

06 Tuesday

Accelerating AML Intelligence: Simplicity and Speed in Analytics
10:30 AM

Risk, Fraud and Compliance Solutions Connect
2:00 PM

Welcome Reception
Innovation Hub
5:30 PM

Super Demo: Optimizing Risk-Based Pricing for Customer Onboarding Using Synthetic Scenarios
6:20 PM

Come see our experts at the **Financial Services booth** in the **Innovation Hub!**

07 Wednesday

Opening Session: *Fraudster vs. Fraud Fighter* – Truist Bank and Frank Abagnale take the stage with appearances by Epic Games, Georgia-Pacific, Procter & Gamble and SAS
Orange Ballroom – Main Stage
8:30 AM

Financial Services Executive Insights Afternoon
Key Largo Room
11:15 AM

Super Demo: Enterprise Decisioning – Streamline Customer Onboarding & Lifecycle Management
11:50 AM

When Two Become One: A Case Story of Successfully Modernizing Two Legacy SAS®9 Environments to SAS® Viya® in the Cloud
1:00 PM

ALM Modeling – End-to-End Modeling Leveraging Power & Performance of SAS Viya and SAS ALM integration
Financial Services Booth
3:30 PM

Critical Shift: Real-Time Credit Decisions in the Cloud With SAS Viya and Python
4:00 PM

The Late (Afternoon) Show: Featuring Alfonso Ribiero, DJ Jazzy Jeff and SAS EVP/CTO Bryan Harris
Orange Ballroom – Main Stage
4:45 PM

“Late Night” Bites and Brews
Innovation Hub
6:00 PM

Learn more
and register at
sas.com/innovate

08 Thursday

**Morning General Session:
Featuring Keynote Speakers
Satya Nadella,
Chairman/CEO of Microsoft,
and Jim Goodnight, Co-
Founder/CEO of SAS**
Orange Ballroom – Main Stage
8:30 AM

**Harnessing Integrated
Balance Sheet Management
for Innovation**
Financial Services booth
10:00 AM

**Accelerating AML
Intelligence: Simplicity and
Speed in Analytics**
Financial Services booth
10:30 AM

**Super Demo: Redefining Risk
Analytics Through
Generative AI: The SAS ALM
Advantage**
11:15 AM

**From Insights to Impact: How
European Banks Leverage
SAS for Hyper-
Personalization**
Financial Services Booth
11:30 AM

**Super Demo: When AI Behaves
Badly: Challenges of Scaling
and Governing AI Systems**
11:50 AM

**Super Demo: A Holistic
Approach to Modern FinCrime:
SAS® in Fraud, AML and
Sanctions Screening**
12:25 PM

**Integrate Decisions Across the
Banking Lifecycle**
Financial Services Booth
12:30 PM

**Machine Learning and Network
Analytics for Fraud Detection at
the Largest Bank in Central
Europe**
1:00 PM

**Insurance Modeling and
Decisioning**
Financial Services Booth
1:30 PM

**Strengthening Fraud
Prevention Strategies With
Generative AI: Innovations and
Practical Approaches**
2:00 PM

**SAS Information Catalog API
for Governed Data Pipelines**
2:00 PM

Trigger and Event Detection
Financial Services Booth
2:30 PM

**SAS-Driven Consumer
Reporting Compliance Analysis
Solution**
3:00 PM

**Enhancing ECL Model
Performance in Banking:
Leveraging the SAS CAS in SAS
Viya**
3:00 PM

**Enhancing your MRM
Capabilities with SAS Dedicated
Solutions**
Financial Services Booth
3:30 PM

**Afternoon General Session:
Fireside Chat with Brené Brown**
Orange Ballroom – Main Stage
4:00 PM

SAS Innovate After Hours
Universal Studios!
8:00 PM

09 Friday

**Enhancing Financial Crime
Investigations Through Risk-
Prioritized Network
Generation**
10:30 AM

**Super Demo: Revolutionizing
Insurance Enterprise
Decisioning: Automated
Underwriting and Strategic
Asset Allocation**
10:30 AM

