HADOOP & BIG DATA LEAD, SAS



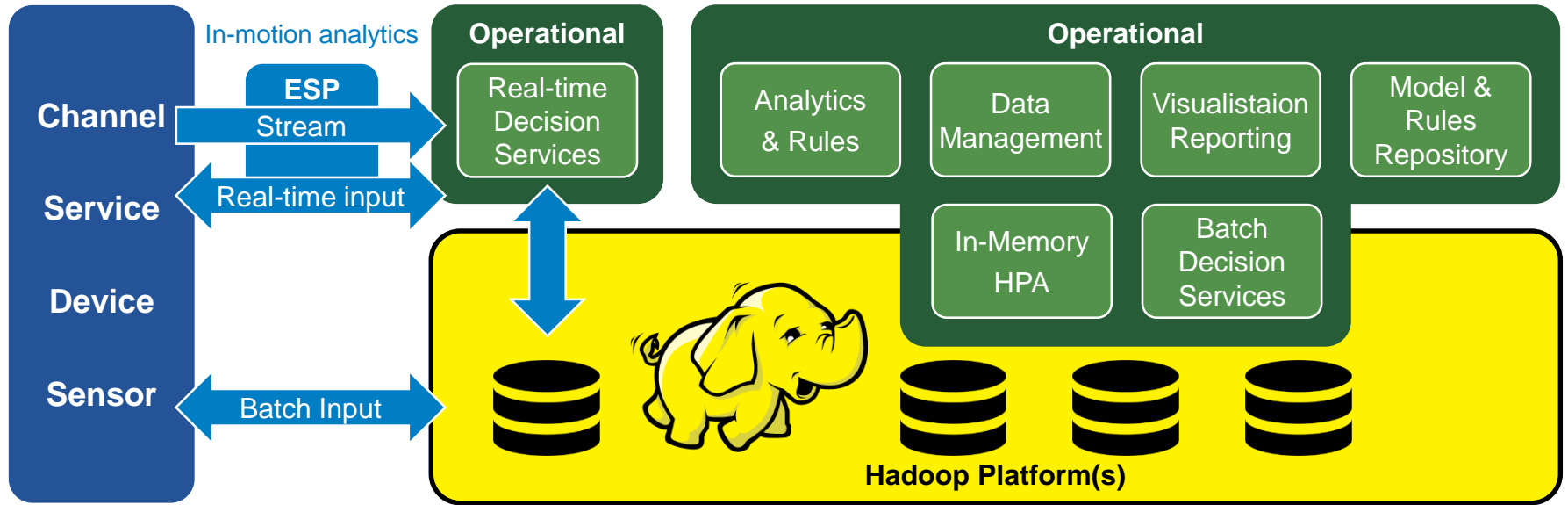
AGENDA



VALUE CHAIN: DIFFERENT PERSONAS = DIFFERENT EXPERIENCE



HOW TO DELIVER CAPABILITIES VERSUS CHARACTERISTICS



HOW TO DELIVER CAPABILITIES VERSUS CHARACTERISTICS



Characteristics

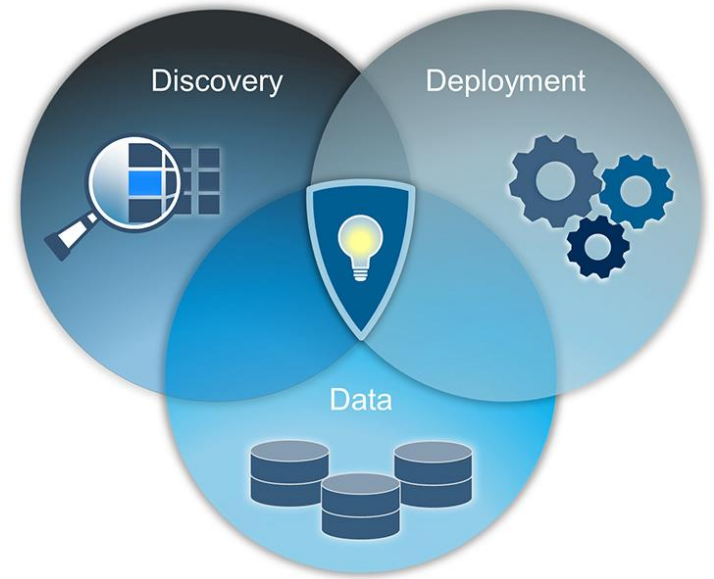
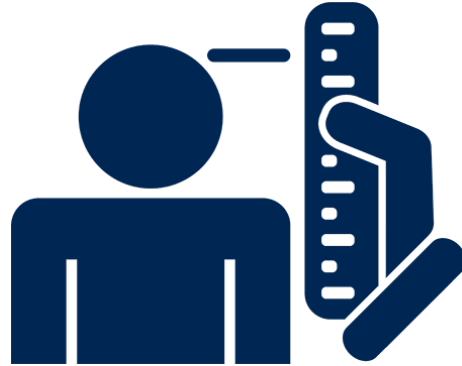
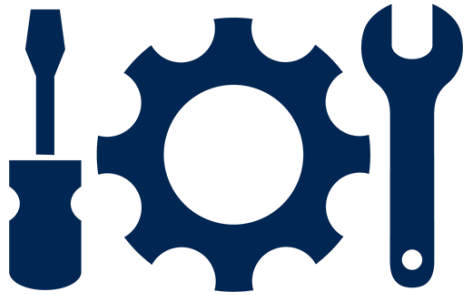
Industrialised including skills and support

Usable and reliable

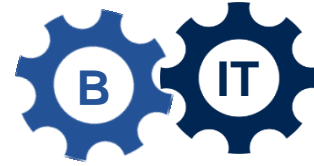
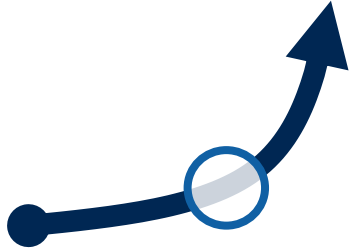
Scalable processes and technical

Timely and appropriate

HOW DO WE ACHIEVE THIS ?



DATA: NOTHING IS UNSURMOUNTABLE



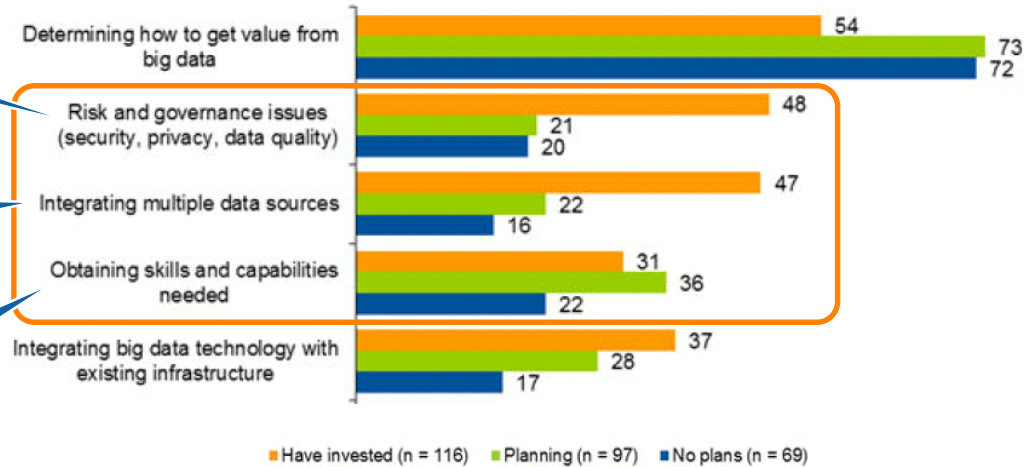
BIG DATA CHALLENGES: GARTNER'S OPINION

Data Quality

Integrating Sources

Skills Gap

Figure 8. Big Data Challenges by Investment Phase *What are your organization's top hurdles or challenges with big data?*

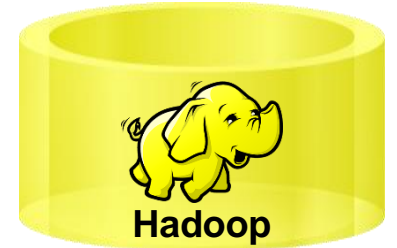
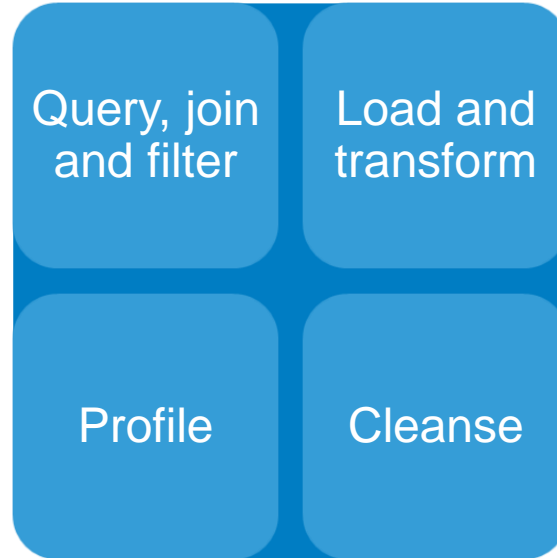


SAS® DATA LOADER FOR HADOOP

Self-service data preparation, data integration and data quality for Hadoop



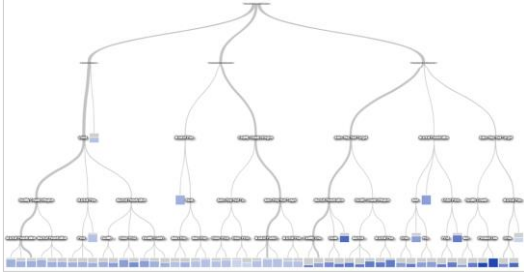
Business Analyst /
Data Scientist



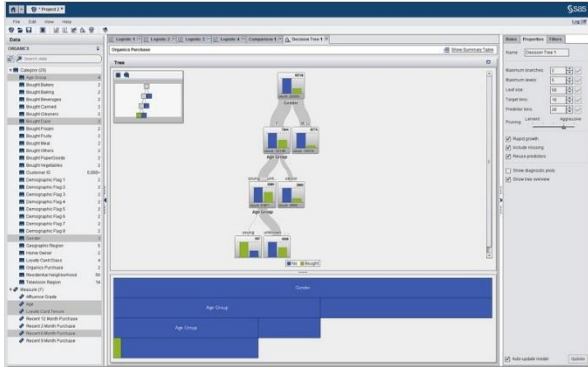
Empower business users, **unburden** IT, **harness** the power of big data

VISUALIZATION = APPROACHABLE ANALYTICS

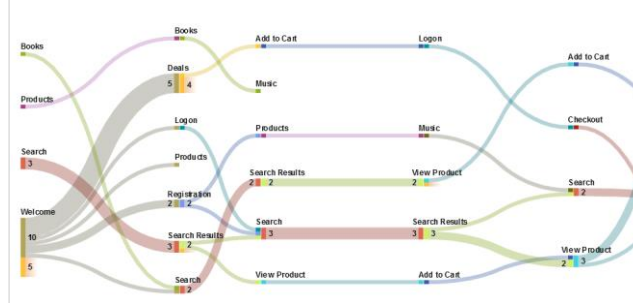
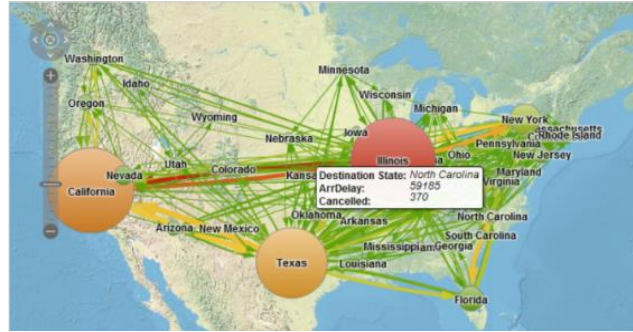
Influence



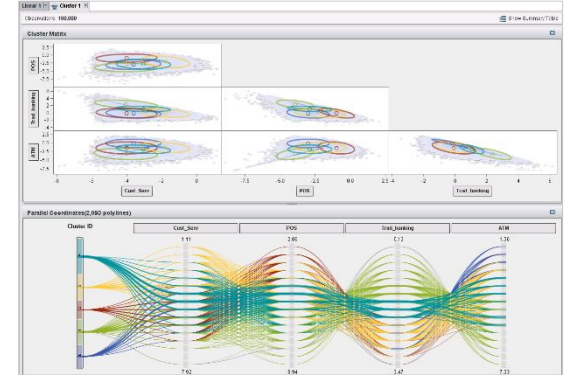
Increased Understanding



Relationships



Data-driven Exploration



Data

MEGACORP5_4M

Search data

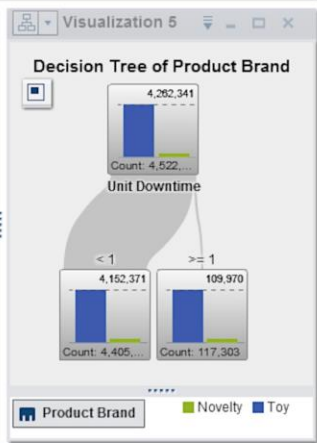
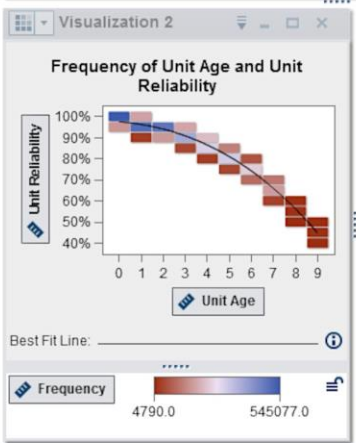
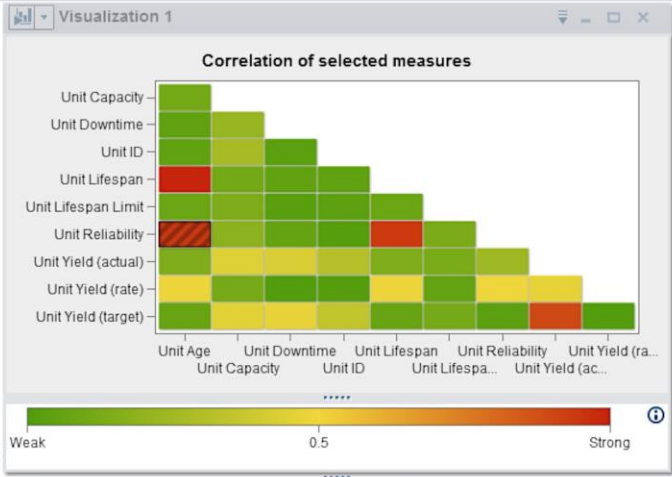
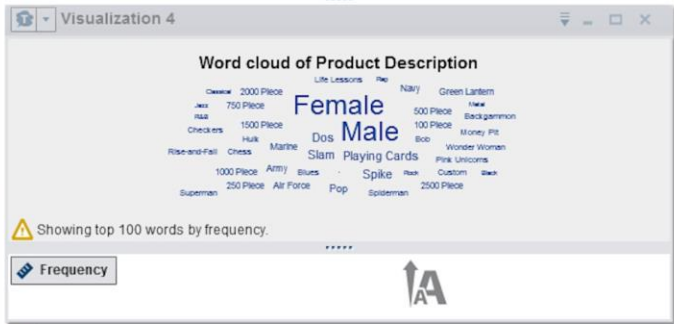
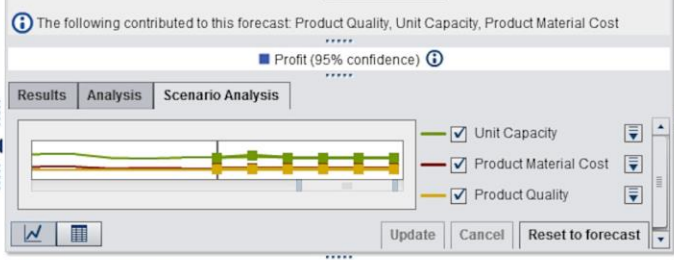
Category

- Date 5,000+
- Date by Month 384
- Date by Year 32
- Facility 21
- Facility City 21
- Facility Region 4
- Facility State 13
- Facility Type 1
- Product 23
- Product Brand 2
- Product Description 105
- Product Line 4
- Unit 45
- Unit Status 5

Measure

- City Latitude
- City Longitude
- Day of Week
- Employees Used
- Expenses
- Expenses (capital)
- Expenses (material)
- Expenses (operational)
- Expenses (staffing)
- Facility Age
- Facility ID

Property	Value
Name	
Role	
Model type	
Format	
Aggregation	



Roles Filters Ranks Properti...

Global Filters

Drop data items here to create global filters

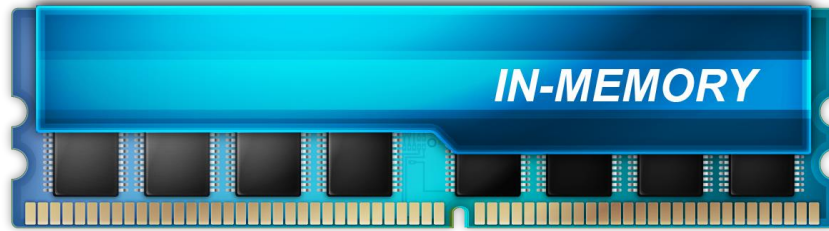
Local Filters

Product

- All
- Board
- Card
- Puzzle
- Super Hero
- Firefighter
- Soldier
- Athlete
- Musician
- Movie Star
- Police
- iPhone Cover
- Plaque
- Backpack
- Pen
- Coffee Cup
- Big Cats
- Bear
- Horse
- Elephant

Auto Apply Cancel

HOW DO I USE ALL THIS DATA TO DISCOVER NEW OPPORTUNITIES?



DISTRIBUTED PROCESSING

*LOWER
COST OF
OWNERSHIP*

*SCALE OF
ANALYSIS*

*SPEED TO
DECISION*



OPEN SOURCE

Use APIs
and Hadoop

Experiment
with
algorithms

Younger
people have
open source
experience

Need to
scale and
deploy

Need to
validate and
standardise

Usability
across the
enterprise

INNOVATION

ENTERPRISE

WHAT IS CHANGING WITH THE DATA LANDSCAPE?

Data is about more than just data!



“Addressing only volume leads to some serious self delusion regarding what you have accomplished.”

James Richardson

Gartner

sas | THE
POWER
TO KNOW.

TIMELINESS: SIMPLIFYING THE DATA CONTINUUM

Online

Member Profiles

Company profiles

Connections

Communications

Activity that should be reflected immediately.

Nearline

Signal

Profile standardisation

News

Recommendations

Search

Activity that should be reflected soon.

Offline

People You May Know

Connection strength

News

Recommendations

Next best idea

Activity that can be reflected later.

DEPLOYMENT AND CONTROL

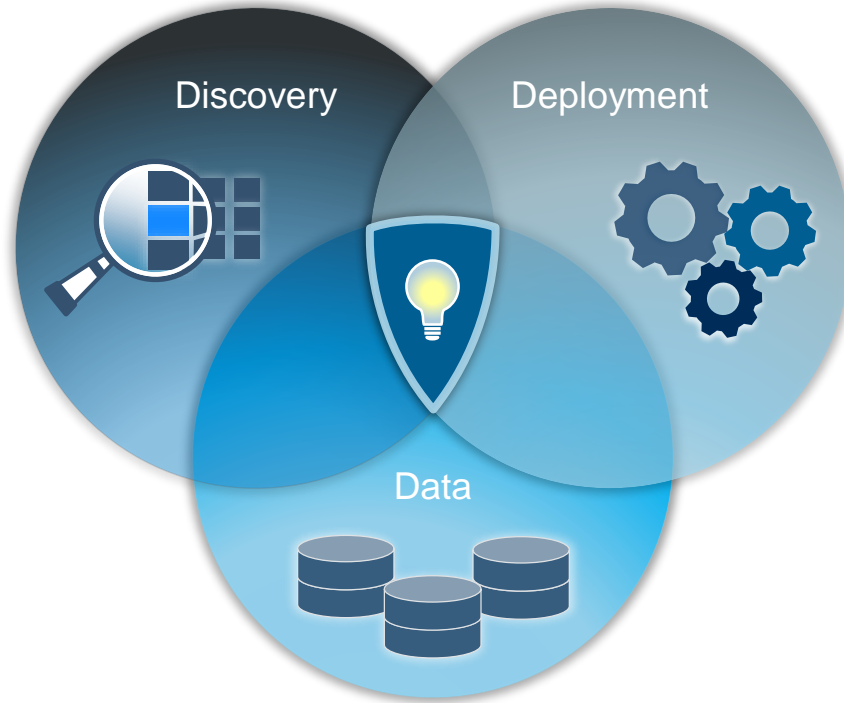


Integration costs / time and effort

SAS CAN HELP YOU GROW A CULTURE OF INNOVATION...

MODERNISE
YOUR LEGACY
BI STRATEGY

ANALYSE ALL
OF YOUR DATA



SCALE YOUR
DATA AND YOUR
ANALYTICS

LEVERAGE &
EMBRACE **OPEN**
SOURCE
ANALYTICS

BRINGING IT ALL TOGETHER: SAS CYBERSECURITY

**Large financial institution
over 4 days of collection**

25 billion machine-to-machine
communication events

180,000 events processed / second

Analytics executed in-memory

**Solution architected with new
technologies from SAS**

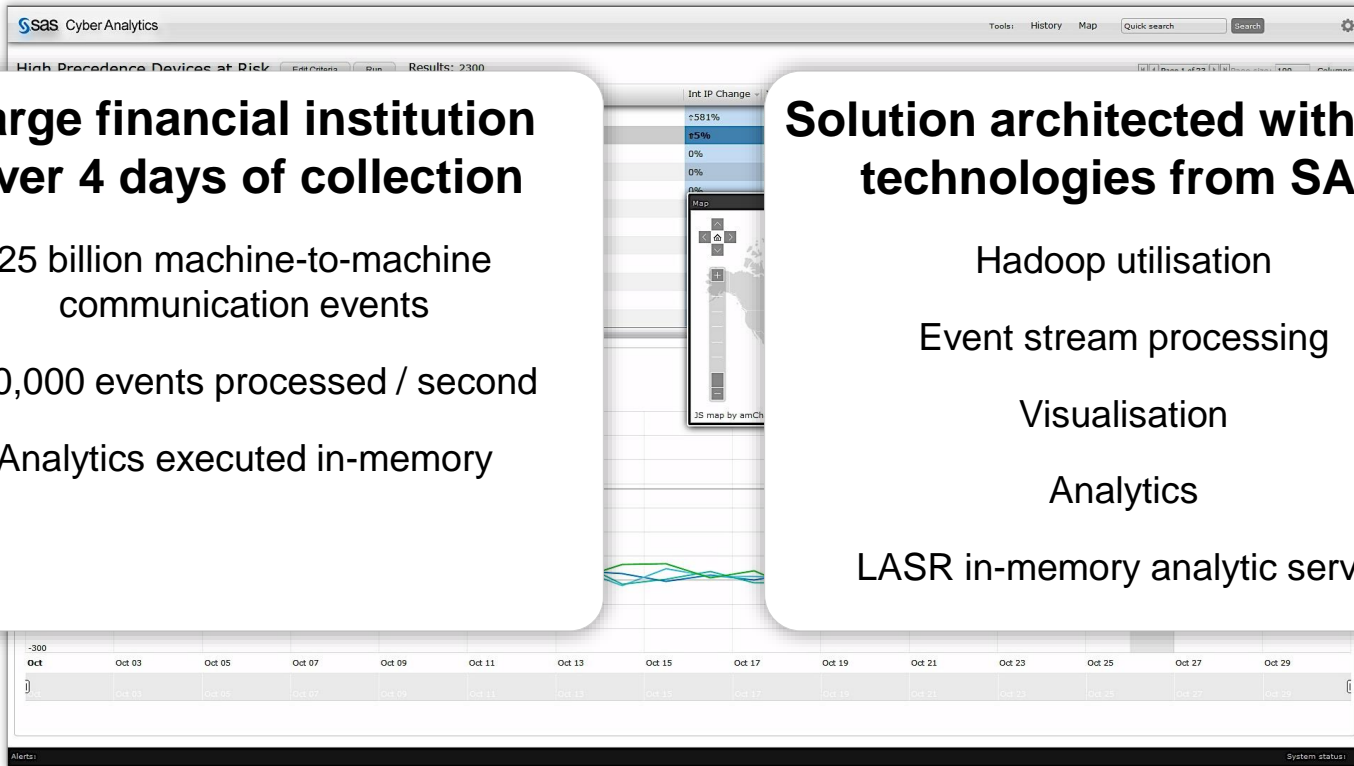
Hadoop utilisation

Event stream processing

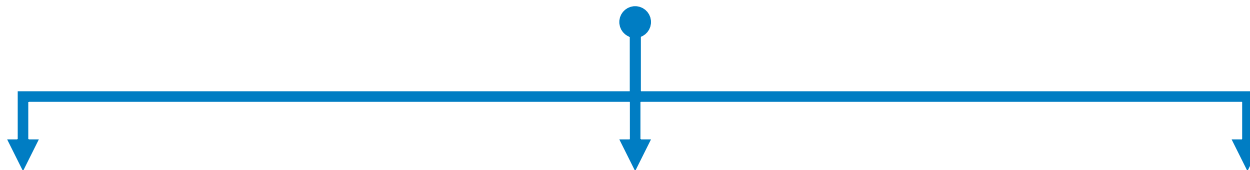
Visualisation

Analytics

LASR in-memory analytic server



STREAMING ANALYTICS ECOSYSTEM



At-Rest Analytics

Strategic data integration



Intelligently integrate customer information with real-time streaming data.

In-Motion Analytics

Transactions, logs, clickstreams



Identify fraudulent transactions and be alerted in real-time.

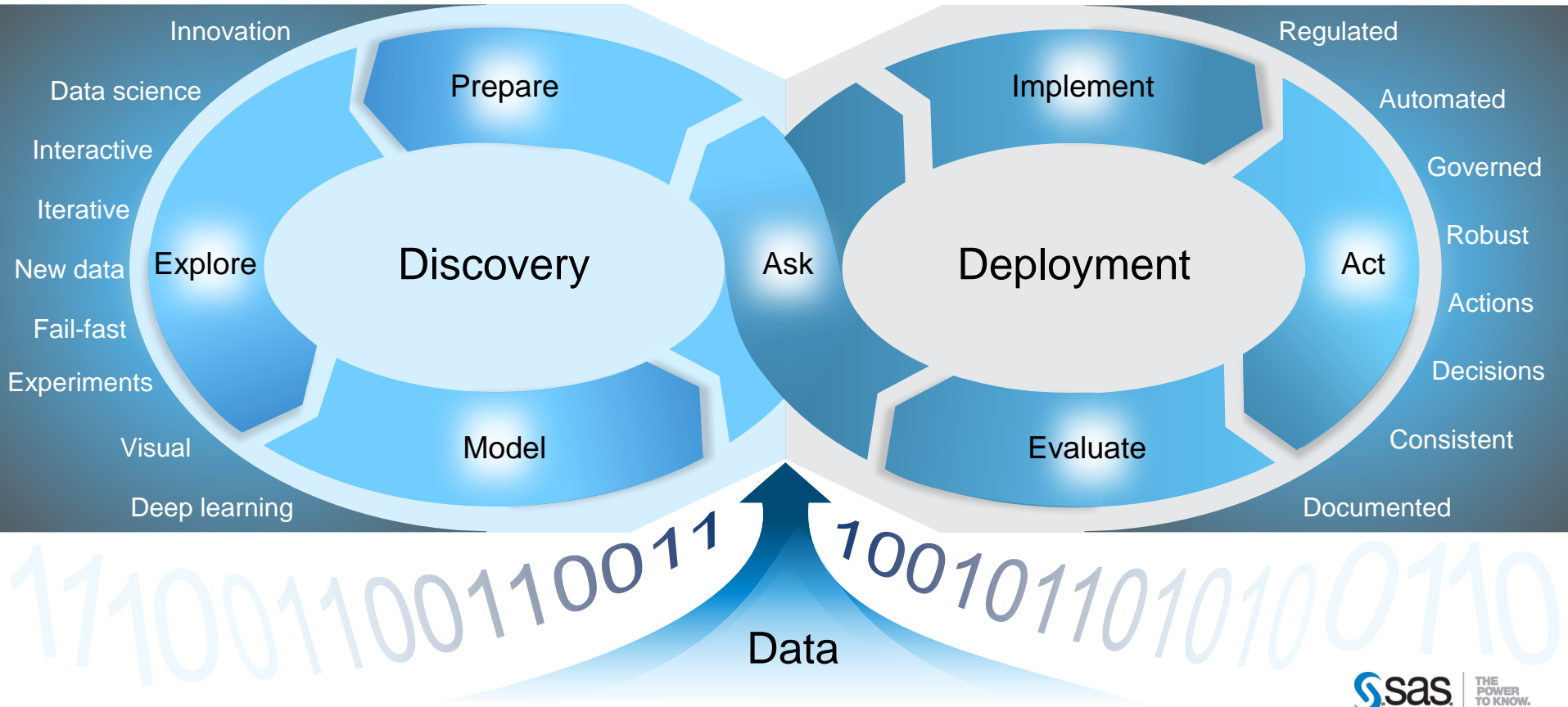
Edge Analytics

Network systems, surveillance



Monitor equipment on the platform for failures and safety issues, and take action.

THE SAS® ANALYTICS LIFECYCLE



CAN YOU MODERNISE
YOUR LEGACY **BI**
STRATEGY?

DO YOU GROW
A CULTURE OF
INNOVATION?

CAN YOU **SCALE**
YOUR DATA *AND*
YOUR ANALYTICS?

HOW?

CAN YOU ANALYZE **ALL**
OF YOUR **DATA?**

CAN YOU LEVERAGE **OPEN**
SOURCE ANALYTICS MORE
EFFECTIVELY?

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SAS[®] Live

Experience the Power of Analytics + Hadoop

#saslivehadoop



**THE
POWER
TO KNOW[®]**