

SAS® GLOBAL FORUM 2018

EXECUTIVE PROGRAM

April 8 - 11

Colorado Convention Center | Denver, CO

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#SASGF



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Agenda

Sunday, April 8

- 3:00 – 4:15 p.m. **Academic Summit**
Dr. Temple Grandin, Colorado State University Professor
Hyatt Regency Denver – Level 4 – Capitol Ballroom
- 4:30 – 6:00 p.m. **First-Timers' Experience**
See page 9
- 4:30 – 6:30 p.m. **The Quad and Charity Activity**
Upper Level – Exhibit Hall D and C
- 7:00 – 8:30 p.m. **General Session: Opening Session**
Street Level – Bellco Theatre
- 8:30 – 10:00 p.m. **Welcome Reception**
Street Level – Grand Concourse

This schedule is subject to change. Please visit the mobile app for the most up-to-date schedule.

Cover photo credit: Scott Dressler-Martin and VISIT DENVER

Monday, April 9

7:15 – 8:15 a.m.

Networking Breakfast

Lower Level – Four Seasons Ballroom

8:30 – 10:00 a.m.

General Session: Technology Connection

Street Level – Bellco Theatre

10:30 – 11:30 a.m.

General Session: Executive Program Keynote

Dan Heath, New York Times Best-Selling Author

Street Level – Bellco Theatre

11:30 a.m. – 1:00 p.m.

Networking Lunch

Lower Level – Four Seasons Ballroom

1:00 – 1:50 p.m.

Breakout Sessions

Street Level – Meeting Rooms 600's

601

Artificial Intelligence (AI)-Powered Cash Management System
Revolutionizes Chase Bank's Obsession With Customer Service
Aslam Chaudhry and Donovan Gibson, JPMorgan Chase

603

Increasing Profitability, Customer Experience Through Real-Time
Analytics
Auana Mattar, TIM Brasil

605

How to Bridge the Digital Divide
Benjamin Bond, Viking Cruises

607

Honeywell: Industrial Internet of Things (IIoT) and Analytics Saves
Millions
Jennifer Sullivan and Tom Baumann, Honeywell

610

Fraud Detection and Prevention: Key Issues in Health Care
Chavis Paulk, Georgia Department of Public Health

2:00 – 2:50 p.m.

Breakout Sessions

Street Level – Meeting Rooms 600's

601

Winning the Big Data War Pays Big Dividends for Wargaming
Alexander Ryabov and Jonathan Crow, Wargaming

603

Using Analytics to Improve Customer Engagement
Paul Michelman, MIT Sloan Management Review

605

**Can an Institutional Research Office Implement SAS® Viya®
Leveraging Cloud Infrastructure?**
Dr. Thulasi Kumar Raghuraman, George Mason University

607

**Using Data to Innovate, Inform and Inspire: Data Disruption and
Transformation in a Nonprofit World**
J. Michael Haynie, PhD, and Maureen Casey, Institute for Veterans
and Military Families

610

SAS®: Not Your Grandmother's Analytics Software
Bilal Mahbub and Arindam Majumdar, Bank of the Ozarks

3:00 – 3:50 p.m.

Breakout Sessions

Street Level – Meeting Rooms 600's

601

How Containers Can Apply to Your Cloud Deployment Strategy
Bennie Fiol, Capital One, and Doug Liming, SAS

603

Cisco: Shaping the Future Today With Actionable Intelligence
Demetris Papaiacovou, Cisco

605

Maximizing LinkedIn for Your Career
Jennifer Brett, PhD, LinkedIn

607

Could Algorithmic Maturity Be Your Organization's 'Secret Sauce'?
Jim Mulholland, Syneos Health

610

Reinventing the Core: Telecom in the Digital Age
Gil B. Genio, Globe Telecom Inc.

4:00 – 4:50 p.m.

Breakout Sessions

Street Level – Meeting Rooms 600's

601

Analytics Deployment: Nestlé Balances Between Depth and Breadth
Olivier Gléron and Davis Wu, Nestlé

603

Custom Analytics Meets Entertainment: The Disney Story
Teddy Benson, Disney

605

**Responsive Marketing Intelligence and Customer Service:
The Prescriptive Organization**
Chris Dingle, Rogers Communications

607

**Preventing Tragic Outcomes: Using Predictive Analytics in Child
Welfare**
Wanda Marino, New Hanover County

610

**Canada's Largest Credit Union, Desjardins: Meeting IFRS 9
Requirements, Gaining Business Benefits**
Jerome Caron, Desjardins, and Mahdi Amri, Deloitte

5:30 – 7:30 p.m.

Executive Program Networking Reception

Ellie Caulkins Opera House

Join us at the Ellie Caulkins Opera House for an exclusive, executive-only event. You'll enjoy the best of Colorado's cuisine – a generous selection of food and desserts for you to savor – while networking with your peers.



Tuesday, April 10

7:15 – 8:15 a.m.

Networking Breakfast

Lower Level – Four Seasons Ballroom

8:30 – 9:30 a.m.

General Session: Keynote

Jon Meacham, Presidential Historian and Pulitzer Prize-Winning Author

Street Level – Bellco Theatre

10:00 – 10:50 a.m.

Breakout Sessions

Street Level – Meeting Rooms 600's

601

Transforming Operations for a Data-Driven World

Joseph Openshaw, Meijer

603

Bank to Fintech: The Digital Transformation Journey of DBS

Sameer Gupta, DBS Bank

605

Advanced Analytics and GAP's Global Inventory Management Process

Rahul Shekatkar, Gap Inc.

607

Three Data Lanes Merging Onto an Analytics Expressway

Barry Ratzlaff, Hyundai Motor America

610

Fraudsters Beware! Pragmatic Approaches for AI Adoption in Financial Services

Patrice Mathé, Société Générale, and David Stewart, SAS

11:00 – 11:50 a.m.

Breakout Sessions

Street Level – Meeting Rooms 600's

601

Want Game-Changing Results? Use Benefit Tracking and ROI

John Jarrett, Academy Sports

603

Are Your Wheels Rounder Than Mine?

Paul Hollands, Royal Bank of Scotland

605

Life and Death Struggle: The Role of Advanced Analytics for Cancer Patients

Geert Kazemier, Cancer Center Amsterdam

607

Unifying the Analytics Platform: Early Experience With SAS® Viya®
Eric Hixson, Cleveland Clinic

610

Citizens Bank: Addressing CECL With a Future-Proof Cloud Risk Analytics Platform
Luther Klein, Accenture

Noon - 1:00 p.m.

General Session: Executive Program Keynote
Carey Lohrenz, F-14 Tomcat Fighter Pilot, US Navy
Street Level - Bellco Theatre

1:00 - 2:00 p.m.

Networking Lunch
Lower Level - Four Seasons Ballroom

2:00 - 5:30 p.m.

The Quad
Upper Level - Exhibit Hall D

2:00 - 5:30 p.m.

Users Program Breakout Sessions
Street Level - Meeting Rooms 200's, 300's, 400's and 500's
Lower Level - Mile High Ballroom - Theaters A-D and Table Talks 1-2

8:00 - 11:00 p.m.

Kick Back Party
Mile High Stadium

Wednesday, April 11

7:15 - 8:15 a.m.

Networking Breakfast
Lower Level - Four Seasons Ballroom

8:30 - 9:45 a.m.

General Session: Keynote
Peyton Manning, Legendary NFL Quarterback
Street Level - Bellco Theatre

10:00 a.m. - 1:30 p.m.

Users Program Breakout Sessions
Street Level - Meeting Rooms 200's, 300's, 400's and 500's
Lower Level - Mile High Ballroom - Theaters A-D and Table Talks 1-2

General Sessions

Street Level - Bellco Theatre

Opening Session

Sunday, April 8 | 7:00 - 8:30 p.m.



JIM
GOODNIGHT



GOUTAM
CHAKRABORTY

As the official welcome to the conference, this is where SAS practitioners, experts and leaders come together. Jim Goodnight, SAS co-founder and CEO, and SAS executives will share their vision for the future. Frontline leaders from successful organizations will reveal how they approach today's business challenges. Hear moving stories about how analytics is creating a better world. Be inspired by the conference chair, Goutam

Chakraborty, as he shares his thoughts on the important relationship between academia and business. And a surprise entertainer will ignite your curiosity.

Technology Connection

Monday, April 9 | 8:30 - 10:00 a.m.



Get face-to-face with new technology and the people who create it. On this fast-paced journey, Oliver Schabenberger, SAS Executive Vice President, Chief Operating Officer and Chief Technology Officer, and his guests will share what it means to innovate on the edge of what's possible. Hear about an emerging tech partnership with SciSports, a sports analytics company. Learn how SAS artificial intelligence and machine learning technologies are helping to improve everyday life - from patient care to accessibility for visually impaired professionals.

Executive Program Keynote: Dan Heath, New York Times Best-Selling Author

Monday, April 9 | 10:30 - 11:30 a.m.



Dan Heath co-wrote three of the most popular business books of the past decade, all of which were New York Times best-sellers. His latest work, *The Power of Moments*, explores why certain experiences can jolt, elevate and change us. In his presentation, *Creating Moments That Matter*, Heath reveals the four elements that will help us all to create defining moments both in life and in work.

Keynote: Jon Meacham, Presidential Historian

Tuesday, April 10 | 8:30 - 9:30 a.m.



Jon Meacham's latest presidential biography, *Destiny and Power: The American Odyssey of George Herbert Walker Bush*, debuted at No. 1 on The New York Times best-sellers list. In addition to authoring multiple best-selling works, Meacham has made numerous television appearances. His presentation, *The Art of Leadership: Lessons From the American Presidency*, will highlight the characteristics of leadership, including curiosity and empathy.

Executive Program Keynote: Carey Lohrenz, F-14 Tomcat Fighter Pilot, US Navy

Tuesday, April 10 | Noon - 1:00 p.m.



As the first female F-14 fighter pilot in the US Navy, Carey Lohrenz knows what it takes to win in high-pressure, extreme environments. In her presentation, Lessons in Leadership, hear the fundamentals that helped her win in the cockpit and can help your team win in business.

Keynote: Peyton Manning, Legendary NFL Quarterback

Wednesday, April 11 | 8:30 - 9:45 a.m.



Peyton Manning's career spanned 18 NFL seasons in which he became the all-time leader in both touchdowns and passing yards. With two Super Bowl wins to his credit, he can inspire any team - including yours - to victory! Manning will be joined by Randy Guard, SAS Executive Vice President and Chief Marketing Officer, for an inspiring conversation about leadership, motivation, teamwork and decision making.

Academic Summit

Sunday, April 8 | 3:00 - 4:15 p.m. | Hyatt Regency - Level 4 - Capitol Ballroom



Together, industry leaders and academia can change the future of data science and analytics. We'll hear an inspiring keynote presentation from Dr. Temple Grandin: The World Needs All Kinds of Minds. Dr. Grandin is a Professor of Animal Science at Colorado State University, and a consultant to the livestock industry on animal behavior. She is also one of the first individuals on the autism spectrum to publicly share insights from her own personal experience with autism. For those interested in achieving collaboration - academic faculty, staff, students and industry representatives - we hope you'll join us for this session and networking opportunity.

First-Timers' Experience

Sunday, April 8

As a first-timer, you want to know the conference basics. This self-paced experience gives you the information you need.

- **Open House:** 4:30 - 5:15 p.m.
See staff members in orange ASK ME T-shirts to help you navigate the conference space.
- **The Quad:** 4:30 - 6:30 p.m.
Visit to learn about the latest technologies. Tours will be given at 5:00 and 5:30 p.m.
- **Agenda Planning:** 4:30 - 6:00 p.m.
Stop by Theater 1 on the Lower Level to get guidance on how to filter through hundreds of sessions to build the perfect agenda for you.
- **The Den:** 8:30 - 10:00 p.m.
Meet first time attendees during the Welcome Reception.

In addition, you can sit at the designated first-timer tables at breakfasts and lunches.

Charity Activity: Guide the Next STEM Generation

Sunday, April 8 | 4:30 – 6:30 p.m. | Upper Level – Exhibit Hall C

Working with RAFT Colorado (Resource Area for Teaching), we can help educators change a child's learning experience through hands-on education items collected from the community. RAFT repurposes materials as creative tools for teaching STEM – so build a kit (or two) while at SAS Global Forum to support Denver-area youths.

Session Kiosks

Street Level – Grand Concourse

Find the most up-to-date sessions and identify the right ones for you. Visit one of our Session Kiosks located near Conference Information at 400's and 500's hallways for Users Program sessions.

Kick Back Party

Tuesday, April 10 | 8:00 – 11:00 p.m. | Mile High Stadium

Join us at our Kick Back Party, an exclusive experience for SAS Global Forum attendees. Take a journey through the magnificent seasons experienced in Colorado, each one bringing new and exciting adventures. But you won't have to spend a year here to enjoy them all. That's because we're transforming Mile High Stadium into a year-round experience. Enjoy fun photo booths, seasonal food, beverages and entertainment.

Entrance requires your conference name badge and a photo ID.

Buses will arrive at 7:30 p.m. Choose a location convenient to your conference hotel.

- Colorado Convention Center (Landmark: Blue Bear statue)
- Corner of Curtis Street and 15th Street (Landmarks: Sam's No. 3 and The Curtis Hotel)
- On 17th Street, between Arapahoe Street and Curtis Street (Landmarks: Protein Bar & Kitchen and Vectra Bank)
- Glenarm Place and 16th Street (Landmarks: Paramount Theatre and Bayou Bob's)

SAS[®] GLOBAL FORUM 2018

KICK BACK PARTY

Four seasons. One night.

Mile High Stadium
TUESDAY
8:00 – 11:00 p.m.

Logistics

Registration

Street Level – Lobby F

Saturday, April 7	3:00 – 6:00 p.m.
Sunday, April 8	7:00 a.m. – 6:00 p.m.
Monday, April 9	7:00 a.m. – 6:00 p.m.
Tuesday, April 10	7:00 a.m. – 6:00 p.m.
Wednesday, April 11	7:00 a.m. – Noon

Conference Information Desks

Street Level – Grand Concourse

Sunday, April 8	3:30 – 7:00 p.m.
Monday, April 9	8:00 a.m. – 6:00 p.m.
Tuesday, April 10	8:00 a.m. – 6:00 p.m.
Wednesday, April 11	8:00 a.m. – Noon

Executive Program Meals and Receptions

- **Welcome Reception**

Sunday, April 8, from 8:30 to 10:00 p.m. in Street Level – Grand Concourse.

- **Breakfast**

Monday, April 9, Tuesday, April 10, and Wednesday, April 11, from 7:15 to 8:15 a.m. in Lower Level – Four Seasons Ballroom.

- **Lunch**

Monday, April 9, from 11:30 a.m. to 1:00 p.m., and Tuesday, April 10, from 1:00 to 2:00 p.m. in Lower Level – Four Seasons Ballroom.

- **Executive Program Networking Reception**

Monday, April 9, from 5:30 to 7:30 p.m. at Ellie Caulkins Opera House.

- **Kick Back Party**

Tuesday, April 10, from 8:00 to 11:00 p.m. at Mile High Stadium.

Refreshments

Dates	Times	Locations
Monday, April 9	10:00 – 10:30 a.m.	Street Level – Grand Concourse
	2:45 – 3:15 p.m.	Meeting Rooms 600's Foyer
Tuesday, April 10	9:30 – 10:00 a.m.	Street Level – Grand Concourse
	3:15 – 3:45 p.m.	Street Level – Grand Concourse Upper Level – Exhibit Hall D (The Quad)
Wednesday, April 11	9:45 – 10:15 a.m.	Street Level – Grand Concourse

Meeting Center

Lower Level - Mile High Ballroom

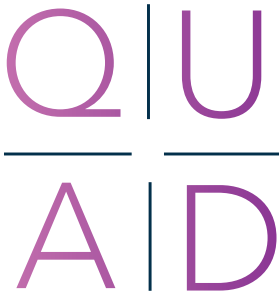
To add even more value to your experience, you can request private or semiprivate one-on-one meetings with other attendees, sponsors or SAS experts to discuss a specific issue or business challenge. Meetings can be scheduled at the Meeting Center Check-In desk, located in the Mile High Ballroom Foyer.

Sunday, April 8	1:00 – 6:00 p.m.
Monday, April 9	9:00 a.m. – 5:30 p.m.
Tuesday, April 10	9:00 a.m. – 5:30 p.m.

For meetings with other attendees, you may connect via the mobile app.

The Quad

Upper Level - Exhibit Hall D



The Quad is a gathering place – a casual and interactive space that invites both user and executive attendees to mingle, share and learn from other SAS enthusiasts. It offers classic favorites – like demos – as well as new features you’ll want to check out.

Sunday, April 8	4:30 – 6:30 p.m.
Monday, April 9	10:00 a.m. – 3:30 p.m. 5:30 – 7:00 p.m.
Tuesday, April 10	9:30 a.m. – 5:30 p.m.

Conference Mobile App

Make your conference experience a breeze. The app lets you navigate the conference with interactive maps, get the latest session content and connect with other conference attendees. To download, search for CrowdCompass AttendeeHub in your device’s app store. When you open the app, search for **SAS Global Forum**. The event password is **SASGF18**.



Mobile App Support - Street Level - Grand Concourse

Sunday, April 8	8:00 a.m. – 6:00 p.m.
Monday, April 9	8:00 a.m. – 6:00 p.m.
Tuesday, April 10	8:00 a.m. – 6:00 p.m.

If you would like to meet with other conference attendees, use the mobile app to message and set up meetings – change privacy settings to public in your profile.

Wi-Fi Details

Complimentary internet access is available during the conference for all attendees. If you have questions, please stop by the Conference Information desks.

Colorado Convention Center

(Sunday – Wednesday)

SSID: SASEvents

Password: SAS*1976

Hyatt Meeting Space

(Saturday – Sunday)

SSID: SASEvents_Hyatt

Password: 1976*SAS

The Den NEW TO SAS GLOBAL FORUM 2018!

Street Level - Lobby D

Looking for a relaxed yet fun place to recharge? Head to the Den and take advantage of some engaging activities.



- LinkedIn Rock Your Profile*
- Update Your LinkedIn Photo*
- Social Media Tips*
- M&M Wall
- Games and Prizes

Monday, April 9 7:30 a.m. – 7:00 p.m.

Tuesday, April 10 7:30 a.m. – 6:30 p.m.

Wednesday, April 11 7:30 a.m. – 1:00 p.m.

**Hours may vary.*

Training and Certification EXTRA-FEE EVENTS

- Pre-Conference Tutorials: Street Level – Meeting Rooms 400's and 500's
- Pre-Conference SAS Certification Exams: Street Level – Meeting Room 406
- Post-Conference Training: Street Level – Meeting Rooms 400's and 500's
- Post-Conference SAS Certification Exams: Street Level – Meeting Room 102

Social Media



Twitter @SASsoftware; #SASGF



LinkedIn SAS Software



Facebook Facebook.com/SASsoftware



Blog blogs.sas.com



Instagram Instagram.com/sassoftware

Security

Colorado Convention Center

All emergency calls should be sent to Colorado Convention Center security at 8-8030 from any house phone so that the situation can be handled quickly and effectively in accordance with the property's established plan. If you are using a personal phone, the emergency number is 303-228-8030.

Hyatt Regency Denver

All emergency calls should be sent to Hyatt Regency at 55 from any house phone so that the situation can be handled quickly and effectively in accordance with the property's established plan. If you are using a personal phone, the emergency number is 303-436-1234.

Conference Maps

Colorado Convention Center

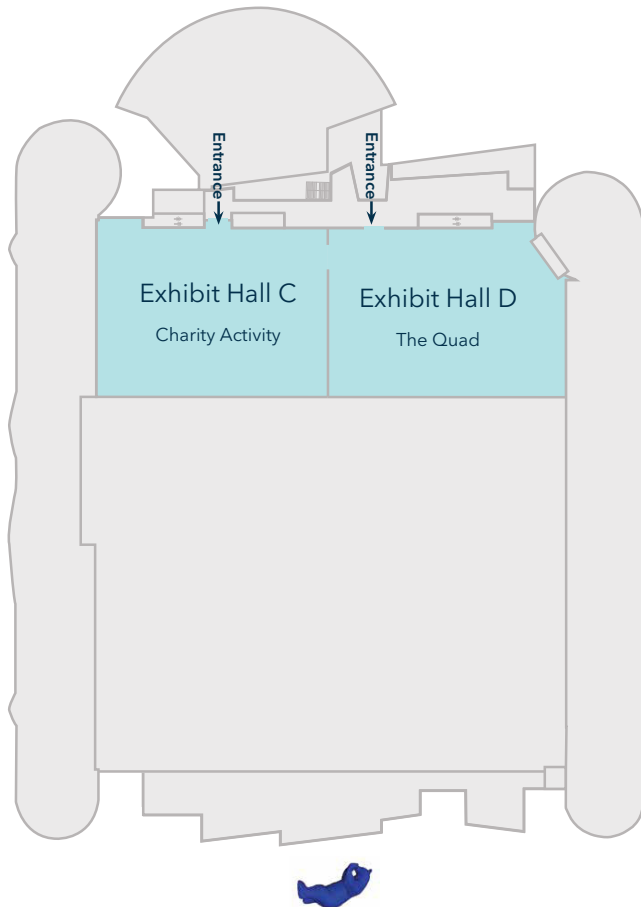
Street Level



Lower Level

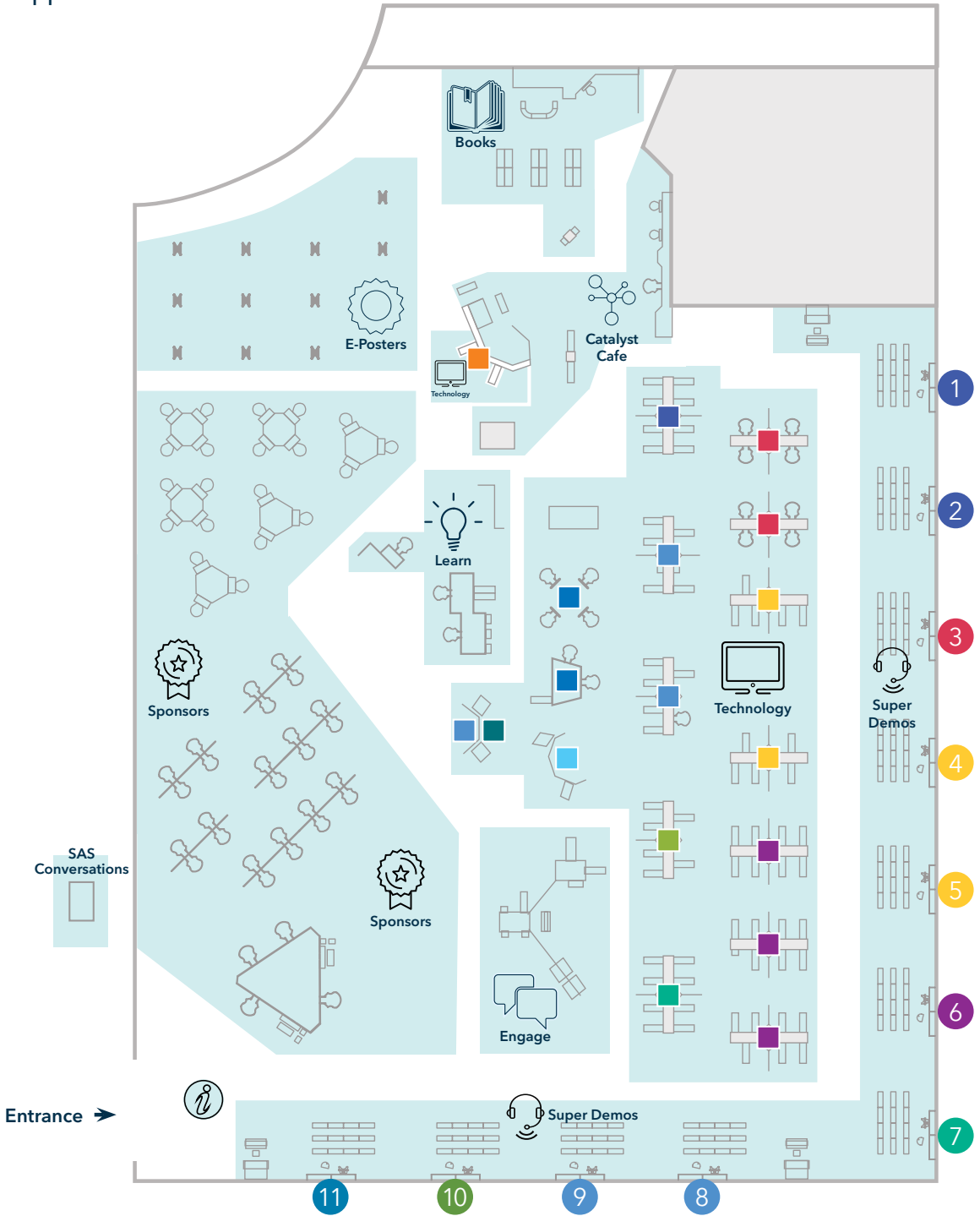


Upper Level



The Quad Map

Colorado Convention Center
Upper Level - Exhibit Hall D



Q | U | A | I | D

What's Inside



TECHNOLOGY

- Administration
- Analytics
- Business Intelligence
- Clients and Support
- Data Management
- Global Hosting and Professional Services
- Industry Solutions
- JMP®
- Programming
- SAS® Platform
- SAS Partner Program
- SAS IoT Solutions
- Solutions



SUPER DEMOS

- 1 Business Intelligence
- 2 Business Intelligence
- 3 Data Management
- 4 Programming
- 5 Programming
- 6 Solutions
- 7 Administration
- 8 Analytics
- 9 Analytics
- 10 Emerging Technologies
- 11 Partners



CATALYST CAFE

- Accessibility
- CodeSnaps Court
- Connected Universe
- Report Design Clinic
- SAS Storytellers
- Social Listening Mural
- Women's Initiative Network



LEARN

- Code Doctors
- Curriculum Pathways®
- Lecture Hall
- SAS Certification
- SAS for Education
- SAS Product Resources
- SAS Training



ENGAGE

- Customer Profile Preferences
- Customer Survey
- Data for Good
- GatherIQ™
- SAS Cares
- SAS Support Communities
- SAS Users Group
- SASware Ballot®
- Service Showcase



BOOKS

- Books
- SAS Press



E-POSTERS

1-22



PARTNER SPONSORS

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- KPMG
- Metacoda
- Oracle
- Pinnacle Solutions
- Rang Technologies
- Red Hat
- Ryzklytix Consulting Solutions
- SaasNow
- Selerity
- Stratacent
- Strong Tower
- Teradata
- Zencos
- 89 Degrees

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- Capella University
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- Duke University - Fuqua School of Business
- Kennesaw State University - Center for Statistics & Analytical Research
- Louisiana State University - Stephenson Department of Entrepreneurship and Information Systems
- NC State University
- Oklahoma State University - Spears School of Business
- Southern Methodist University
- Texas A&M - MS Analytics
- Texas A&M - Statistics Online Programs
- University of Alabama - Manderson Graduate School of Business
- University of Central Florida
- University of Cincinnati - Center for Business Analytics
- University of Connecticut - School of Business
- University of Kansas
- University of Maryland University College
- University of New Hampshire - Analytics & Data Science
- University of South Australia
- University of Technology Sydney
- Wake Forest University

SAVE *the* DATE

APRIL 28 - MAY 1 // DALLAS, TX



SAS[®]
**GLOBAL
FORUM**
2019