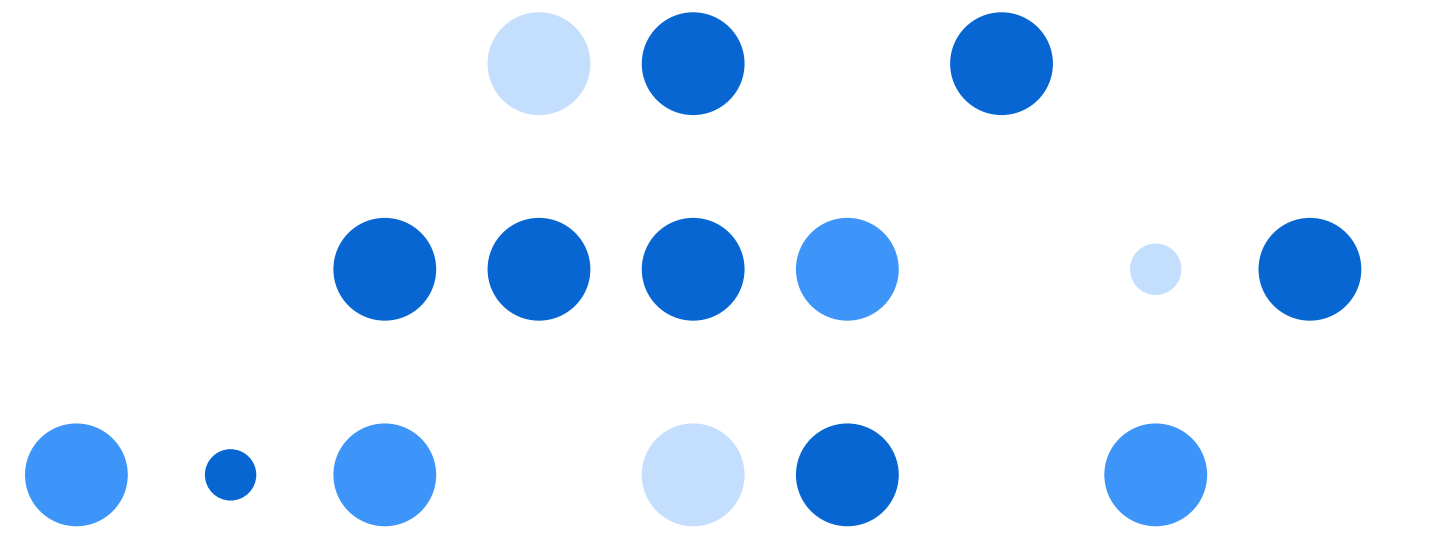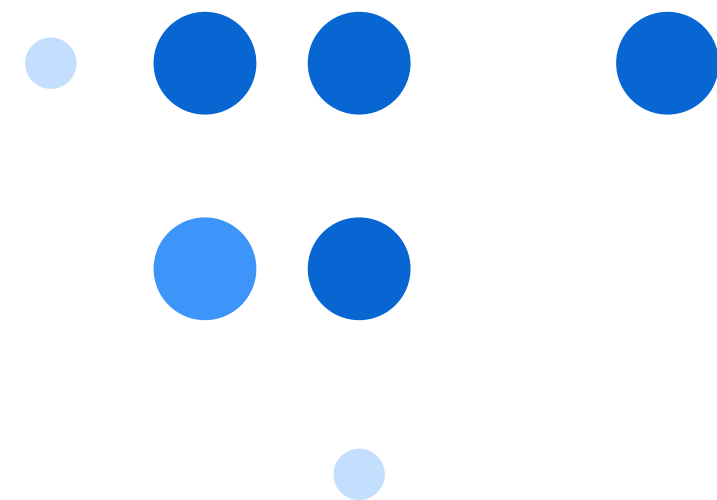2024 WINNERS

SAS Customer Recognition Awards

These awards recognize customers for their standout contributions over the past year.

§sas

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Customer-submitted entries

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Curious Thinker

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Selected by SAS

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Customer Impact Award - Private Sector

SAS Support Community Hero

SAS Users Group MVP

User Feedback Award

Community Uplift Award

Monali Shenolikar

Community Uplift Award

Awarded to a SAS customer who has made an impact
in their community at large using SAS products.

FIRST PLACE

CPESN

"The challenge for our team was to ingest vaccine administration data that we received from 2,000 individual businesses (our CPESN pharmacies), create reports in a specific template provided by the CDC, and upload those reports to the CDC portal on daily basis. We implemented a process in SAS Enterprise Guide that not only performed all these tasks but also performed quality control checks to ascertain that we are sending accurate vaccine administration data to CDC. Our rigorous processes reflected in CDC's data validation score card where we achieved 10/10 on all data quality metrics!"

Name: Monali Shenolikar

Title: Assistant Director, Analytics and Reporting

SAS products used:

Base SAS

SAS® Enterprise Guide®

Read about their project.

Simru Delen Ipek

Community Uplift Award

Awarded to a SAS customer who has made an impact in their community at large using SAS products.

İGA Istanbul Airport

"Istanbul Airport has leveraged SAS solutions to significantly enhance the passenger experience, thereby positively impacting the community that uses the airport. A notable application has been in the iGA Lounge, where events are communicated in real time using beacon technology. This approach not only improves the passenger experience by providing timely and relevant information but also fosters a sense of community among travelers."

Name: Simru Delen Ipek

Title: Head of Digital Service Development and Marketing

SAS products used:

SAS Customer Intelligence 360

SAS Event Stream Processing

SAS® Viya®

Read about their project.

Read their customer story.

Amita Patil (Gole)

Community Uplift Award

Awarded to a SAS customer who has made an impact
in their community at large using SAS products.

Johns Hopkins University School of Nursing

"Queries and reports once created using SAS 9.4 is a one-time investment of time,
and running macros programs weekly saves a lot of work. Previously, team used to
do manual query process. SAS macros has changed time-intensive process to just 30
seconds, creating desirable and understandable output."

Name: Amita Patil (Gole)

Title: Senior Research Data Analyst

SAS products used:

SAS® 9.4

Read about their project.

Curious Thinker

Erkan Can Gürsoy

Bahadir Durak

Curious Thinker

Awarded to a SAS customer who embodies curiosity, one of SAS' guiding principles.

FIRST PLACE

Pegasus Airlines

"For the last three years, we have been using SAS Customer Intelligence 360 effectively in the campaign and personalization operation processes. Our focus has been on analyzing the travel behavior of our passengers, enabling us to strategically deliver the most relevant campaigns to the right individuals at optimal times through the most effective channels."

Name: Erkan Can Gürsoy

Title: IT CRM Expert Business Analyst

Name: Bahadir Durak

Title: Senior Head of Data Analytics and Loyalty Programs

SAS products used:

SAS Customer Intelligence 360

Read about their project.

Gökhan Dumrul

Curious Thinker

Awarded to a SAS customer who embodies curiosity, one of SAS' guiding principles.

QNB Finansbank

"When the integration work of the SAS fraud tool started in our bank, I was assigned as one of the analysts to take part. During this process, I realized that SAS Fraud Management has the analytical power to write the effective rules we want. We made a successful integration in the first stage, then we created very good customer profiles on SAS and achieved the following gains. Number of monitored banking channels and products increase, end-to-end and customer-level fraud process created. Improved customer experience by preventing transaction delays and more."

Name: Gökhan Dumrul

Title: Expert Specialist, Department Manager

SAS products used:

SAS Fraud Management

SAS Enterprise Guide

SAS® Enterprise Miner™

Read about their project.

Markus Weick

Curious Thinker

Awarded to a SAS customer who embodies curiosity, one of SAS' guiding principles.

EY ifb

"The SAS system of user support and engagement has helped me not only in learning SAS but also with supporting the position of SAS in my company. Beside DATA step and different procs in Base SAS, we have used SAS Visual Analytics for a climate risk stress test, and I am increasingly using SAS IML for an equity risk model."

Name: Markus Weick

Title: Manager

SAS products used:

Base SAS

SAS Visual Analytics

Read about their project.

Innovative Problem Solver

Yoshitake Kitanishi

Innovative Problem Solver

Awarded to a SAS customer who uses SAS in innovative ways to solve a business problem.

FIRST PLACE

Shionogi & Co.

"SAS is the golden standard analysis tool that has long been trusted for its high accuracy of analysis results. Of course, analysis tools such as R and Python are also effective when conducting advanced analysis work, but if you want to generate high-quality evidence, SAS is definitely indispensable and should be placed at the center of your analysis work."

Name: Yoshitake Kitanishi

Title: Data Engineering

SAS products used:

SAS Viya

Read about their project.

Simru Delen Ipek

Innovative Problem Solver

Awarded to a SAS customer who uses SAS in innovative ways to solve a business problem.

İGA Istanbul Airport

"By leveraging SAS advanced analytics and communication capabilities, the airport has been able to create a more engaging, efficient and enjoyable environment for its passengers, which in turn reflects positively on the broader community that the airport serves."

Name: Simru Delen Ipek

Title: Head of Digital Service Development and Marketing

SAS products used:

SAS Customer Intelligence 360

SAS Event Stream Processing

SAS Viya

Read about their project.

Read their customer story.

Kanikka
Wofford

Nikki
Pender

Joy
Mariscal

Innovative Problem Solver

Awarded to a SAS customer who uses SAS in innovative ways
to solve a business problem.

THIRD PLACE

University of Nevada, Las Vegas

"SAS Viya provided us with a plethora of options to create informative and detailed visuals. The ability of our users to filter and drill down to the academic department and course level for a specific student group allows them to quickly focus on student performance in their units. SAS enables our student data to speak."

Name: Kanikka Wofford

Title: Adminstrative Assistant

Name: Nikki Pender

Title: Director of Data Analysis & Assessment

Name: Joy Mariscal, PhD

Title: Institutional Research Data Analyst

SAS products used:
SAS Viya

Read about their project.

ROI Rock Star

Joseph Davis

ROI Rock Star

Awarded to a SAS customer demonstrating the greatest business benefit and return on investment (ROI) using SAS products.

FIRST PLACE

American Electric Power

"Using SAS products allowed us to save at least $500K annually if we had to go with third-party vendor software. Additionally, workload might take 1 hour of manual labor daily to work on third-party platform; now the SAS product we created has been fully automated for curve construction and publishing, and it only takes 20 minutes computing time to complete, which is a substantial reduction in human effort and minimized the risk of manual errors."

Name: Joseph Davis

Title: Data Scientist

SAS products used:

SAS® 9.4

SAS Grid Manager

Read about their project.

SECOND PLACE

Enpara Bank A.Ş

"As a security strategy at Enpara Bank, we aim to monitor customers' journey in product/channel usage. To make this monitoring possible, the fraud tool must collect data from many databases and main banking and should produce results in real time. In a bank with millions of customers, such comprehensive integrations become long-term projects of several years. Thanks to our experience with SAS and its flexible structure, we created a working fraud package in a short period of 16 weeks. In this way, we saved a large amount of integration costs saving over two to three years of work."

Name: Ozan Tarabuş

Title: Senior Fraud Prevention Specialist

SAS products used:

SAS Fraud Management

Read about their project.

ROI Rock Star

Awarded to a SAS customer demonstrating the greatest business benefit and return on investment (ROI) using SAS products.

Rolf Fendrich

ROI Rock Star

Awarded to a SAS customer demonstrating the greatest business benefit and return on investment (ROI) using SAS products.

UC AB

"Our test resulted in that the old code took between two to three hours to perform and the new code did the same work in 28 minutes. The amount of temporary data was about 550-600GB, and the new code used about 100GB!"

Name: Rolf Fendrich

Title: Data Warehouse Developer

SAS products used:

SAS® 9.4

SAS Enterprise Guide

Read about their project.

SAS Analytics Explorers Advocate

Daniel Frank

SAS Analytics Explorers Advocate

Awarded to a SAS customer who is leveraging the SAS Analytics Explorers program to grow their skills, their career and/or their network.

FIRST PLACE

DEG

"SAS Analytics Explorers has benefited me two ways: 1) It made me a better product owner for my risk-controlling team, through insights gained in challenges and hands-on know-how from training rewards. 2) It expanded my personal expertise regarding stats/ML/AI and related methods and about the SAS ecosystem."

Name: Daniel Frank

Title: Product Owner, Team Risk

SAS products used:

SAS Enterprise Guide

Read about their project.

Davide Marinucci

SAS Analytics Explorers Advocate

Awarded to a SAS customer who is leveraging the SAS Analytics Explorers program to grow their skills, their career and/or their network.

SECOND PLACE

Alira Health

"SAS Analytics Explorers has been instrumental in advancing my career. The program provided invaluable insights, tips and tricks, enhancing my proficiency in SAS analytics. Moreover, it facilitated my integration into the vibrant SAS community in Italy, fostering networking opportunities."

Name: Davide Marinucci

Title: Statistical Programmer

SAS products used:

SAS® 9.4

Read about their project.

Markus Weick

SAS Analytics Explorers Advocate

Awarded to a SAS customer who is leveraging the SAS Analytics Explorers program to grow their skills, their career and/or their network.

THIRD PLACE

EY ifb

"My favorite earned awards are the vouchers for courses and exams. They allow me to implement my lifelong learning according to my personal preferences."

Name: Markus Weick

Title: Manager

SAS products used:

Base SAS

SAS Visual Analytics

Read about their project.

Customer Impact Award – Public/Private Sector

Fabio Vitale

Cristina D'Annibale

Customer Impact Award – Public Sector

Awarded to a public sector customer who has had the most impact through a willingness to share their analytics journey, successes and lessons learned with others.

AGEA

"Paying grants to those who are not entitled to them takes resources away from those who need them. SAS helps us make sure we pay those who are truly entitled to aid and funding. This is a momentous change for us."

Name: Fabio Vitale

Title: Director

Name: Cristina D'Annibale

Title: Manager of Planning, Strategic Control and Risk Management Office

SAS products used:

SAS Fraud Management

Read their customer story.

Sam Coyne

Ron Oudenaarden

Customer Impact Award – Private Sector

Awarded to a private sector customer who has had the most impact through a willingness to share their analytics journey, successes and lessons learned with others.

Georgia-Pacific

"Automation capabilities of the SAS platform also help reduce downtime. The company receives alerts when something like a bearing, motor or valve is likely to fail, allowing it to bundle those repairs into a planned maintenance event. Repairing machinery in a controlled environment also allows technicians to operate more safely and efficiently."

Name: Sam Coyne

Title: Senior Director, AI

Name: Ron Oudenaarden

Title: Director, Optimization

SAS products used:

SAS Analytics for IoT

SAS Event Stream Processing

SAS Intelligent Decisioning

SAS Optimization on Viya

Read their customer story.

SAS Support Community Hero

Mark Keintz

SAS Support Community Hero

Awarded to a customer who goes above and beyond helping other users on the SAS Support Community.

"Mark has been a member since 2012. He has solved nearly 700 topics and posted more than 4,000 messages, mostly in the popular SAS Programming Community. He recently achieved PROC Star status, which celebrates active community members whose interactions on SAS Communities (the largest digital gathering of SAS practitioners) are exceptionally frequent and helpful. His years of wisdom from using SAS on the business side of academia enables him to dispense prompt, incisive assistance in the New SAS User Community."

Name: Mark Keintz

Title: Senior Data Analyst

SAS products used:

Base SAS

SAS Users Group MVP

Nancy Brucken

SAS Users Group MVP

Awarded to a SAS Users Group leader demonstrating a dedicated passion for the success of users group members.

IQVIA

"Nancy Brucken has been involved in planning and executing users group meetings since 1999. She is the webmaster for the Michigan SAS Users Group and a member of the Executive Committee for PharmaSUG. She is an integral member of both conferences, ensuring attendees get the educational experience they've come to expect from a users group. Her planning and attention to detail led to one of the most successful local users group meetings, MSUG, in 2023. SAS thanks Nancy for helping to educate her peers for more than 20 years."

Name: Nancy Brucken

Title: Senior Standards Engineer

SAS products used:

Base SAS

SAS OnDemand for Academics: Display Manager

SAS Studio

User Feedback Award

Nick Tornabene

User Feedback Award

Awarded to a customer who provides valuable feedback on SAS products and has been an essential reference for product improvements.

USAA

"Nick Tornabene has provided insight into the performance statistics achieved at USAA and worked with SAS R&D to identify areas that could be tuned or optimized based on the customer-specific scenarios. Nick's feedback has been instrumental not only in the context of USAA but also in more general scenarios that other banks face. He offered valuable information, which helped SAS improve the SAS Risk Solutions and offer a more complete set of capabilities."

Name: Nick Tornabene

Title: Executive Director

SAS products used:

SAS Risk Analytics Builder

SAS Risk Management Suite

To contact your local SAS office, please visit: **sas.com/offices.**