

# 2019 Learn SAS®

An Overview





## How to Use This Course Guide

SAS is the recipient of countless best workplace awards for giving back, for women, for millennials, for tech workers and more. Why? Because our culture fosters creativity and innovation for our employees, which translates into amazing products and assets for our customers.

With customers in 160 countries, we make it our business to ensure SAS software is used to its fullest potential. Lifelong learning is something we believe in and want to share with the world. From training and books to certification, we have what you need – when you need it.

This guide is designed to be used by **individuals** who want to develop a plan for their professional development – and **managers** of teams ready to grow employee skill sets and build a strong, self-sufficient SAS users community.

Inside, you'll find three sections:

**Individuals: Train for Your Future** – course information to map your personal training plan for 2019-2020.

**Training Path: Notes and Reminders** – blank notepaper to document your training plan.

**Managers: Train Your Team** – flip the brochure over to find an executive overview of SAS training resources and buying opportunities for teams and organizations.



## Individuals: Train for Your Future

SAS training services are here to help you achieve your career goals. In addition to free resources to get you started, you'll find reference books, globally recognized certifications to prove your skills to managers and employers, and an incredibly diverse set of training courses available online and in classrooms.





## Get Started With Free Resources

**Free e-courses:** Use them to get grounded in the basics of SAS programming, statistics, platform administration and SAS® Viya® enablement.

**Free SAS how-to tutorials:** Access them whenever and wherever you need them, right on your mobile device.

**Try before you buy:** Free trials are available for the SAS Learning Subscription and SAS Academy for Data Science.

**SAS University Edition:** A free bundle of software that includes the same world-class analytics software used by more than 83,000 business, government and university sites around the world.

**Ask the Expert webinars:** These webinars cover a wide range of SAS topics and can be viewed two ways: live and on demand.

Learn more: [sas.com/quickstart](https://sas.com/quickstart)

## Books Published by SAS

SAS publications are the perfect addition to your library and help augment SAS training.

And we're global! Our e-books are available in all formats – Kindle, Apple® and PDF – to more than 16 currencies.

Learn more: [sas.com/readsas](https://sas.com/readsas)



## Get SAS® Certified and See Your Career Take Off

Through the SAS Global Certification program, you can get credentials that validate your SAS skills in:

**Programming**

**Analytics**

**Predictive Modeling**

**Machine Learning**

**Artificial Intelligence (coming soon!)**

**Visual Analytics**

**Visual Statistics**

**Administration**

**Data Management**

**JMP®**



SAS credentials are job-role focused, so you can start adding value immediately. You'll find that your investment pays off – big time.

Learn more: [sas.com/getcertified](https://sas.com/getcertified)

## Be One of the SAS® Elite

Join an academy for intensive study in the pharma or data science fields.

### **SAS® Academy for Clinical Programming**

SAS and Epoch Research Institute provide in-depth training and practical, hands-on learning to prepare you for work in clinical research theory and data analysis in the pharmaceutical industry.

Learn more: [sas.com/clinicalprogacademy](https://sas.com/clinicalprogacademy)

### **SAS® Academy for Data Science**

Everything you need to become a hiring manager's ideal candidate: comprehensive training by SAS experts, hands-on learning and multiple certification credentials to earn. Choose between a collaborative classroom experience, 12-month e-learning license or monthly e-learning subscription.

Learn about a free trial and visit: [sas.com/datascienceacademy](https://sas.com/datascienceacademy)

# Take Your Skills to the Edge of What's Possible

## Add artificial intelligence and machine learning to your career path

Today's machines are constantly learning from experience and are being pushed to perform like humans. Artificial intelligence (AI) can use this technology to accomplish a myriad of tasks by not only processing copious amounts of data, but also learning from the structure and regularities in that data. Our SAS Platform encompasses AI and machine learning capabilities with a human component to best learn and automate.

Moreover, we offer training that uses SAS technologies to train supervised and unsupervised machine learning models on structured and unstructured data of any size. Data scientists work together in all languages through integration of SAS and open source algorithms, model and pipeline comparison, and champion deployment. Don't just score cases in real time; learn from streaming input data for continuously improving predictions.

You can find AI and machine learning throughout our offerings and in training specifically for CI, risk, fraud, security intelligence, IoT and industry-specific solutions.

Ready to try the impossible? Artificial intelligence and machine learning skills will put you on the cutting edge.



## Pick Your Path: SAS® Learning Paths

When it comes to training, we cover it all to make sure you're learning when and how you're most comfortable. Try out our collaborative classrooms for in-person learning or dabble in Live Web or connected classroom options for added convenience.

Ready to plan out your future? Use the next few pages as a guide to our course catalog and then explore various ways you can be trained.

To check out all SAS training, please visit: [support.sas.com/paths](https://support.sas.com/paths)

### SAS® Foundation Tools

Providing strength and integration for SAS products and solutions.

#### SAS® Programming

Base SAS software serves as the basis for an easy-to-learn, flexible programming language.

#### SAS® Grid Manager

Maximize availability and processing for your analytics environment.

#### SAS® Enterprise Guide®

The power of SAS in a point-and-click Windows interface.





## SAS® Advanced Analytics

Where power meets purpose.

### **Statistical Analysis**

Statistically analyze and interpret data with SAS programs, SAS Studio or SAS Enterprise Guide.

### **Data Science**

Tackle your business data creatively using SAS Analytics.

### **Forecasting and Econometrics**

Use your data to develop models and confidently plan the future of your business.

### **Data Mining**

Use SAS® Enterprise Miner™ or write code to develop predictive models.

### **Predictive Analytics and Machine Learning**

Discover the associations between inputs and outputs using data and analytics. This path includes technologies across the SAS Platform.

### **Text Analytics**

Evaluate unstructured data with SAS Text Miner.

### **Optimization and Simulation**

Models deliver the best solutions using real-world problems.

### **JMP® Statistical Analytics**

See how the most interactive visual statistics package reveals the full potential of your data.



## SAS® Viya®

Conquer any analytics challenge, from experimental to mission critical.

## Business Intelligence and Analytics

Powerful insights – at your fingertips.

### SAS® Office Analytics

Use the power of SAS Analytics from familiar Microsoft Office applications.

### SAS® Visual Analytics

Visually access and explore any size data.

### SAS® Enterprise Business Intelligence

Create reports and analyses with the BI capabilities of the SAS Platform.

## SAS® Data Management

Better data sets the stage for better business.

### SAS® Data Integration

Collect and manage your data stores using SAS Data Integration Studio.

### SAS® Data Quality

Achieve better, cleaner data – regardless of volume.

## SAS® Administration

Anticipate the impact of your decisions.

### SAS® Platform

Install, configure and maintain the SAS Platform.





## SAS® Solutions

Once you master the technology of SAS, you are ready for the SAS solutions architecture that covers:

- Customer Intelligence**
- Fraud and Security Intelligence**
- Risk Management**
- Integrated Merchandise Planning**
- Health and Life Sciences**
- Supply Chain Intelligence**
- Performance Management**

Learn more: [support.sas.com/paths](https://support.sas.com/paths)

## SAS Learn Badges

### Share your achievements

Your professional skills tell a unique story about you. SAS Learn badges illustrate and verify that story. With real-time verification, colleagues and potential employers have a clear view of what you've learned through your SAS training. Share your SAS Learn badges on email signatures, digital résumés and social media.

Learn more: [sas.com/digitalbadges](https://sas.com/digitalbadges)







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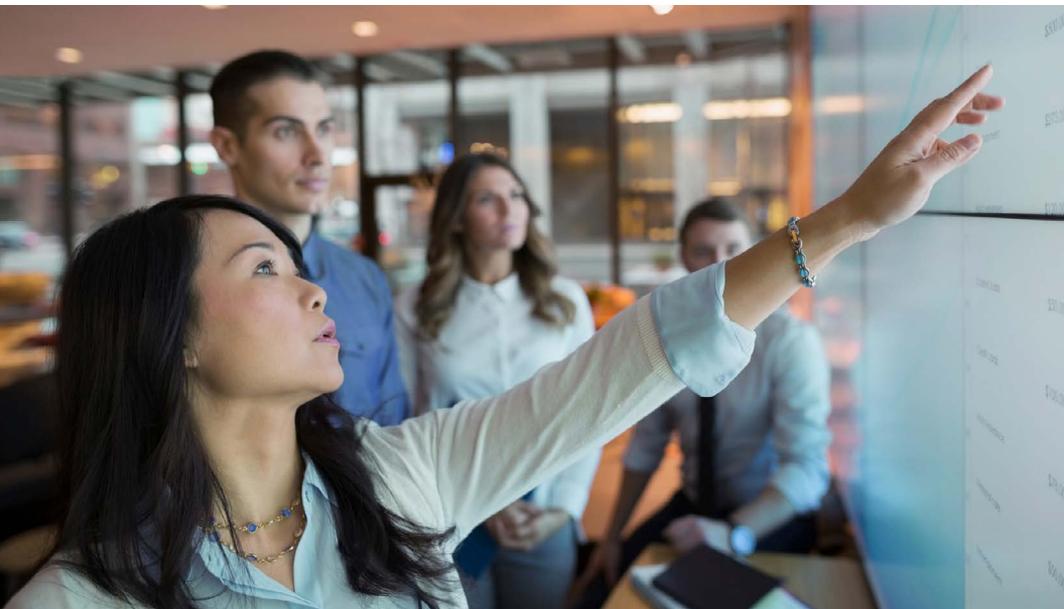
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How do you want to develop your career this year?





# 2019 Learn SAS®

## A Manager's Guide to Training





## Managers: Train Your Team

Data is paramount to your business, but data is messy and big, and turning it into timely insights across your enterprise is complex. Companies need experts to help them interpret their data, explain it and visualize it in ways that are meaningful to decision makers.

At SAS, we invest heavily in providing the support your team needs to effectively use our software for your company's success. Whether it be in person in a collaborative environment or virtual opportunities to upskill your team, we're here to meet your business goals.

By investing in training for your employees, you can:

- Improve employee retention and engagement.
- Grow skills and standardize best practices.
- Build a strong, self-sufficient SAS users community.
- Take full advantage of the SAS Platform.
- Create a scalable solution for achieving your vision.

Learn more: [sas.com/business-training](https://sas.com/business-training)





When your employees understand how to harness your enterprise data to solve problems, deliver new insights and innovate, everyone benefits!

## Invest in Employee Certification

Since 1999, the SAS Global Certification program has helped SAS professionals advance their training and develop new skills and expertise to meet new business challenges. It's the best way to validate your employees' skills in:

**Programming**

**Predictive Modeling**

**Machine Learning**

**Artificial Intelligence (coming this year!)**

**Visual Analytics**

**Visual Statistics**

**Analytics**

**Administration**

**Data Management**

**JMP®**

And your employees will love you for it! When your personnel have the skills needed to do their jobs, they will work more confidently and be better prepared to make the day-to-day decisions you hired them for.



“One of the most important credentials I look for when reviewing résumés is the SAS certification. Based on my experience, candidates who are SAS certified are more analytical and are likely to possess stronger SAS programming and debugging skills, making them more productive.”

– Associate Director and Statistical Programming  
Hiring Manager



## What's Your Corporate Training Plan?

SAS Education consultants make it easy to develop the right training program for your team. Challenge us with your business needs, and we will deliver.

### SAS® Training Points

Lock in up to 30% savings on all your training needs. Use SAS Training Points on courses in any format, on-site and mentoring services, SAS certification, books and select conferences.

### SAS® Learning Subscription

Our unlimited learning subscription is a convenient, flexible way for your organization to get training when and where it's needed – in one purchase.

Try it first with our free trial option!





## Workforce Transformation Service

Need to transform your workforce to use analytics so you can improve employee retention and engagement, attract the best talent, maximize individual performance and productivity, and take full advantage of the SAS Platform?

We'll help you create a program customized to grow the specific skills your team needs – SAS skills, soft skills, leadership skills and industry skills.

## On-Site Training and Mentoring

Want a tailored curriculum and confidential, extensive interaction with a SAS expert scheduled at your convenience? Bring a SAS training instructor to your team who will focus on your unique business needs. Bring training on-site to reduce your travel time and expenses – or visit one of our state-of-the-art training facilities across the US at no extra facility cost! Either way, you pick a time that suits your project timelines and use your own data.

Learn more: [sas.com/business-training](https://sas.com/business-training)



"I appreciate the different delivery methods for training (classroom, Live Web, or e-Learning). People can choose the method that works best for how they learn."

– Robert Davenport, SAS Systems Administrator, US Bank



