

MÔŽE SA ŠTÁT CHOVAŤ K OBČANNOVI AKO KU KLIENTOVI?

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MÔŽE !

AK MÔŽE, CHCE A VIE AKO ...

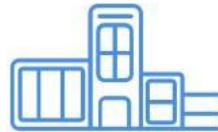
Digital Transformation

What it is and why it matters

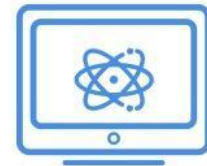
People



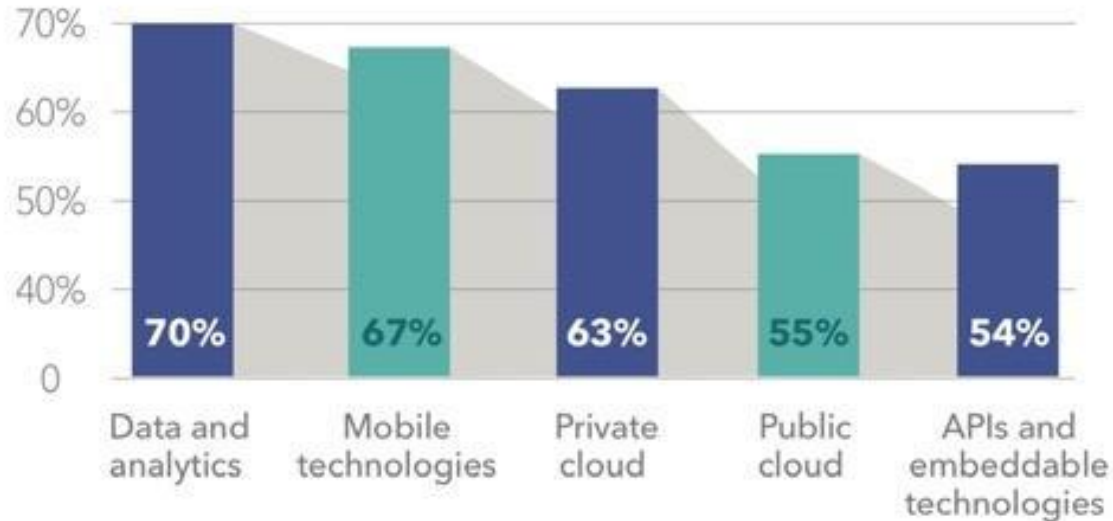
Business



Technology



Digitálna transformácia – TOP 5 implementovaných technológií



Digitálna transformácia - výstupy



Prívetivá digitálna
skúsenosť

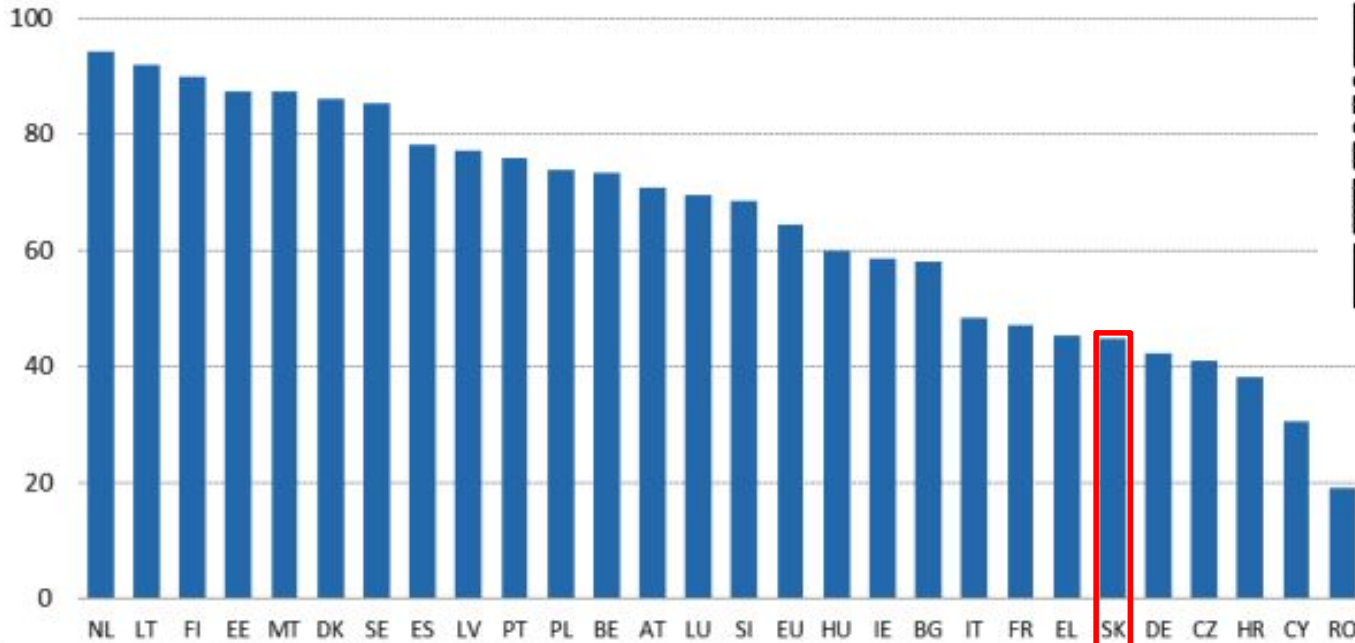


Digitálna operatíva



Inovácia

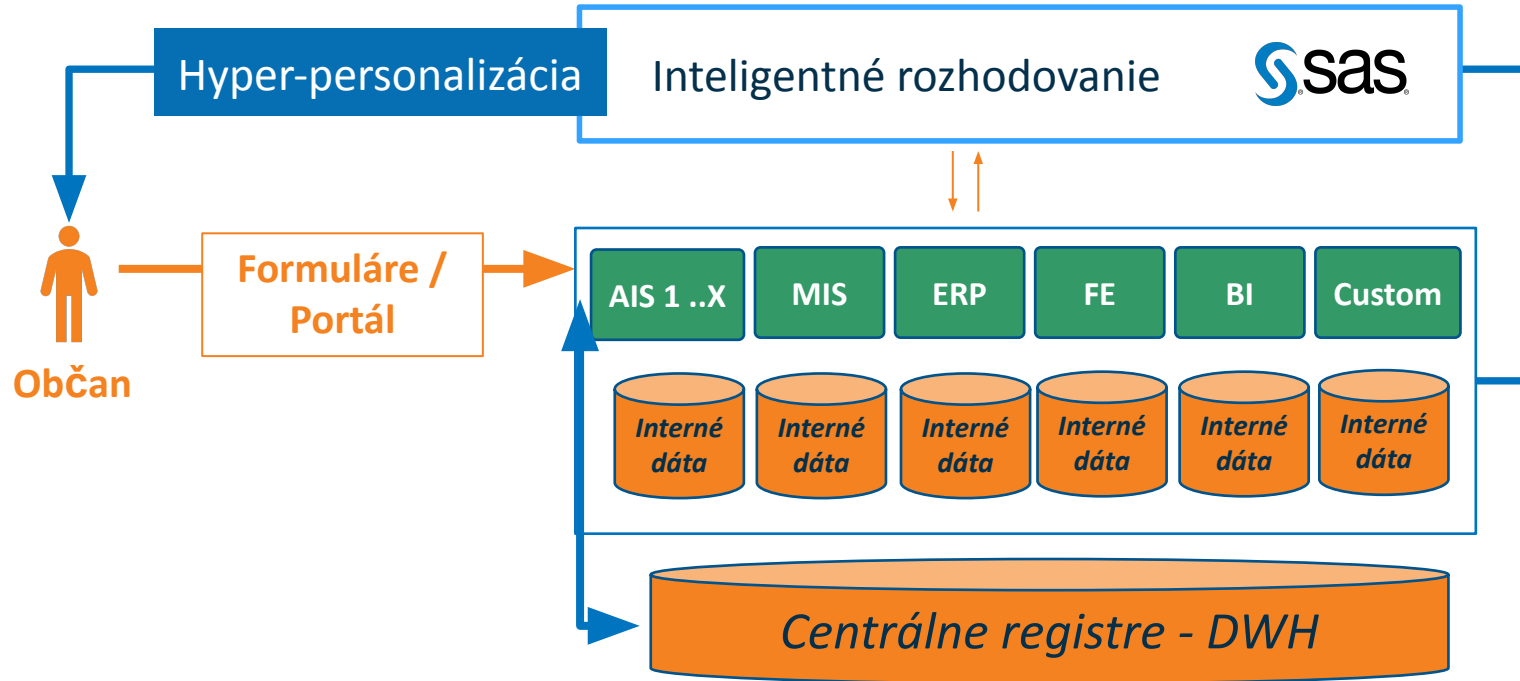
Figure 68 Pre-filled forms (Score 0 to 100), 2021



Source: eGovernment Benchmark, Capgemini.

This indicator⁶⁴ measures the extent to which data that is already known to public administrations is pre-filled in forms presented to the user, awarding a maximum overall score of 100. The use of interconnected registers is key to ensuring that users do not have to resubmit the same data to the public administration (Once Only Principle).

Kvalitnejšie e-služby pre občana



Hyper-personalizácia

Pravidlá nad statickými dátami vs. AI nad real-time dátami



SAS Inteligentné rozhodovanie

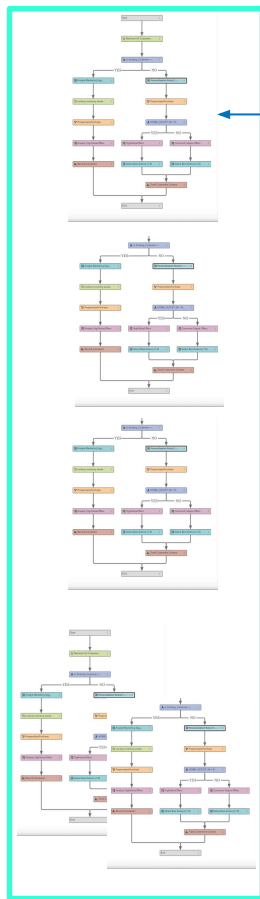
The screenshot displays the SAS Intelligent Decisioning interface for a decision named "Grocery_Analyst_Conference (1.2)". The interface includes a navigation menu on the left with options like "Decision Flow", "Decision", "Properties", "Variables", "Scoring", "Versions", and "History". The main area shows a flowchart starting with "Start", followed by "Retrieve Full Customer", "Is Existing Customer", and a decision node "Personalization Rules". The flowchart branches into "YES" and "NO" paths, leading to various actions such as "Analyze Marketing Eng.", "Lookup Inventory Avail.", "Propagate Purchase", "Analyze High Value Offers", "Reveal Content", "Select Best Actions", and "Track Customer's Content", finally ending at "End". On the right, the "Output Variables" section lists variables like "presentationCode", "numberOfRedemptions", and "ageParsed" with their corresponding maps.

The screenshot shows the "Personalization Rules (1.1)" configuration window in SAS Intelligent Decisioning. The window has tabs for "Rule Set", "Properties", "Variables", "Scoring", "Versions", and "History". The "Rule Set" tab is active, showing a list of rules under the heading "Presentation Code Calculation". The rules are defined as follows:

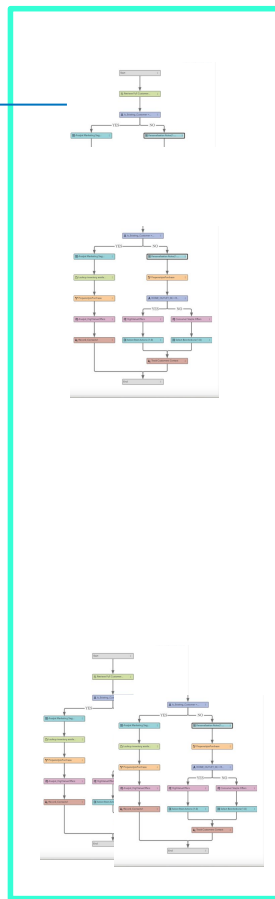
- IF ageParsed > 18 AND ageParsed < 36 THEN ASSIGN presentationCode = MILLEN
- ELSE ageParsed >= 36 AND ageParsed < 60 THEN ASSIGN presentationCode = GENX
- ELSE ageParsed >= 60 THEN ASSIGN presentationCode = TRADITIONAL

The interface also includes buttons for "Publish", "Import", "Export", and "Close", and a "Record rule-fired data" checkbox.

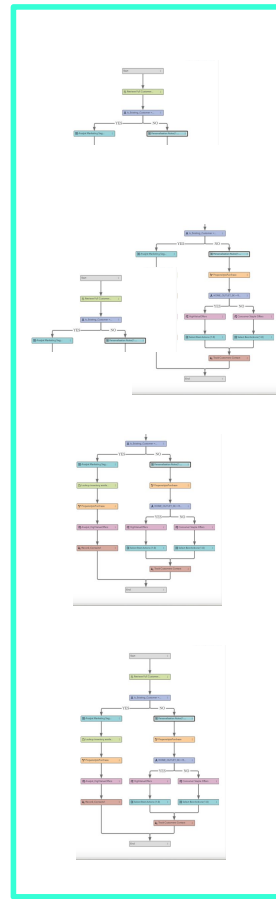
AGENDA 1



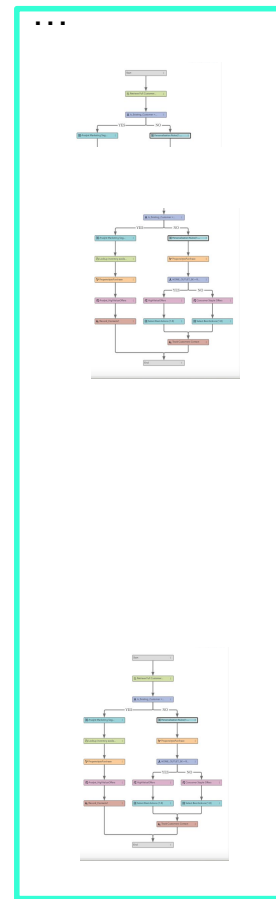
AGENDA 2



AGENDA 3



AGENDA XYZ



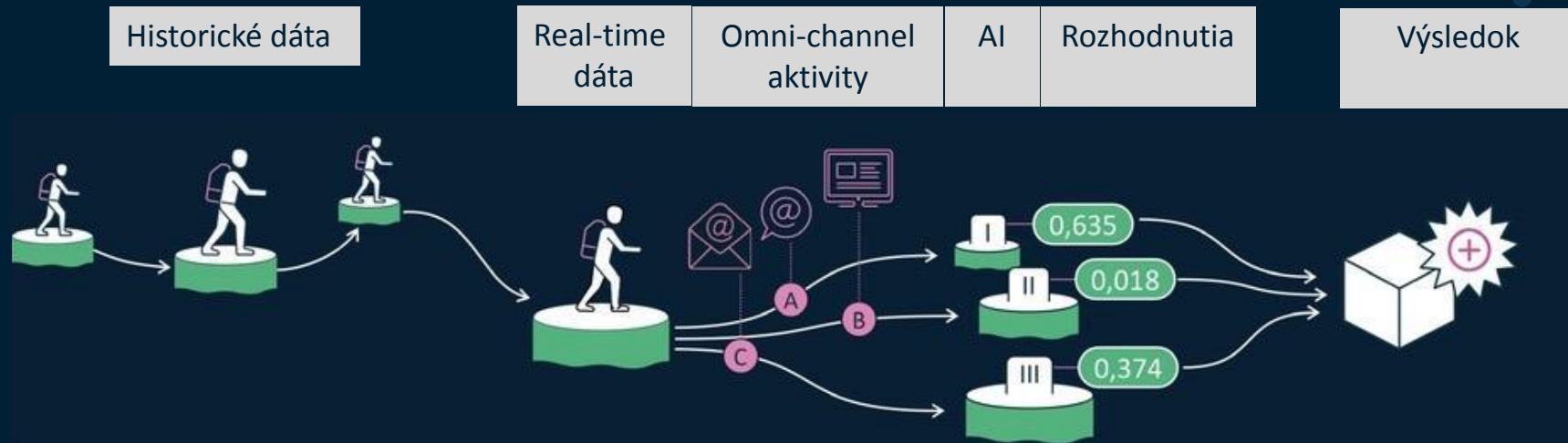
Proces 1
Systémová kontrola

Proces 2
Nárokovateľnosť

Proces 3
Konflikt záujmov

Proces 4
XYZ ...

Životná situácia – cesta klienta



What is hyper-personalization?

“The ability to use customer data to deliver contextually relevant content and offers that are specifically tailored to each consumer’s preferences.”

Softwarová platforma SAS



Kto sme

- Výrobca a dodávateľ SW v oblasti software v oblasti správy dát, dátových analýz, štatistiky, prediktívneho modelovania, vizualizácie dát a umelej inteligencie
- #1 na trhu v oblasti analytiky
- Zastúpenie a lokálny tím v SR

Čo robíme (najčastejšie)



Integrácia dát,
data management a
datová kvalita



Štatistika a
modelovanie,
AI a ML



Automatizované
rozhodovanie
nad dátami,
alerty



Strategické
analýzy,
reporting



Riziková analýza,
odhaľovanie
podvodov, customer
intelligence