

Art, sport and business: SAS® Forum Milan 2017

‘Analytics really drives everything’

Two special guests - the fencer Margherita Granbassi and the cyborg artist Neil Harbisson - have illuminated not only the event, but also the path that connects present and future through digital technologies.

'Analytics drives everything' is much more than just a claim, it's the reality that more and more organizations are experiencing every day. That is why SAS Forum Milan 2017 (supported by 38 partners and with the patronage of Milan Municipality) was more than ever focused on change and on evolution, which is the true nature of what is commonly defined as 'digital transformation'.



“Today everything is illuminated”, said in his opening keynote Marco Icardi, Regional VP SAS & CEO SAS Italy, referring to Jonathan Safran

Foer's first novel. “In other words, everything is connected, and analytics is what illuminates it all. Men act upon the machines and the techniques they use, and this makes them evolve. But because of the fast developing of digital technologies, evolution is way too fast and the present time is sometimes an uncomfortable path that connects past and future, where businesses constantly have to choose which kind of innovation is suitable for their development”. SAS, said Icardi, wants to be the driving factor of this transformation in Italy, and can do it thanks to its relationship with academic world and the network of partners supporting customers along every process in the so-called *STEAM* (Science, Technology, Engineering, Art, Manufacturing).



“Machines will never replace humans when job is about decision and creativity”, Icardi added, “but we have to change the way organizations work, transferring culture and competence. Training is for every company the challenge of the future”. SAS Italy is committed to help this change happen through the effort it is putting in the construction of the Digital Innovation Hubs (the centers that will support Italian business in the revolution of the Industry 4.0) and creating connections between students or young graduates and organizations who need to develop their digital business. “Last year, 150 young people were invited to SAS Forum and were given the opportunity to have a” Job speed dating” with

our partners and SAS itself. More than 50 of them earned a contract. This year, 240 new candidates had the same opportunity: we wish them good luck”.

