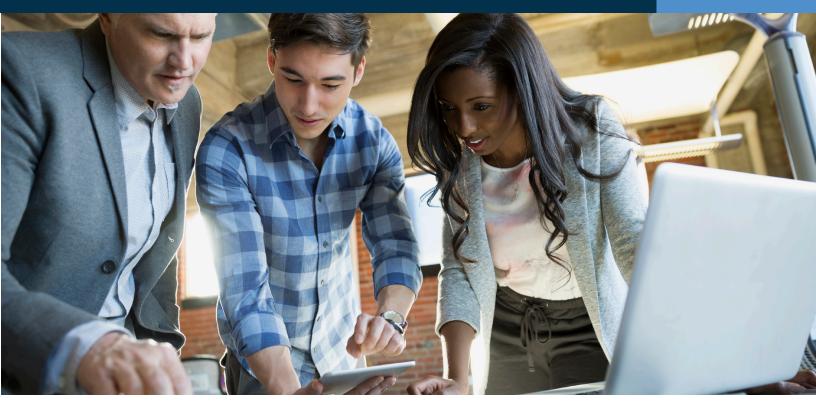# SAS® Artificial Intelligence Center of Excellence

Artificial intelligence solution services

Recent advances in artificial intelligence (AI) have created unprecedented business opportunities. Modern frameworks and algorithms can now deliver a wealth of business support capabilities that were unimaginable only a few years ago. Industries are taking advantage of these new capabilities that are quickly becoming part of our daily lives.

How can the application of AI methods help your organization? And most importantly, in the current battle for talent from a highly coveted but limited pool, how can you mobilize the expertise to deploy this powerful capability to gain an advantage in your market?

AI makes it possible for machines to learn from experience, adjust to new inputs and perform human-like tasks. This is most often accomplished by training, optimizing and automating systems to emulate tasks through learning and automation. Application of AI techniques for the organization and presentation of data, control systems, computer vision and natural language interaction have begun to revolutionize how companies consume data and interact with customers.

What is the SAS AI CoE?

Expert knowledge of tools, techniques and methodologies is vital to unlocking the benefits of AI. This knowledge is scarce and difficult to acquire because the need for AI talent has outpaced industry's ability to fill it.

To address this problem, SAS has created the SAS Artificial Intelligence Center of Excellence (SAS AI CoE), a group of PhD-level experts in AI, machine learning, natural language processing, computer vision, optimization and simulation, who are focused exclusively on customer implementations. The group is highly tuned to customer needs, and combines a business-focused mindset with deep technical expertise to address business challenges and conduct assessments to uncover innovative opportunities that have business value.

How can the SAS AI CoE help your organization?

Capitalizing on the value of AI requires more than just new technology. Modeling, development and deployment are often overlooked, but required, components for practical AI use. SAS provides an end-to-end experience that can help your organization in all aspects of AI projects, including scope, design, infrastructure, architecture, modeling and deployment.

Key benefits

With AI-driven applications, you can realize significant organizational benefits. These include:

- **Better insights**. Deep neural networks, mathematical programming, text mining and graph algorithms are the analytical frameworks that underlie AI, enabling it to deliver predictive and prescriptive capabilities that far surpass older technologies.
- **Large-scale automation**. Automation and human support for routine tasks can speed execution, reduce costs and ensure consistent performance quality.

- **Maximize use of existing resources**. More effective use of enterprise resources, skills, processes, technology and information assets benefits your entire organization. Customers benefit as well from better service and response time to potentially lower costs.
- **Improve internal processes**. Application of AI and machine learning methods optimize business processes and improve management decision making.

How does it work?

Services typically include identification of key business priorities, objectives and challenges. SAS business and technical consultants will interview your management team to ensure that all work is in alignment with your business priorities. Rigorous project management and governance practices keep you closely involved in the delivery of AI capabilities that meet your objectives on time and on budget.

What do I receive?

SAS AI CoE works with you to scope, model, design and deliver AI capabilities. We provide support including specialized AI/ML/NLP/OR analytical leads, business leads, technical resources and project management. SAS AI CoE has an unusually broad reach to access a combination of consultants with direct access to SAS R&D, professional services, sales and product management to fulfill all needs of a project. SAS AI CoE enters every engagement with a strong foundation of scalable methodologies and best practices that enable you to benefit from our past successes.

What is the commitment?

Our task is to deliver production systems. Services can be performed on- or off-site, as needed. Costs and durations are determined by the scope and specific customer requirements.

How do I find out more?

Visit SAS' Artificial Intelligence Solutions page. And contact your SAS account executive to set up an initial conversation with a SAS AI CoE representative.

To contact your local SAS office, please visit: sas.com/offices

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