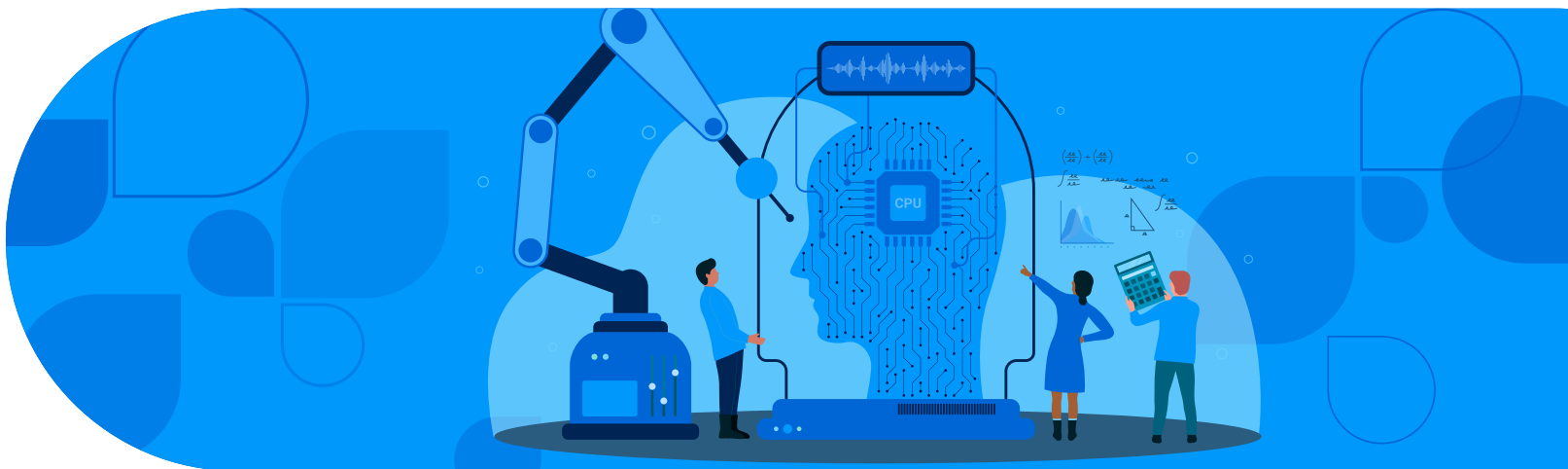§sas.

Accelerate productivity with generative AI and SAS® Viya®

89% of executives rank AI and GenAI as a top-three tech priority for 2024.

GenAI is expected to add US$4.4 trillion annually to the global economy.

70% of leaders believe GenAI is a must-have in any data management and analytics solution.

– **BCG survey, 2024**
– **McKinsey & Company**
– SAS internal brand study, 2023

Market Consideration

Organizations across public and private sectors seek transformative technologies to enhance human capabilities and deliver scalable, data-driven solutions. GenAI presents a compelling opportunity with the promise of automated content creation, predictive analytics and hyper-personalization at unparalleled speed and scale.

Despite progress in traditional AI, public and private sectors still face hurdles in extracting value from data, ensuring quality outcomes and navigating project complexities. GenAI can accelerate decision making and productivity by using existing data. However, organizations are proceeding cautiously, aligning with data strategies, privacy protocols and infrastructure capabilities. In the past, integrating AI systems posed challenges – specifically, deployment complexities consumed significant resources.

The successful adoption of GenAI hinges on overcoming these challenges and aligning it with existing business frameworks. Innovative GenAI approaches from SAS can allow organizations to extract value from existing data, accelerating decision making and improving productivity.

The Challenge

Several barriers impede the implementation of GenAI initiatives, including:

- **Data privacy and security concerns:** Safeguarding sensitive data and ensuring compliance. SAS offers robust data protection.
- **Governance and accuracy:** Models may generate incorrect results. SAS ensures reliable outcomes.
- **Technology deployment complexity:** Integrating GenAI solutions into existing IT infrastructure can be complex and time-consuming. SAS provides seamless compatibility.
- **Data quality and availability:** Poor data quality, incomplete data sets and inaccessible data silos hinder effectiveness. SAS makes sure data is ready, trusted and safe.
- **Alignment with business objectives:** Ensuring initiatives align with overarching organizational goals. SAS is a strategic partner ensuring priorities are met.

Our Approach

As organizations explore GenAI, SAS prioritizes identifying high-ROI, ethically applied use cases. We aim to enable secure adoption, fostering accelerated productivity, trusted results and faster innovation across diverse industries and regulatory landscapes.
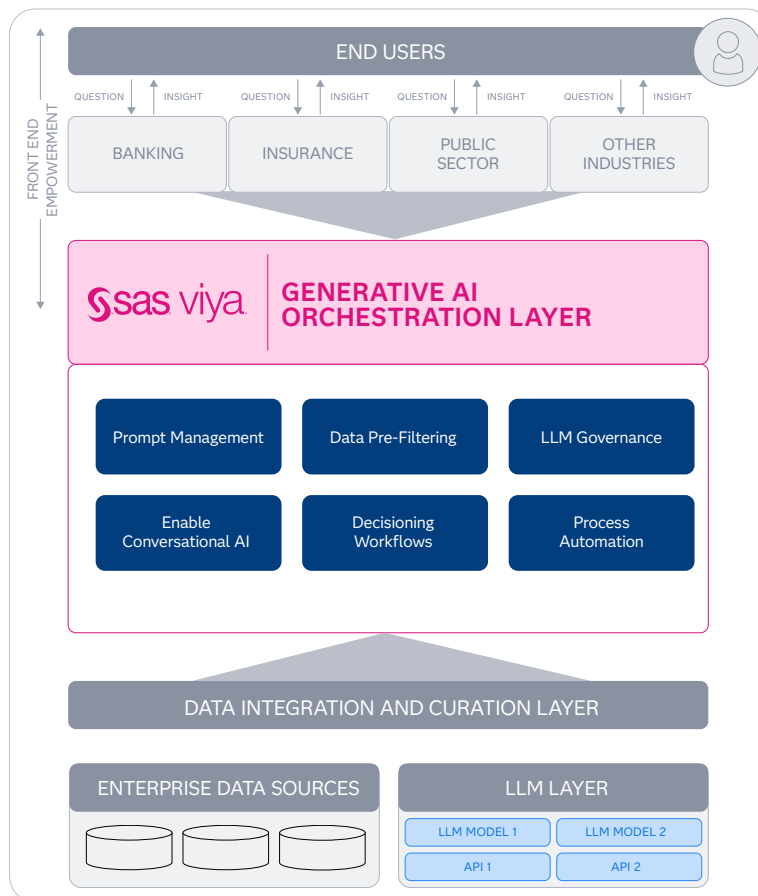
We provide software and services, including:

- **GenAI with SAS Viya:** Use SAS Viya to integrate external GenAI models, orchestrating large language models (LLMs) for end-to-end enterprise use cases.

- **Viya Copilots:** Use a personal assistant to accelerate development, business and industry tasks for increased productivity. It offers diverse tools for tasks like data cleaning, exploration, model execution and dashboard generation.

- **SAS Data Maker:** Addresses limited real data challenges by generating high-quality synthetic tabular data that is statistically representative of the original training data without compromising sensitive information.

The SAS Difference

- **Accelerated innovation:** Quickly transform LLMs into actionable insights by seamlessly integrating GenAI models into decisioning workflows, AI/ML applications and existing business processes.

- **Data protection:** Uphold user privacy and security with robust data protection measures, including data minimization, anonymization and encryption, ensuring that sensitive information remains safeguarded.

- **Trustworthy results:** Apply SAS natural processing techniques to pre-process data, ensuring only high-quality data is fed to LLMs, minimizing computational waste, reducing costs and producing reliable outcomes.

- **Enhanced governance:** Use built-in workflows that validate the entire life cycle of LLMs, from regulatory compliance to model risk management. Additionally, SAS offers responsible ideation, experimentation and operationalization support.

- **Precise decisioning:** Quantitative decisioning capabilities, critical for successful GenAI reasoning, are built into the Viya platform.

Use SAS Viya to explain, govern and orchestrate LLMs to augment your existing use cases and processes

For more information visit sas.com/viya.

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