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## **Public Talk**

# **“3 things you need to do well to get full value from SAS analytics and SAS & Open source analytics”**

by

**Paul Kent**

*Vice President, Big Data SAS*



**Date:**

Friday, 1 December 2017

**Venue:**

H1 Seminar Room (room 305), 3rd Floor, Building H1, UKZN Westville Campus

**Time:**

14h00 - 15h00



**ENQUIRIES:** Victress Nkone on 031 260 7233 or e-mail [Nkonev@ukzn.ac.za](mailto:Nkonev@ukzn.ac.za)

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### **ABSTRACT**

Building Great models is not enough. Your models won't be that great if you don't have a good data strategy for raw material, and you won't get good returns if you don't find good ways to use your models quickly. The talk explores how data warehousing has changed in this age of analytics, and uses examples from business around the globe.



### **About the Speaker**

Paul Kent is Vice President of Big Data initiatives at SAS. He spends his time between Customers, Partners and the Research & Development teams at SAS discussing, evangelizing and developing software at the confluence of big data, distributed systems and high performance computing. He is an active participant in the Hadoop community, speaking at Strata and Hadoop world.

Paul joined SAS in 1984 and has contributed to the development of SAS software components including PROC SQL, TCP/IP connectivity, the Output Delivery System (ODS) and more recently the massively parallel Inside-Database and High-Performance initiatives. A

strong customer advocate, Paul is widely recognized within the SAS community for his active participation in the community and at local and international user conferences. Paul was educated at WITS in South Africa, graduating with a Bachelor of Commerce (with honors) followed by an almost complete MBA (interrupted to try a North American posting).

