



Oder: Anfassen erwünscht!

#SASHackathon



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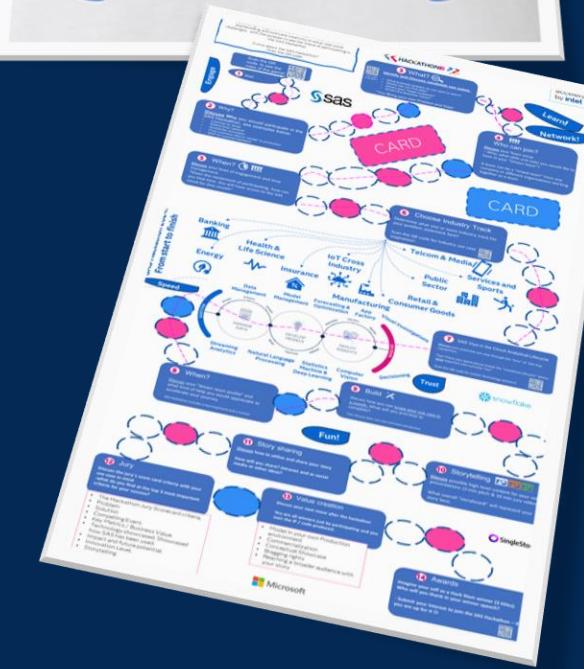
# Three new SAS Hackathon Concepts



SAS Hackathon Boot Camps



SAS Global Hackathon



SAS Account based Hackathons

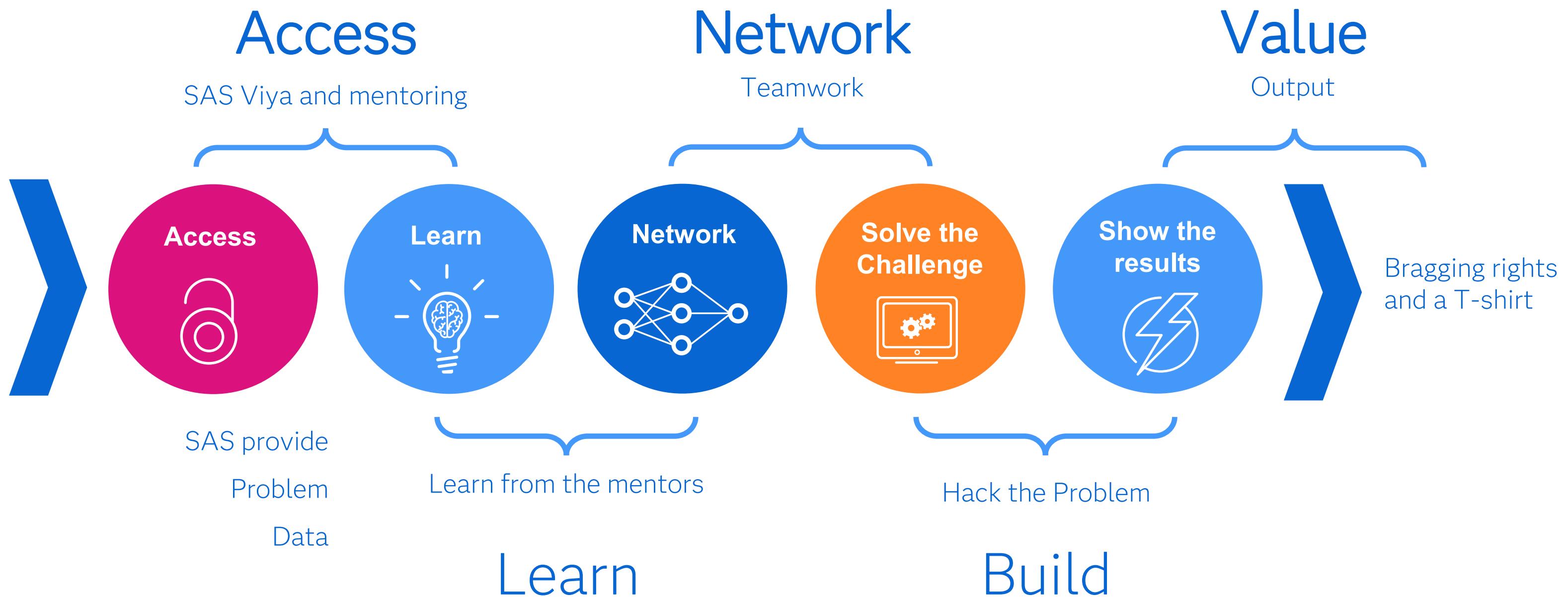
Account based SAS Hackathon CANVAS	
SAS Hackathon Captain? Hackathon Flight Tower Executive?	#SASHackathon
Purpose? When/Duration? Where? Nbr of Teams /skills?	Company/Customer? Industry? Opportunity? Segment? A/B/C/
Use case and Problem Statement for the Hackathon? Data?	SAS Viya capabilities and other Technology needed? Learning before start?
Success Criteria/Value/Result? Feedback?	Technology and Support Environment for the Hackathon? Support team?
SAS Sponsor/Sales Team? Customer Sponsor and hackathon contacts?	Other Information? Food/Prices?
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<small>QR Codes for quick access to resources</small>	
Online Notes	



# SAS Hackathon Bootcamps



# Boot camp - Mini Hackathon Challenge



# SAS Hackathon Boot Camp, a mini-Hack Challenge

Team-Problem-Data-Solve-Results





# SAS Global Hackathon

## WHAT ?

This event brings together problem-solvers worldwide to tackle a real-world business or humanitarian challenge.

Teams collaborate online for one month, using AI, analytics and open source on SAS® Viya® to invent a solution.

No cost to participate.  
No SAS skills required.  
Keep your IP.



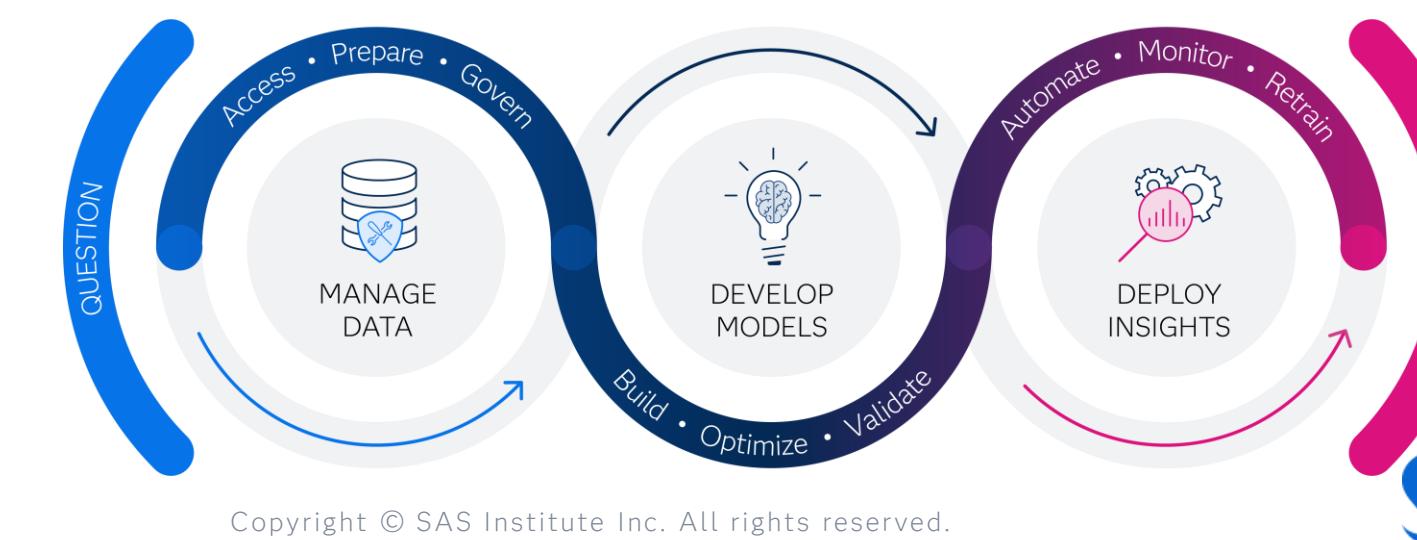
# SAS HACKATHON

Teams bring the problem they will hack and their data

Registration starts 1<sup>st</sup> of June, hacking from mid September to Mid October

Onboard with virtual learning resources  
SAS mentors are available while you build your use case

Use SAS® Viya ® cloud platform designed to accelerate the AI and analytics lifecycle for your hack



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# Line up facts #SASHackathon 2024

# At the Starting line 16<sup>th</sup> September

# ► SAS Hackathon Facts 2024

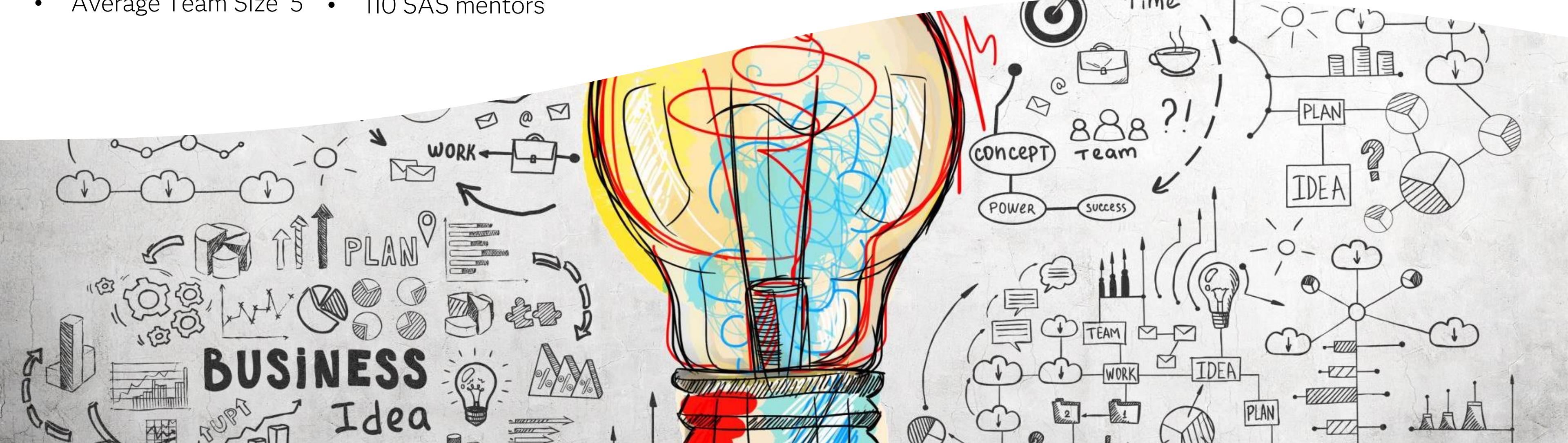
- 1731 Registrations
  - 71 Countries
  - 145 Approved Teams,  
(41% Americas, 35%  
EMEA, 24% AP)
  - 684 Participants
  - Average Team Size 5
  - 17% Returning Teams
  - 55% Customer Teams
  - 28% Partner Teams
  - 17% Students
  - In Addition, 36 Teams in  
Student Track
  - 110 SAS mentors

## Technology used

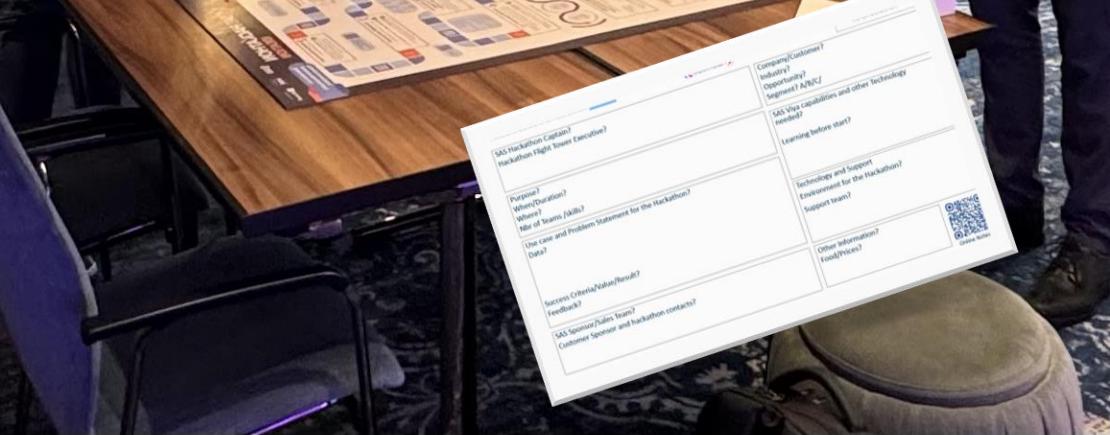
- SAS Viya Enterprise
  - SAS Viya Workbench
  - SAS Data Maker
  - SAS Viya Copilot
  - Trustworthy AI
  - Open-source R/Python
  - SAS Dynamic Actuarial Modelling
  - SAS Risk Modelling
  - SAS Analytics for IOT
  - SAS Fraud Decisioning

 Awards categories

- 8 Industry
  - 7 Technology
  - 4 Specialty
  - 3 Regional



# City Council Heidelberg



# Fun Facts From 2023

Registrations

1,400

Countries

69

Teams

107

Participants

540

Social Reach

45 million

News Reach

491 million

Customers

51%

Partners

24%

Students

25%

No SAS Experience

38%

SAS Mentors

100+

Jurors

150+

Hack Complete!  
70%



Be inspired by last year's use cases  
and win the Grand Champion Jacket 2025!



Illinois  
Institute of  
Technology, US



### IDENTIFYING ESG INVESTMENT OPPORTUNITIES WITH LOWER RISK

An ethical approach  
to financial portfolio  
development



Santander  
US



### INFORMED DECISIONS ABOUT THE SOCIAL AND ENVIRONMENTAL IMPACT OF PURCHASES

Tracking your carbon footprint  
in banking to help consumers  
make informed decisions



Notilize  
Netherlands



### ANALYZE THE CHEESE PRODUCTION PROCESS

Analyzing cheese batches to  
reduce food waste and make  
smarter decisions



Digital-Agentur  
Heidelberg, EPAM  
& Fujitsu, Germany



### MOBILE INSIGHT AND URBAN TRAFFIC FLOW MONITORING

Prediction of hotspots and  
bottlenecks provides a better  
basis for city planning



See all cases and  
visit the website  
[sas.com/hackathon](http://sas.com/hackathon)



Want to know more?  
Or tell us you're interested?  
Contact: [Michael.Rabin@sas.com](mailto:Michael.Rabin@sas.com)



# SAS Account Based Hackathon

## WHAT ?

Tailored and compact version of the SAS Global Hackathon.

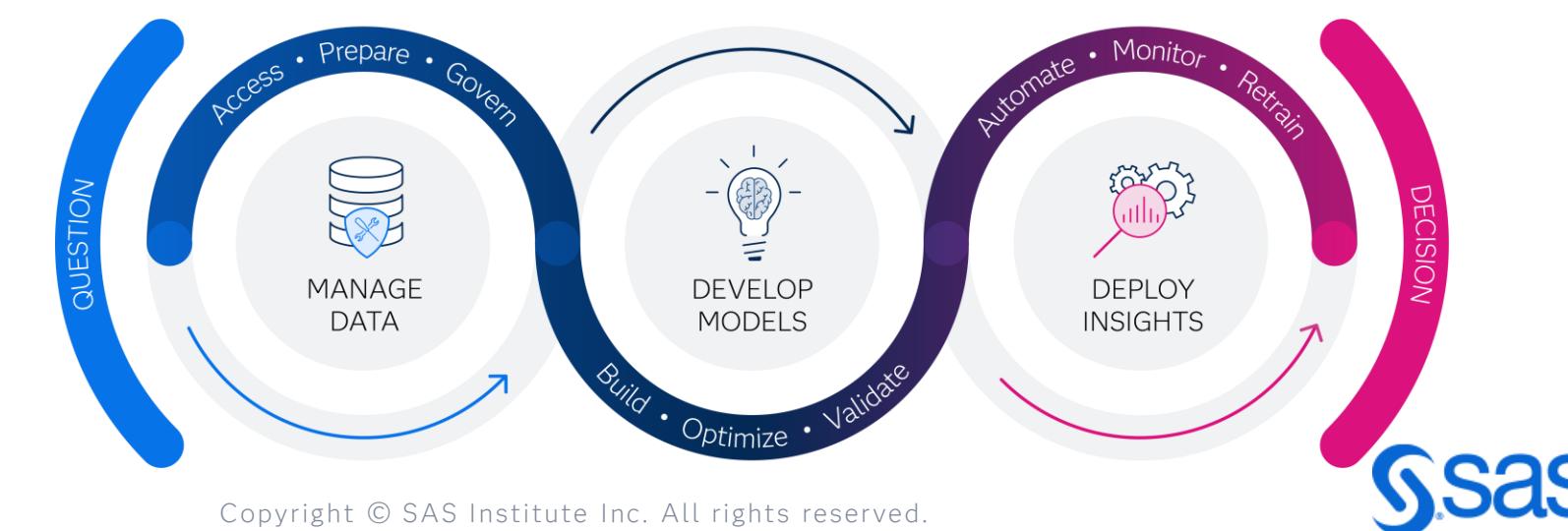
This event brings together your employees to tackle your business challenge or use case.

Teams collaborate locally for a day, using AI, analytics and open source on SAS® Viya® to invent a solution.

No cost to participate.  
No SAS skills required.  
Keep your IP.



- ½-1 day local hackathon  
On customers infrastructure or “cloud provided from SAS”.
- Customer data & use case are preferable  
Otherwise provided by SAS
- Access SAS Viya for a day and learn from mentors
- Decide to publish/show the results to your benefit



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# Praxisbeispiel

W&W – Andre Zieher

The screenshot shows a LinkedIn group page for 'W&W-Gruppe'. The group has 7,652 members and was created 11 months ago. A post from the group discusses a hackathon in 2023 where members analyzed menu plans,收据, weather, and climate data to determine the best times to eat. The post includes hashtags #wwgruppe #wwsindwir #wwcampus #hackathon.

W&W-Gruppe  
7.652 Follower:innen  
11 Monate •

Hackathon 2023! Thema: W&W-Betriebsrestaurant 🍔

Über 120 freiwillige Teilnehmerinnen und Teilnehmer haben beim diesjährigen Hackathon der W&W-Data Analytics Community zahlreiche Daten des W&W-Betriebsrestaurants der letzten Jahre ausgewertet. 📊

Sie analysierten dazu Menüpläne, Belegdaten der Kassen, aber auch Wetter- und Klimadaten, um herauszufinden, was es wann zu essen geben sollte, damit es Mitarbeiterinnen und Mitarbeitern schmeckt und möglichst wenig verschwendet wird.

Nebenbei haben sie neue Analyse-Werkzeuge kennengelernt und on top eine mögliche Speiseplan-Optimierung für unser W&W-Campus-Restaurant erarbeitet. Wir freuen uns über so viel Interesse am Datenmanagement und dass unser Campus-Restaurant noch nachhaltiger wird! 💪

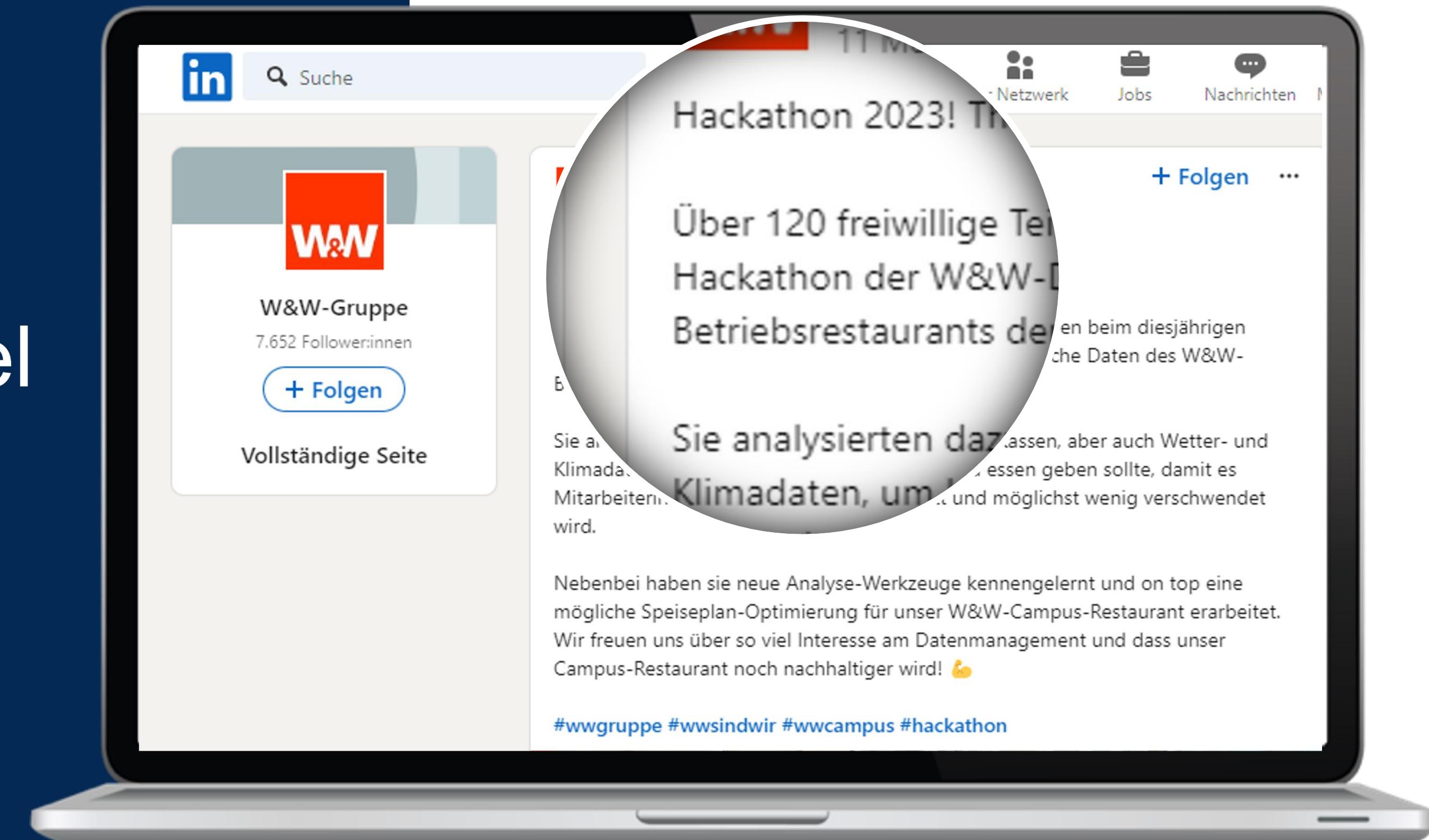
#wwgruppe #wwsindwir #wwcampus #hackathon

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# Praxisbeispiel

W&W – Andre Zieher



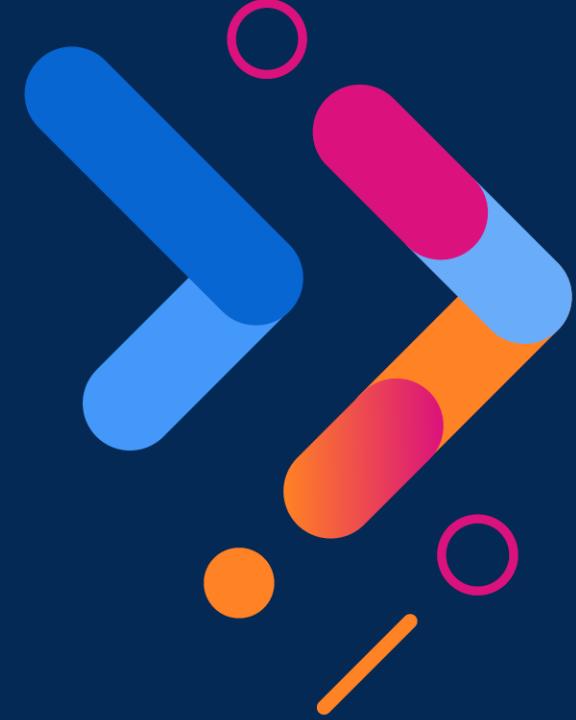
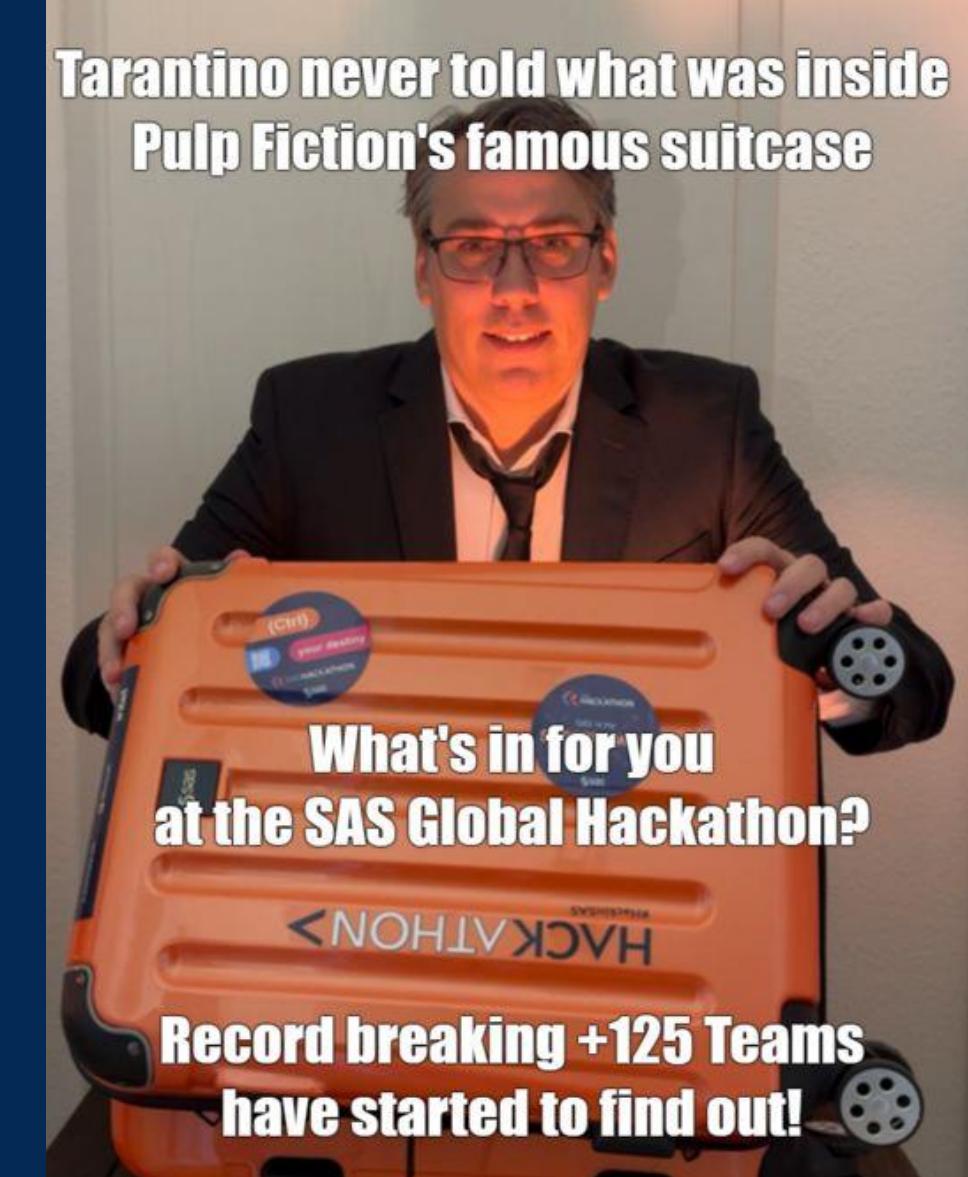
# Interner „Daten Hackathon“ als Einstieg in die SAS Viya Analytics Welt

- Daten der internen **W&W Kantine** als Basis
  - Jeder hat ein Grundverständnis der Daten und „kann mitreden“
- **Einfacher Einstieg** in den Umgang mit Daten mit SAS Viya
  - Grafische Auswertungen über [Visual Analytics](#)
  - Detailauswertungen mit [SAS Studio](#)
  - Ausbaufähig in Richtung [Model Studio](#)
- **Sehr hohes Interesse** und **positives Feedback**
  - >120 Teilnehmer (mehrere Durchläufe, um kleine Gruppen zu gewährleisten)
  - Austausch und Netzwerken zwischen verschiedenen Fachbereichen und IT
  - **Datenkompetenz** sehr unterschiedlich ausgeprägt
    - Aufzeigen Umgang und Möglichkeiten
    - „Aha“- Effekte - Ableitung für eigene Fachthemen
    - Nutzung von übergreifend **bekannten Daten** als Einstieg hilfreich – **Coaching / Moderation** wichtig
    - Raum geben für **Austausch**





Auch neugierig geworden?



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Sprecht uns gerne an!



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#SASHackathon



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