

SAS[®]
GLOBAL
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2019

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APRIL 28 - MAY 1, 2019 | DALLAS, TX



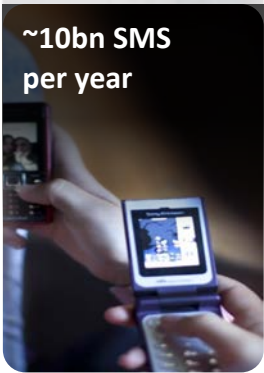
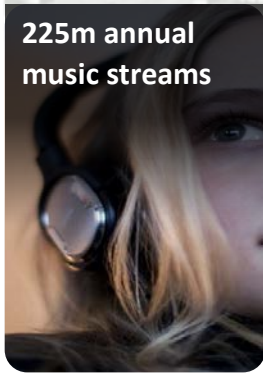
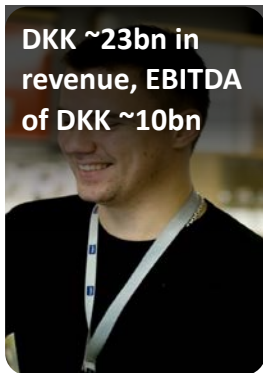
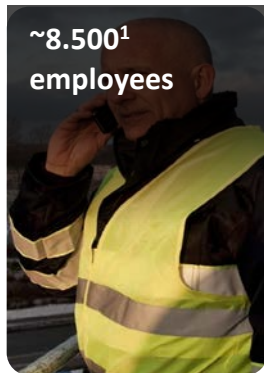
Jais Tindborg

Head of department at TDC, and main responsible for education, usage and development of SAS[®] Visual Analytics in TDC.

How to get going with SAS[®] Visual Analytics[®]

TDC delivers a wide range of solutions to Denmark and the Nordics within Telco, Broadband and Cable TV

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Define vision





Understand
WHY?

Because we want to know!

Create insights

Make data valuable -
Recipient focus

Show and tell

Make it understandable

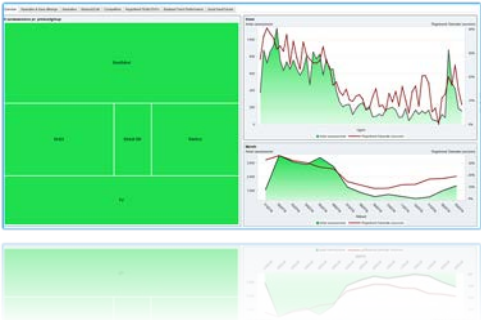


Simplify and share!

Do report automation

Make reporting dynamic

Enhance data and share it



Own
education
programme


Educate on
live data



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Trained? Then
just go do!

Do the basics –
we do the
fixing

Bring your own
dashboards to
your
colleagues

Your data? You
rule!

Liberate!

Thank you!

Contact Information
jaist@tdc.dk

Reminder:

Complete your session survey in the conference mobile app.

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Kay Bailey Hutchison Convention Center

Speakers notes

Slide 1, 2:

Welcome

Slide 3:

Get going – good ideas and great dashboards becomes alive when being properly distributed and introduced, but how do we get there in the first place?

Slide 4:

Short story about TDC.

Slide 5:

Why do we do dashboards and BI in the first place? What are our goals, and why do we want to make data relevant and exposable. Data has become more complex and a result of that, the comprehension of data more blurry and even based on feelings more than facts.

Why? – should be the first question we ask ourselves. Before we know how to do and what to do, we must understand why we do it!

Speakers notes

Slide 6:

We want to know! Tell a story with data and with dashboards, but tell the right story.

Slide 7:

There's a difference between dashboards and insights. Focusing on creating insights gives the user (your colleague) an invitation onboard in the dashboard. As you see more, you want to know more. As you know more, you dig even deeper.

Unfold knowledge by using interactions and remember to create focus on the relevant issues.

Slide 8:

A way to “peoples hearts” can be to make their work easier. If we do a daily, weekly or monthly report over and over again – day after day and with manual processes – a dashboard might be the solution.

Visual Analytics can be visual reporting. With focus on customer demands and automated dataflows, we can save a great amount of time, and at the same time invite others into the world of BI.

Speakers notes

Slide 9:

The key to success with BI in general and SAS Visual Analytics® in special, is to get people along in the journey. This calls for education. Although SAS' education is really ok, it doesn't always fit company needs.

We have made our own education programme – based on own data, and we make it tailor made for company governance and demands.

Once users have been through this (one day) education, they get Publisher-rights to the platform, and can instantly begin to make their own dashboards.

Slide 10:

Right after proper education comes the freedom of designing dashboards.

We try in every way to ensure that the underlying data is updated, documented and relevant. But the ownership of the dashboards belongs to the users. Our philosophy is, that true interest in BI comes from feeling free to do things easier and “the right way”.

This calls for true liberation of knowledge and skills, and letting the central BI competence center focus on data democracy!

Speakers notes

Slide 11:

Help your colleagues! This is the key to get SAS VA going in any organization.

BI can be a blurry and undefined term, but using visual tools to create insights is really the essence of Business Intelligence. How can you act “Intelligent” without knowing the facts?

Help others to understand data, making great dashboards and give them all the neat tips and tricks.

To get going with SAS Visual Analytics® you must make it easy to use. The easiest way of implementing BI, is to make it the obvious choice to do so.

Therefore:

- Focus on ease of use.
- Collect tips and tricks – make those visible and usable for all!
- Enhance knowledge and share experience by meeting up in relevant forums.
- Be proud about your work! You have every possible reason to be so.