

The logo features a cluster of colorful, rounded rectangular shapes in shades of orange, blue, and pink, some with small circles, positioned to the left of the main text. The text 'SAS HACKATHON' is in a large, white, sans-serif font, with an orange diagonal line through the 'K'. To the right of 'HACKATHON' is a red square containing the year '2026' in white.

SAS HACKATHON 2026

2026 Creative

In partnership with



SAS HACKATHON COLOR PALETTE

Primary Group



R3
G41
B84

CMYK
C100 M69 Y8 K54

PANTONE
PMS 295

HEX
#032954



R7
G102
B209

CMYK
C90 M48 Y0 K0

PANTONE
PMS 285

HEX
#0766D1

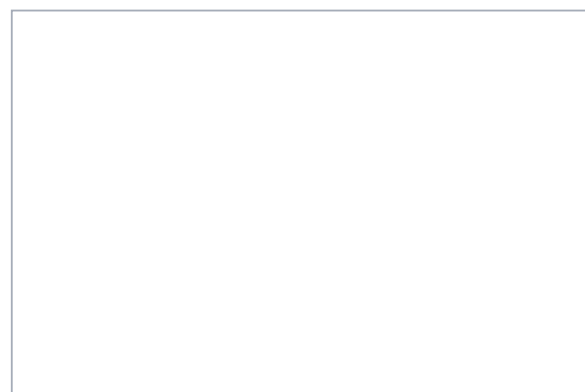


R255
G255
B255

CMYK
C0 M0 Y0 K0

PANTONE
WHITE

HEX
#FFFFFF



Accent Group



R67
G152
B249

CMYK
C56 M32 Y0 K0

PANTONE
PMS 284

HEX
#4398F9



R255
G130
B36

CMYK
C0 M61 Y94 K0

PANTONE
PMS 1505

HEX
#FF8224



R219
G18
B125

CMYK
C9 M100 Y14 K0

PANTONE
PMS 219

HEX
#DB127D



WORDMARKS

HORIZONTAL | MIDNIGHT BACKGROUND



STACKED | MIDNIGHT BACKGROUND



HORIZONTAL | WHITE BACKGROUND



STACKED | WHITE BACKGROUND



WORDMARKS WITH YEAR
[LIMITED USE]

HORIZONTAL WITH YEAR



STACKED WITH YEAR



Templates & Assets

The background is a solid blue color with several abstract geometric shapes in various shades of blue. There are two circles, one in the upper right and one in the lower left. There are also several elongated, rounded rectangular shapes and a thin diagonal line, all scattered across the page.

LINKEDIN BANNER (WF 1501400)

The image shows a LinkedIn banner for the SAS Hackathon. The banner is dark blue with abstract geometric shapes in lighter shades of blue. On the left, there is a large, light gray circular placeholder for a profile picture. The main text "SAS HACKATHON" is centered in white, with a colorful logo of three stylized figures to its left. Below the main text, it says "In partnership with" followed by the logos for SAS, Intel, and Microsoft. The top of the image shows the LinkedIn navigation bar with the search bar and icons for Home, My Network, Jobs, and Messaging.

in I'm looking for...

Home My Network Jobs Messaging

SAS HACKATHON

In partnership with

sas intel. Microsoft

POWERPOINT TEMPLATE (WF 1016450)



SAS
HACKATHON 2026
#SASHackathon

In partnership with
sas intel Microsoft

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Click to Add Section Subtitle

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Click to Add Slide Title

Click to Add Subtitle

SAS HACKATHON

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In partnership with
sas intel Microsoft

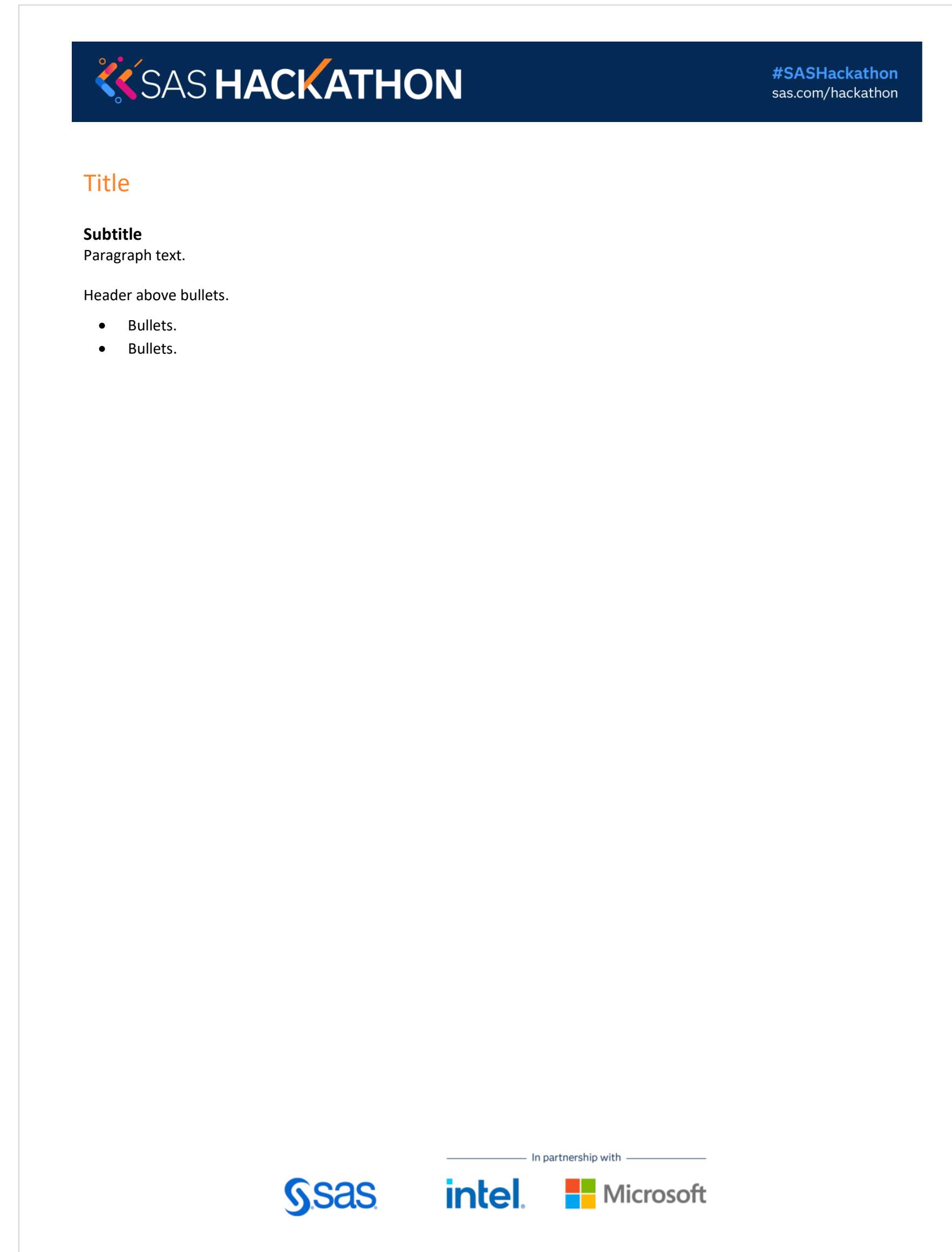
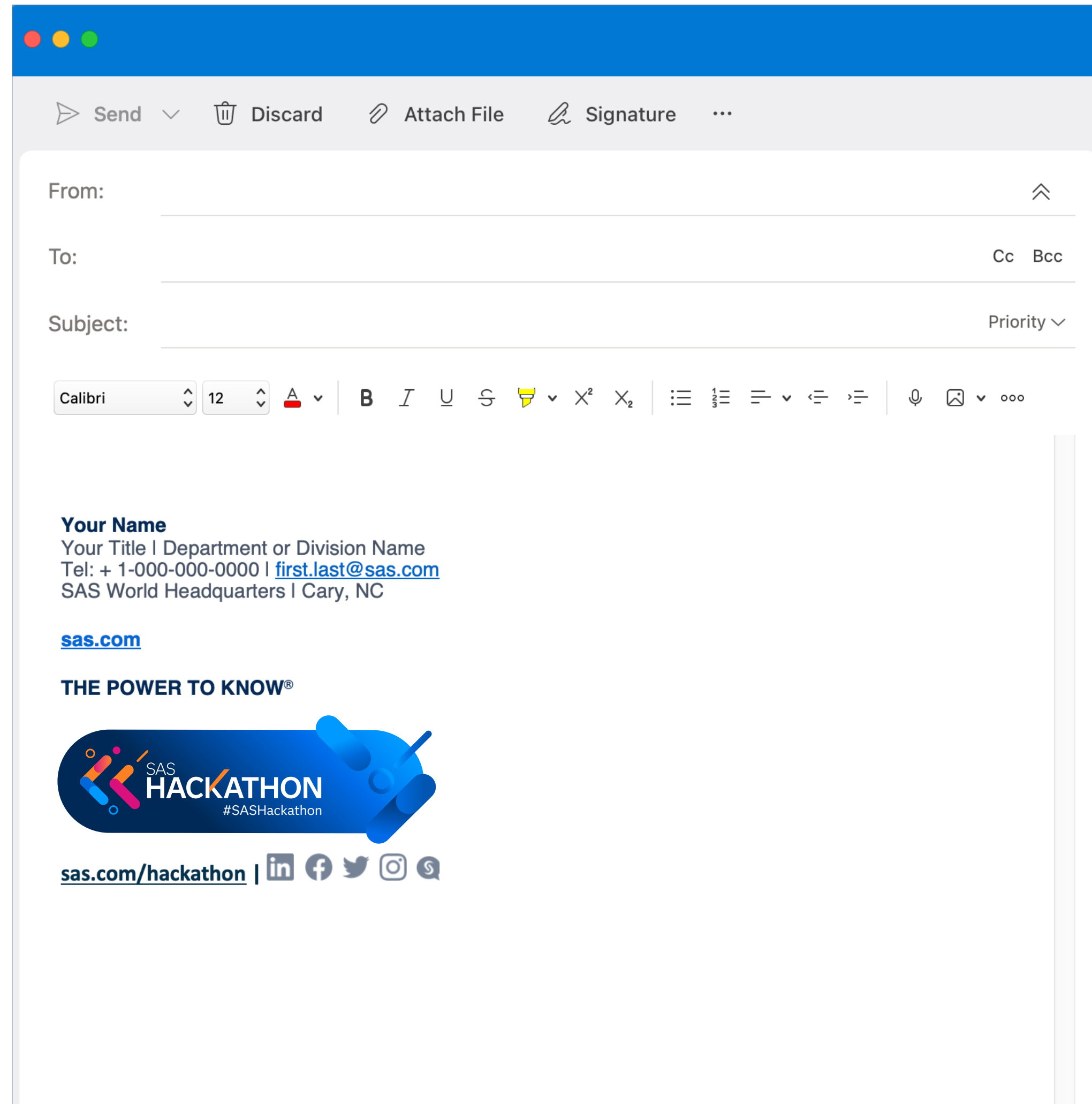


SAS
HACKATHON

problem.
hack.
solve.
innovate.

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EMAIL SIGNATURE (WF 1501250) AND WORD TEMPLATE (WF 211526)




TEAMS BACKGROUNDS (WF 1501224)




The background is a solid blue color with several abstract, semi-transparent geometric shapes. There are two large, rounded rectangular shapes, one in the top right and one in the bottom right. There are also two circular outlines, one in the middle right and one in the bottom center. A thin, diagonal line is located in the top right area.

Recruitment Materials

RECRUITMENT HANDOUT (WF 1016650) & START TO FINISH HANDOUT (WF 1021900)



Calling all developers, students, startup businesses, SAS customers and technology partners!



Embrace your curiosity. Bring your innovative thinking. And turn your ideas into practical action.



Want to know more? Check out sas.com/hackathon.

Great ideas can come from anyone, anywhere. When teams come together from different regions, with diverse backgrounds and skills, amazing things can happen. Teams can be made up of 2-12 people within an organization, an organization and a technology partner, or students.

Let your curiosity lead the way!

Use analytics to build a solution in one of these areas:

INDUSTRY TRACKS

Bring Your Team, Problem and Data


Cross-Industry


Financial Services


Health Care & Life Sciences


Public Sector

Mentor Support

STUDENT TRACK

SAS Brings the Problem and Data


Student (Individuals)

Community Support

Tracks subject to change.

Why should you join #SASHackathon?

The SAS Hackathon is all about bringing innovation to society and the marketplace. And we believe ideas need to be nurtured and developed using your preferred language with the latest technology. Teams have access to a cloud environment on SAS[®] Viya[®], a faster, more productive AI and analytics platform that enables collaboration. This hackathon is more than a competition. It's a monthlong digital event.

Collaborate with fellow coders

— from experienced data scientists to novice technology partners and SAS experts — using SAS and open source on Microsoft Azure.

Tackle a real-world challenge

— a business and or sustainability issue — that is meaningful to you and your team.

Develop your application

for the marketplace — potentially with help from SAS. There's no monetary prize. Teams own their IP (intellectual property) and can pursue commercialization.

Get enablement resources

and coaching on AI, cloud environments and industries, as well as access to training courses and virtual learning labs at no cost.


Extend your network

from local to global sharing with other professionals.


In partnership with



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In partnership with



FROM START TO FINISH

1 ENGAGE: Why hack?

Why should you participate in the SAS Hackathon?

Conversation starters: Learn by doing? Extend your network? Accelerate innovation? Take an idea from model to production? Pursue commercialization?

2 PROBLEM: What to hack?

Identify potential use cases.

Conversation starters: What problem do you want to solve? Is there data available? Who is the target audience? What's the benefit of solving the problem?

3 TEAMWORK: Who can hack?

Discuss what you need to create a dream team.

Conversation starters: Roles. Skills. Gap analysis of skills.

Did you know? A team can be from a single organization or from different organizations working together.

4 TICK TOCK: How can you make time to hack?

Have an open discussion about each team member's availability/schedule, level of engagement and time commitment.

Did you know? Teams have access to the SAS cloud for one month and a virtual learning environment prior to start.

Agentic AI/Decisioning
SAS Data Maker
SAS[®] Viya[®] Copilot
SAS Viya for data management
SAS Viya Workbench
Trustworthy AI/SAS Model Cards

6 EXPLORE: Hack in SAS Viya


Discuss how your problem can go through the analytics life cycle. Your use case + SAS Viya, a complete AI and analytics platform. Get inspired by past hacks.


Conversation starters: Place your game piece inside the analytics life cycle where you think your expertise fits.

5 TRACKS: Hack what piques your curiosity

Let your curiosity lead the way. Talk about which industry area best accommodates your interests. Tracks subject to change.

TRACK OPTIONS


Industry Tracks


Student Track

8 PLAN: Scope your problem

How will you complete your use case in one month? What are your priorities and limitations?

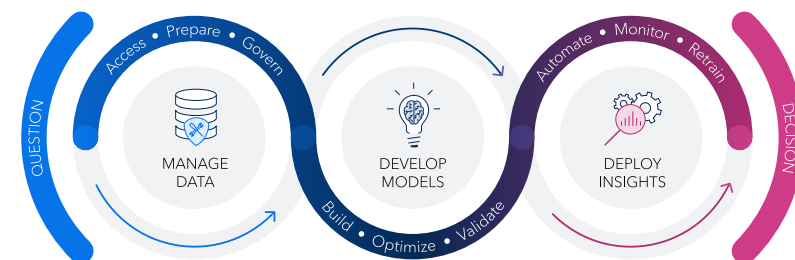
Consider: Data. Use case complexity. Team perspective.

7 SUPPORT: Mentors, eLearning, and SAS Communities

Discuss what kind of support would be helpful. What would help accelerate your journey?

Did you know? All participants will have access to an e-learning environment and the SAS Communities' Hacker's Hub. Industry Track Teams will be assigned mentors to support them during the 1-month hack.

SAS Analytics Life Cycle



10 TELL YOUR STORY: Be compelling

Talk about key messages that you want to convey. Think about the best way to showcase your use case in your video presentations.

Did you know? You are required to submit two videos: a 3- and 10-minute video.

9 JURY EVALUATION: When the hack is done

Review the jury's scorecard with your use case in mind.

Problem.	Use of SAS technology.
Solution.	Impact/future potential.
Compelling event.	Innovation level.
Key metrics/business value.	Storytelling.
Technology used.	

Conversation starters: Which criteria are the most important for your success?

11 GET SOCIAL: Share your hack

Discuss the ways you can share your use case.

Conversation starters: Which social media channels? Intranet?

13 DRUM ROLL: Winning hacks


Imagine yourself as the Hack Slam winner? Who will you mention in your acceptance speech?

12 ALL TEAMS ARE WINNERS: Just by participating!

What's next after the hackathon?

Conversation starters: Model in your production environment? Commercialization? Concept showcase? Bragging rights? Sharing your story?

Did you know? You own the intellectual property.



HACK YEAH! I'm all in.

Tell us you are interested in joining.

Finish

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BOOKLET: 2025 USE CASES (WF 903700)

Inspiration and Innovation in Action

Discover the real-world challenges tackled in 2025.

In partnership with **SAS intel Microsoft**

SAS HACKATHON

Great ideas can come from anyone, anywhere. Amazing things can happen when data scientists and tech-savvy people from different regions with diverse backgrounds and skill levels collaborate.

For the past six years, the SAS Hackathon has done that. Some of the most brilliant minds have teamed up to invent novel solutions to business challenges and humanitarian causes. Many have changed the way we do business – and even saved lives.

What makes the event unique? Traditional in-person hackathons gather coders for a few days. But the SAS Hackathon? It's different – it's more than a competition. How so? We think of it as a team sport. Participants collaborate online for a month, allowing ideas to be nurtured and developed into real-world solutions.

We say, "Roll up your sleeves!" Get hands-on with SAS' Viya and experience the speed, performance and productivity of the AI and analytics platform with seamless integration with open source. Take advantage of learning resources and unparalleled guidance from experts at no cost. It's a team sport for us, too.

Our grassroots beginning as a regional event in the Nordics has now grown into an annual global event. The SAS Hackathon attracts hundreds of participants – from data scientists and developers to business analysts and marketers and newcomers to analytics.

We've seen innovation at its best, with breakthrough approaches that extend beyond the hackathon, models and technologies entering the marketplace since solutions are the team's intellectual property and great passion for problem-solving.

In 2025, the event garnered significant interest, with over 2,000 participants from 66 countries applying to join the hack. A total of 100 teams qualified for the industry tracks, and an additional 1,000 individual students qualified for the student track. More than 250 organizations were represented in the industry tracks. An impressive 74% of participants completed the hack within one month. The contributions were immense, and we believe everyone is a winner. We also extend our gratitude to our partners Intel and Microsoft, who, like SAS, are passionate about innovation.

We hope this year's impressive solutions inspire you.

Peter Lundquist and Einar Halvorsen
SAS Hackathon Office

BANKING

Learn more about these industry track projects on SAS Hacker's Hub

Affirme Informacion y Desarrollo
MEXICO
Credit applicant dashboard for insight-driven lending decisions

AVC - Team
COLOMBIA
Automated ticketing and workflow system to improve operational efficiency

Banco de Bogota
COLOMBIA
Proactive banking platform integrating customer data for 360° engagement

Bits and Risks
GERMANY
AI-driven probability-of-default validation and automated risk reporting

BN Bank
NORWAY
SCD2 loader with SingleStore using surrogate and retained keys to analytics

Churn Hunters
ITALY
Revenue prediction model based on POS transaction patterns per customer

PopBankers
COLOMBIA
Digital prospecting solution for commercial banking portfolios using intelligent decisioning

2025 GLOBAL CHAMPION | BANKING + AI
AGENTIC AI/DECISIONING + TRUSTWORTHY AI

ConsorTix - AURORA
HUNGARY
Agentic AI platform translating AML rules into governed, executable scenarios

Consudata
MEXICO
Intelligent recommendation system to personalize financial product offerings

Data Strategy and Risk Technology
CANADA
Solution to identify key acquisition and retention drivers

Gov Duo
UNITED STATES
Machine learning model identifying drivers of customer complaints to reduce service issues

Green Finance Lantern
FRANCE
Biodiversity impact scoring engine for financial portfolios to guide sustainable investment

HCCZ CRM
CZECH REPUBLIC
Propensity-to-use model predicting second product usage to support pricing strategy

IAuto - Banreservas
DOMINICAN REPUBLIC
Real-time virtual assistant guiding customers through vehicle financing

2025 GLOBAL CHAMPION | NLP + EUROPE REGION

Minority Reporters
ITALY
AI voice agent proactively verifying suspicious banking transactions

Mount Analytics
NETHERLANDS
Semantic table recognition system for automated data extraction

NEXABPO Hack Team
COLOMBIA
Text and social media analytics solution for insight mapping with SAS Viya

Nupeak LoanTech
INDIA
AI- and OCR-powered smart loan approval system

Sassassins
AUSTRALIA
AI-powered scam detection and prevention for digital banking channels

SASSETS
NETHERLANDS
Advanced analytics platform predicting and preventing financial transaction fraud

The Record Keepers COL
COLOMBIA
Golden record platform unifying data to enable personalized, quality-driven decisions

Unlockers
PORTUGAL
Analytical assessment tool to evaluate and optimize business partnerships

ENERGY & TELECOM

Learn more about these industry track projects on SAS Hacker's Hub

404
UNITED STATES
AI-driven prediction system for energy infrastructure failure and response planning

2025 GLOBAL CHAMPION | EME-AP REGION

BlockCube
SOUTH KOREA
Aviation decarbonization solution optimizing routing, fuel use, and demand forecasting

2025 GLOBAL CHAMPION | ENERGY

Decathlon
MALAYSIA
Smart grid intelligence platform using IoT and analytics for predictive energy management

2025 GLOBAL CHAMPION | SAS VIYA WORKBENCH + SUSTAINABILITY

Finext & Oakland University
MALAYSIA
Translating AMI data into actionable energy insights

GICN Analytics
PORTUGAL
Customer classification model identifying revenue growth opportunities in prepaid segments

LosMochaDatos
MEXICO
Customer life cycle tracking system using RFM analysis to anticipate churn

Planning Of Future
BRAZIL
Remote sensing and computer vision platform for utility infrastructure risk detection

Team AVES
UNITED STATES
Remote sensing and computer vision system for utility infrastructure risk detection

The Horsemen
MALAYSIA
AI-powered energy efficiency optimization platform for industrial operations

2025 GLOBAL CHAMPION | TELECOM

TMO FCRM
UNITED STATES
Customer engagement forecasting model to drive personalized marketing in T-Mobile app

2025 GLOBAL CHAMPION | AMERICAS REGION

Change Bringers
UNITED STATES
AI-powered monitoring solution detecting Parkinson's disease progression using wearables

Code Beyond The World
GERMANY
Intelligent agent identifying heat-risk hotspots using climate, satellite, and health data

HEALTH CARE & LIFE SCIENCES

Learn more about these industry track projects on SAS Hacker's Hub

BCBSSC-DIA
UNITED STATES
Solution identifying preventive care opportunities from prior coverage data

2025 GLOBAL CHAMPION | INSURANCE

Delphi
GREECE
GDP forecasting model enhancing dynamic financial analysis

GenAlrate
SLOVAKIA
Next-best-offer prediction model for insurance based on customer behavior

Infinity Solutions
INDIA
AI-powered fraud detection solution for insurance claims

LACO HAIR-spray
BELGIUM
AI-driven rules extraction platform reducing HR compliance and search effort

VHV
GERMANY
AI-enhanced vehicle insurance risk modeling with advanced spatial segmentation

Woodstoch
CANADA
High-performance simulation platform for large-scale stochastic financial models

INSURANCE

Learn more about these industry track projects on SAS Hacker's Hub

2025 GLOBAL CHAMPION | HEALTH CARE & LIFE SCIENCES + DATA FOR GOOD + MODELS

DementiaI
UNITED KINGDOM
Early prediction and intervention platform for dementia using AI and analytics

flowER
NETHERLANDS
Data-driven insights platform improving emergency room resilience and patient flow

HealthTraceX
GERMANY
Real-time optimization platform for hospital workflows

Medicine4Audit
NETHERLANDS
Text analytics solution streamlining health care audits and reducing administrative burden

MedNova
UNITED ARAB EMIRATES
Agentic AI platform integrating patient data to support clinical decision-making

Nupeak Aces
INDIA
Spectral analytics platform supporting API manufacturing insights

REAIHL Lab
NETHERLANDS
Transparent validation framework for ambient AI clinical scribes

2025 GLOBAL CHAMPION | VISUALIZATION

SAS Data Scout
ITALY
Explainable analytics platform for data-driven football scouting and recruitment

Team JnJ Norderstedt/Ethicon
GERMANY
Optimization of manufacturing maintenance and operations

Analytics
INDIA
Dynamic pricing engine for motor insurance products

Bid Team
ITALY
LLM-powered CRM solution optimizing insurer-customer relationships

ClimateShield
UNITED STATES
Climate risk scoring solution for real estate assets combining flood, heat and storm exposure

IoT CROSS INDUSTRY

Learn more about these industry track projects on SAS Hacker's Hub

2025 GLOBAL CHAMPION | IoT CROSS INDUSTRY

Cary NC
UNITED STATES
Smart mobility analytics linking traffic, weather, flooding and air quality data

Decathlon
MALAYSIA
Smart grid intelligence platform using IoT and analytics for predictive energy management

Dimanex
UNITED KINGDOM
IoT-enabled predictive maintenance and asset optimization solution for industrial equipment

FlowTEN
TAIWAN
IoT-based flood monitoring and early warning system

Harman IoT in a Box
UNITED STATES
Workplace and workforce safety solution

One Advice
CHILE
Real-time AI-powered surveillance system for automotive dealerships

2025 GLOBAL CHAMPION | COMPUTER VISION

OTSI-SAS
INDIA
Smart passenger flow and security queue optimization using IoT analytics

2025 GLOBAL CHAMPION | CHANNEL READY

Super SAIJAN
INDONESIA
AI-driven modernization platform for public services in Jakarta

Team DCS
JAPAN
AI-driven optimization of public transportation scheduling and passenger experience

TEAM SkyIQ
SINGAPORE
An architecture to transform SAS ML into a conversational analytics experience

2025 GLOBAL CHAMPION | PUBLIC SECTOR

AIA Squad
PERU
Tourism intelligence platform enabling personalized promotion and sustainable tourism development

Butterfly Data
UNITED STATES
Digital twin solution forecasting and simulating travel disruption

2025 GLOBAL CHAMPION | IoT CROSS INDUSTRY

Cary NC
UNITED STATES
Smart mobility analytics linking traffic, weather, flooding and air quality data

Civic Transit Crew
JAPAN
Community MaaS planning platform optimizing rural mobility for aging populations

Comture
JAPAN
Generative AI solution uncovering drivers of agricultural price inflation

Critical Thinking Crew
JAPAN
Coastal risk forecasting and intervention platform linking coral health to erosion and flood risk

PUBLIC SECTOR

Learn more about these industry track projects on SAS Hacker's Hub

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Data Cowboys
MEXICO
Text analytics and LLM solution improving railway incident reporting accuracy

Analytics framework identifying school violence patterns to reduce risk

FC Data Dribblers (powered by Nottilyze & KNVB)
NETHERLANDS
Optimization model reducing total travel distance in amateur football leagues

GeoCrop Analytics
BELGIUM
Interactive climate risk dashboard for agricultural decision-making

Horcrux
SOUTH KOREA
Public data analytics platform for problem-solving

Matadori
CZECH REPUBLIC
Digital twin of hospital operations using synthetic patient data

NLPinooers
CANADA
Text analytics platform for processing forms and survey data

2025 GLOBAL CHAMPION | UK EXCELLENCE IN USER EXPERIENCE

Ratio Team
ITALY
Solution supporting data-driven urban planning development

SASers
POLAND
Real estate recommendation tool matching homes to lifestyle preferences

SkillDloom
ALBANIA
AI-powered career coaching platform aligning skills with labor market demand

2025 GLOBAL CHAMPION | CHANNEL READY

Super SAIJAN
INDONESIA
AI-driven modernization platform for public services in Jakarta

Team OST
UNITED STATES
Optimization platform accelerating disaster recovery fund distribution

TrackGPT
BELGIUM
Text analytics and LLM solution improving railway incident reporting accuracy

ZeroPoint Analytics
UNITED STATES
Integrated analytics platform supporting substance use policy and intervention decisions

RETAIL, CONSUMER GOODS & MANUFACTURING

Learn more about these industry track projects on SAS Hacker's Hub

Analytic AI Alchemists
UNITED STATES
Predictive analytics platform using economic data to improve demand forecasting

Axiante 2025
ITALY
Demand forecasting solution

FDMP
JAPAN
Anomaly detection system enabling rapid production line decision-making

Go Hackers
SOUTH KOREA
AI-enabled root-cause analysis system for manufacturing defects

Jobly
ITALY
AI-powered gig matching and recommendation platform

MB Core
MEXICO
Core customer risk profiling and classification matrix

Neutroplast
PORTUGAL
Sales and revenue forecasting solution

PC Cake
CANADA
Sustainability forecasting platform linking sales forecasts to packaging impact

Supply Chain Resource Cooperative NCSU
UNITED STATES
Transparency and traceability platform for apparel supply chains

Team Best
SWEDEN
Transport route optimization solution

Tens Flow
SPAIN
Machine learning-based FMCG sales forecasting for smarter inventory decisions

STUDENT

Learn more about these industry track projects on SAS Hacker's Hub

2025 GLOBAL CHAMPION | STUDENT

Alan Nguyen
NORTHEASTERN UNIVERSITY, BOSTON, MASSACHUSETTS
Using predictive analytics to target donors and maximize fundraising impact

2025 GLOBAL CHAMPION | RETAIL, CONSUMER GOODS & MANUFACTURING

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Transparency and traceability platform for apparel supply chains

Team Best
SWEDEN
Transport route optimization solution

Tens Flow
SPAIN
Machine learning-based FMCG sales forecasting for smarter inventory decisions

2025 GLOBAL CHAMPION | PUBLIC SECTOR

Ratio Team
ITALY
Solution supporting data-driven urban planning development

SASers
POLAND
Real estate recommendation tool matching homes to lifestyle preferences

SkillDloom
ALBANIA
AI-powered career coaching platform aligning skills with labor market demand

2025 GLOBAL CHAMPION | CHANNEL READY

Super SAIJAN
INDONESIA
AI-driven modernization platform for public services in Jakarta

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TrackGPT
BELGIUM
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Demand forecasting solution

FDMP
JAPAN
Anomaly detection system enabling rapid production line decision-making

Go Hackers
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AI-enabled root-cause analysis system for manufacturing defects

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MEXICO
Core customer risk profiling and classification matrix

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PC Cake
CANADA
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Kickoff

KICKOFF SOCIAL TILES (WF 1456250)

#SASHackathon

SAS HACKATHON

20/26 Kickoff
Tune in on June 17

9 a.m. ET
3 p.m. CET
6:30 p.m. IST
9 p.m. SGT



In partnership with

SAS HACKATHON

20/26 Kickoff
Tune in on June 17

9 a.m. ET
3 p.m. CET
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In partnership with


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In partnership with

KICKOFF VIDEO SETS (WF 1438752)



KICKOFF SCREEN GRAPHICS (WF 1438752)



The background is a solid blue color with several abstract geometric shapes in various shades of blue. There are two circles, one in the upper right and one in the lower left. There are also several elongated, rounded rectangular shapes and a thin diagonal line, all scattered across the right side of the image.

Social Media

SOCIAL TILES: REGISTRATION (WF 1501760)

SAS HACKATHON
100%
 who participated in 2025
 would recommend it to others

IT'S YOUR TURN.
REGISTER BY SEPT. 14

#SASHackathon

In partnership with
 sas intel. Microsoft

How will you
**CHANGE
 THE WORLD?**

REGISTER BY SEPT. 14

SAS HACKATHON 2026

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How will you
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REGISTER BY SEPT. 14



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SOCIAL TILES: TRACKS (WF 1501237)

Modernizing your industry through AI-driven decisioning

CROSS INDUSTRY TRACK



In partnership with

SAS HACKATHON sas intel. Microsoft

Tackling real-world challenges with AI

FINANCIAL SERVICES TRACK



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Better health outcomes start with asking questions

HEALTH CARE & LIFE SCIENCES TRACK



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SAS HACKATHON sas intel. Microsoft

Curious minds solve problems to protect and serve citizens

PUBLIC SECTOR TRACK



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SAS HACKATHON sas intel. Microsoft

Curious minds tackle problems worth solving

STUDENT TRACK




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Students, don't have a team?

You can still make your mark in the SAS Hackathon!

STUDENT TRACK



In partnership with

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Videos and Digital Signage

VIDEO STORYBOARD | INNOVATION HUB WALL | SAS INNOVATE 2026 (WF 1225050)



SAS HACKATHON 2026



Decoding real-world problems with data and AI


SAS HACKATHON 2026



How will your **BIG IDEA** change the world?



SAS HACKATHON 2026



When brilliant minds collaborate, the world wins

SAS HACKATHON 2026
Oct. 1-30

In partnership with **sas intel Microsoft**




SAS HACKATHON 2026

In partnership with **sas intel Microsoft**

SAS HACKATHON 2026

TRACKS FOR **EVERY** CHALLENGE



CROSS INDUSTRY FINANCIAL SERVICES HEALTHCARE & LIFE SCIENCES PUBLIC SECTOR STUDENT



40 FT WALL STORYBOARD (WF 1517950)



sas.com/hackathon

 SAS HACKATHON 2026
OCT. 1-30

In partnership with  intel 

 SAS HACKATHON

 2025 HIGHLIGHTS


2,058 REGISTRANTS	66 COUNTRIES	125 TEAMS	134 MENTORS	74% TEAMS COMPLETED THE HACK
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 SAS HACKATHON

 2025 HIGHLIGHTS

100% WHO PARTICIPATED recommend the SAS Hackathon to others




 SAS HACKATHON 2025
OCT. 1-30

 2025

Team DementAI
SAS HACKATHON 2025 GRAND CHAMPION

Developed an early detection system for Alzheimer's using SAS' Viya



 SAS HACKATHON 2025
OCT. 1-30

When brilliant minds collaborate,
the world wins

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sas.com/hackathon

Join us in 2026

 SAS HACKATHON 2026
OCT. 1-30

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PLAYPLAY VIDEOS



Instrumental Promo Video (WF [1497650](#))



Rap Video (WF [1456276](#))



Top 3 Regional + Drumroll Video (WF [1497663](#))

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PowerPoint Presentations

EXTERNAL PRESENTATION (WF 1016406)



WHAT?

This event brings together problem-solvers worldwide to tackle a real-world business or humanitarian challenge.

Teams collaborate online for one month, using AI, analytics and open source on SAS Viya to invent a solution.

Onboard with virtual learning resources, webinars and boot camps.

SAS mentors are available for Industry Track teams while working on their use case. The Student Track will use SAS Communities and SAS Hacker's Hub for community support.

Industry Track teams will tell their story visually by submitting a three-minute pitch video and a 10-minute video for the judges.

There is no cost to participate.

Overview: SAS Hackathon 2026

Access, Learn, Network and Value

- Business value.
- Industry use case.
- Target audience.
- Solution IP.

VALUE
Create and tell your story

ACCESS
For one month

NETWORK
Make connections

LEARN
Upskilling and mentoring

Shape your team. Bring your problem and data. Build AI models.

- Plus, new capabilities: Agents, AI, SAS Data Maker, SAS Viya Workbench, SAS Model Cache, SAS Viya Copilot.
- SAS Viya in the Cloud
- Manage data, develop models, deploy insights.
- NLP, CV, forecasting, optimization.
- APIs and open source.
- Teamwork.
- Partner ecosystem.
- Build your network.
- Diverse skills.
- SAS Virtual Learning Portal.
- SAS community.
- Industry experts.
- Mentors.

2026 SAS Hackathon Timeline

Visit the website: sas.com/hackathon

- Engage and Learn** (April - September): SAS Innovate and SAS Innovate On-Tour Boot Camps
- Kickoff & Registration** (June 2 - Sept. 14)
- Industry & Learning Week Webinars** (July - September): Boost your skills
- Countdown/Hack Festival** (September): Boost your skills
- One-Month Hack** (Oct 1-30)
- Record and Upload** (Oct. 27-30)
- Jury Voting** (November)
- Awards** (Industry, Technology & Student) (December 15)
- Story Promotion** (December)
- Global Champion Announcement** (SAS Innovate 2027 Las Vegas)

Fun Facts From 2025

Hack Complete! 74%

- Registrations: 2,058
- Approved Teams: 125
- Countries: 66
- Customers: 55%
- Students: 15%
- Partners: 30%
- New Contacts to SAS: 1,500
- Social Reach: 4.9 million
- News Reach: 82 million
- Ambassadors: 23
- SAS Mentors: 134
- Jurors: 101

Tracks

Industry Tracks
Cross-Industry, Financial Services, Health & Life Sciences, Public Sector

Student Track
Individuals

Bring Your Team, Problem and Data | Mentor Support

SAS Brings the Problem and Data | Community Support

- 2,000+ Registrations
- 5+ Tracks
- 20+ Awards
- 1 Month
- 100+ Projects

Industry Team Profiles
Create your Industry Team Profile on SAS Hacker's Hub. Industry Team Profiles will include use case title, a short description and team members.

Join us!

Registration opens June 2026.

WHO
Data scientists, developers, students, startup businesses, SAS Clients and technology partners

Important
All participants must have a SAS profile to register and agree to the SAS Hackathon Terms & Conditions.

Helpful Tip
Before the hack starts, explore the building blocks of the competition. Take advantage of introductory and enablement resources, webinar series and subject matter experts through our digital learning portal.

READY TO ENTER?

Industry Track: Only teams can register for an Industry Track. Teams can be made up of 2-12 people within an organization, an organization and a technology partner, or students.

Student Track: Includes all student individual participants. Student individual participants must register for the Student Track using an active university email address. The Student Track participants will be provided with a use case and data.

All participants must:

- Create a SAS profile.
- Complete and submit the official registration form.
- Select a track.
- Industry Teams: Tell us about your project. Briefly describe the problem you're tackling and your approach to solving it. Make sure you have access to data.
- Create a team profile on SAS Hacker's Hub (one per team).

Speed and Productivity in the Cloud

Without starting an IT project

Hack Teams
Connect to the hack environment.

Showcase

- Banking Insurance
- Health Care Life Sciences Public Sector
- Energy Manufacturing Retail Telecom IoT Cross-Industry

SAS Viya in the cloud
Use Viya in the cloud for easy access. Add your creativity, skills and data to build your showcase in the cloud with SAS advanced analytics and open source.

Why Should You Join?

- Work on an idea that you are passionate about.
- Get free one-month access to SAS Viya in the cloud.
- Extend your network to local and global innovators.
- Access to mentors and free enablement resources and training.
- Enjoy the hack: Gamify your experience.
- Receive coaching from industry and AI experts.
- Create a video of your project. Build your brand.
- Stand out from the crowd with our global project showcase.
- Move your idea into production after the SAS Hackathon.
- It's much more than a competition.

*Experience varies for Student Track.

SAS Hackathon Ideation Game

Get your use case ready by playing the game or try out this [downloadable](#) digital version, without dice and game pieces.

- Brainstorm and initiate conversations with your team members.
- Provide structure to the creative planning process.
- Understand the SAS Hackathon process.
- Identify needs and gaps early and prepare for a successful experience.
- Create a team sport mentality.
- Set engagement levels.

[Download the SAS Ideation Game](#)

2026 Tracks and Awards

REGIONAL AWARDS (Americas, EME-AP & Europe)

INDUSTRY TRACK AWARDS

- Cross-Industry
- Financial Services
- Health Care & Life Sciences
- Public Sector

TECHNOLOGY AWARDS

- Agentic AI/Decisioning
- Computer Vision
- Forecasting
- Models
- NLP
- SAS Viya Workbench
- Visualization

SPECIALTY AWARDS

- Channel Ready
- Data for Good
- Sustainability
- Trustworthy AI
- UX Excellence in User Experience

STUDENT AWARD
Student (Individuals)

2026 GRAND CHAMPION
One Grand Champion will be announced at SAS Innovate 2027 in Las Vegas.

SAS HACKATHON Judging criteria

Scorecard Category	Description	Score 1-5 (Low-High)
PROBLEM	Does the algorithm or application address an unmet gap in the industry of choice? What is its smartness and ability in relation to a sustainable economy?	0 0 0 0 0
SOLUTION	Are the solutions clearly defined, and will they solve the problem?	0 0 0 0 0
COMPETING EVENT	Are market trends/influences considered, and can this solution be considered competing?	0 0 0 0 0
KEY METRICS & BUSINESS VALUE	Is there a clear and simple value statement? Have success metrics been defined? What do those look like?	0 0 0 0 0
TECHNOLOGY	Has the application been demonstrated and proven to work? Have tests to showcase how SAS has been used. Consider the analytics life cycle, technical components, code/program, the model used and visualization done.	0 0 0 0 0
IMPACT & FUTURE POTENTIAL	Potential after the SAS Hackathon: Will the model in production make an impact? Is there scalable commercialization potential?	0 0 0 0 0
INNOVATION LEVEL	Can the solution be considered as truly innovative, and does it stand out from available solutions in the market and market competition?	0 0 0 0 0
PRESENTATION PITCH	How compelling are the presentation and pitch? Tell the story of the problem, value, benefits and message for the solution.	0 0 0 0 0
Total Score	(Total, max score is 8 x 5 = 40 points)	

SAS HACKATHON

problem. hack. solve. innovate.

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Boot Camp

SAS INNOVATE | GRAPEVINE, TX 2026

BOOT CAMP T-SHIRT 2025 (WF 162573)



BOOT CAMP MATERIALS

WELCOME!

SAS HACKATHON 2026
Boot Camp at SAS Innovate

Date | City
Problem solvers unite!

#SASHackathon

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sas intel Microsoft



PPT COVER (WF 1022250)

SAS HACKATHON
Boot Camp
Date | Location

DIPLOMA

Name

SAS Hackathon Boot Camp Complete!
Tackling real-world business and industry challenges

Congrats!

Einar Halvosen
Einar Halvosen
Program Producer
SAS

Peter Lundqvist
Peter Lundqvist
Program Director
SAS

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BOOT CAMP DIPLOMA (WF 1017050)

SAS HACKATHON
Boot Camp

REPORT CARD

YOUR NAME

In partnership with
sas intel Microsoft



After you complete an assignment, have it checked by a mentor at that station and stamped to verify completion.

Then, choose your next assignment. Complete assignments in any order you choose — no need to complete them all.

To earn your diploma, collect stamps on your report card and turn it in at the end of the Boot Camp.

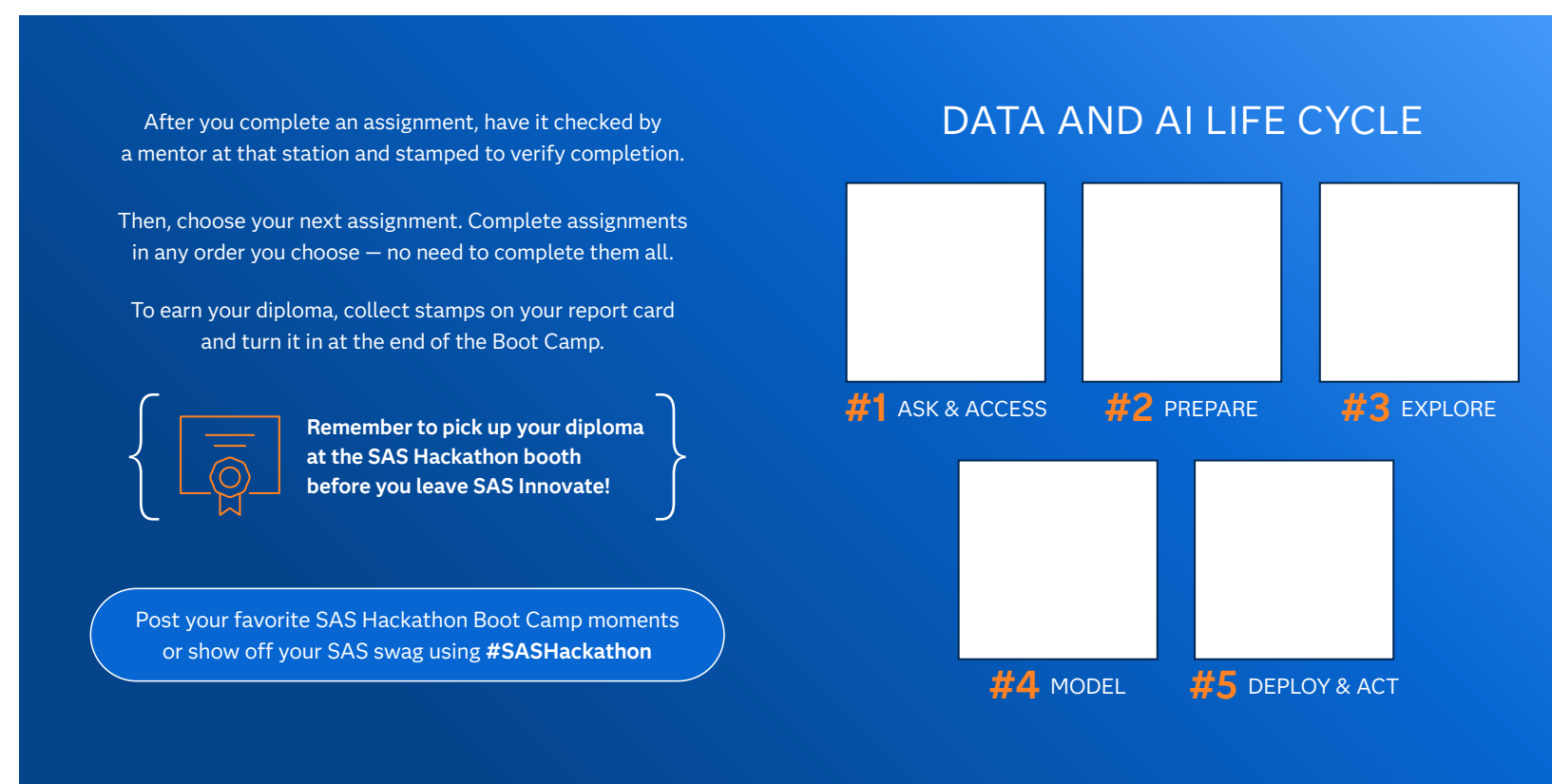
Remember to pick up your diploma at the SAS Hackathon booth before you leave SAS Innovate!

DATA AND AI LIFE CYCLE

#1 ASK & ACCESS #2 PREPARE #3 EXPLORE

#4 MODEL #5 DEPLOY & ACT

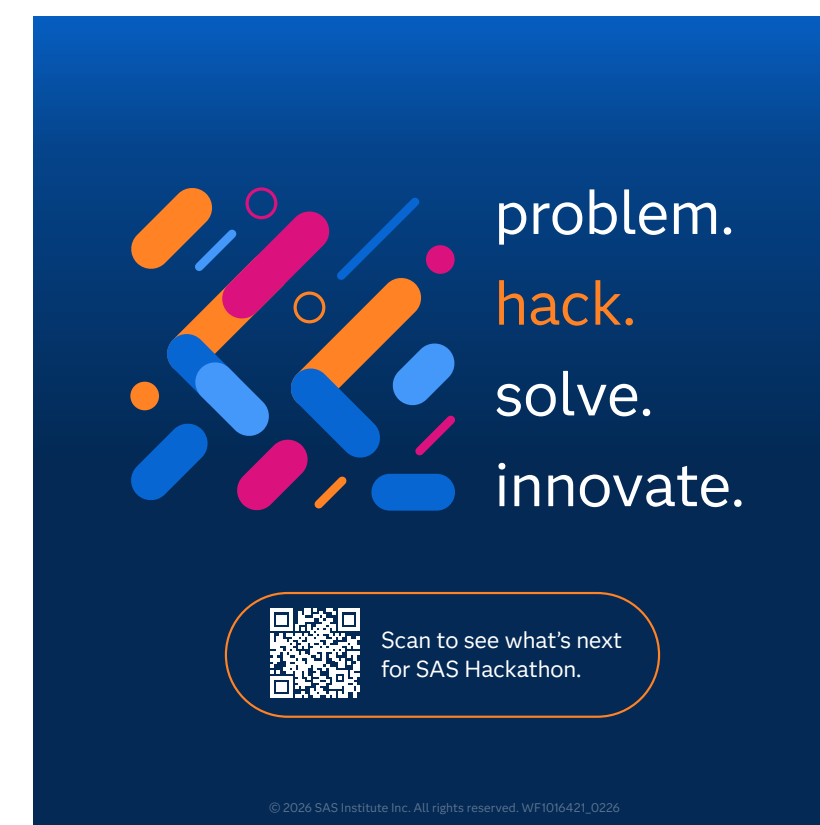
Post your favorite SAS Hackathon Boot Camp moments or show off your SAS swag using #SASHackathon



REPORT CARD (WF 1016421)

problem.
hack.
solve.
innovate.

Scan to see what's next for SAS Hackathon.



SOCIAL TILES: BOOT CAMP | SAS INNOVATE 2026 (WF 1092672)



BOOT CAMP ON TOUR CANVA



PLAYPLAY VIDEO: BOOT CAMP COMMERCIAL (WF 1084200)

SAS HACKATHON 2026
Boot Camp at SAS Innovate

#SASHackathon

In partnership with
sas intel Microsoft

A circular inset image shows two participants in blue t-shirts working on a laptop at a workstation.

Boot up your laptop

sas

Head to Grapevine, TX

Join the
SAS HACKATHON

BOOT CAMP

SAS INNOVATE

APRIL 27




Master the full analytics
life cycle in 3 hours

Tackle real-world business
& industry challenges

Powered by SAS® Viya®

SHOW OFF YOUR
RESULTS

With a diploma
and t-shirt



SAS HACKATHON 2026
Boot Camp at SAS Innovate

Register Now

#SASHackathon

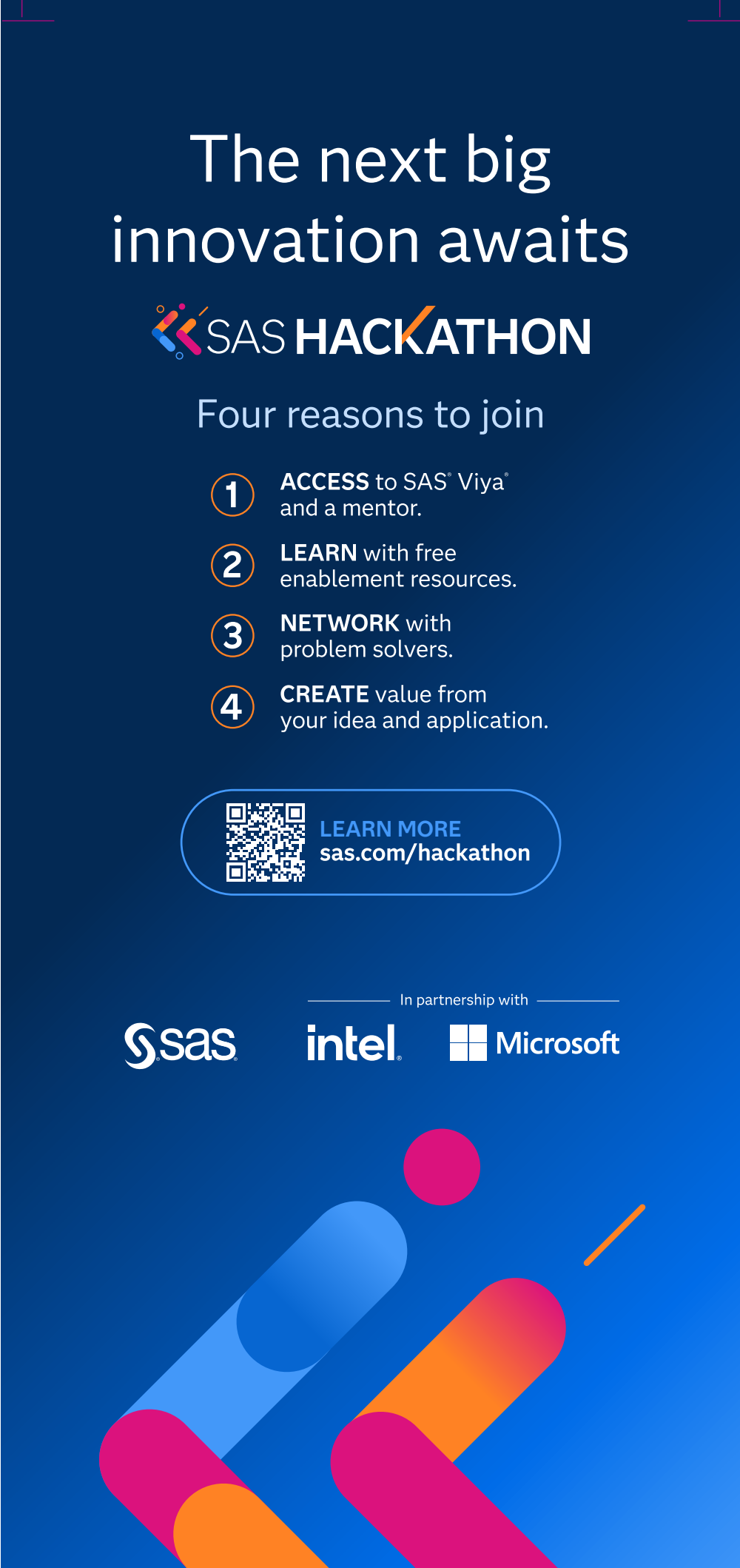
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BOOT CAMP SIGNAGE

TABLE TOPS (WF 1092750)



ROLLSHADE (WF 1120100)



BOOT CAMP PRESENTATION (WF 1022250)

WELCOME!

SAS HACKATHON 2025

Boot Camp at SAS Innovate

April 27 | 2:30-5:30 p.m.
Problem solvers unite!

#SASHackathon

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SAS Hackathon Boot Camp goes on tour with SAS Innovate

Learn to master the full data and AI life cycle, from data to decision

FIRST STOP
SAS Innovate, Grapevine, Texas
Monday, April 27 | 2:30-5:30 p.m.

Choose your own adventure at SAS Hackathon Boot Camp, where learning meets action. Dive into a high-impact, hands-on experience tackling real-world business and industry challenges, powered by the latest SAS® Viya® innovations.

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Empower your analytics in the cloud

SAS on Microsoft Azure, supercharged by Intel® Xeon® Scalable 5th Generation processor

intel.

5th Gen Intel Xeon processor advantages

- Enhanced AI performance:** Delivers up to 42% better AI performance compared to the previous generation, allowing organizations to efficiently run deep learning training and inference tasks on the CPU, saving compute budgets.
- Improved security and efficiency features:** Enhances data protection with built-in security features like Intel SGX and Intel TDX, ensuring data confidentiality. Performance-per-watt gains across all workloads, reducing TCO and increasing ROI.

Microsoft

Microsoft Azure advantages

- Scalability:** Provides the flexibility to scale resources up or down based on demand, helping businesses adapt quickly to changing needs without significant upfront investments.
- Integration:** Integrates seamlessly with various data services and applications, facilitating smooth data flow and analytics processes.

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SAS HACKATHON Boot Camp

SAS Innovate GRAPEVINE, TEXAS

SAS Hackathon Office/Support

In Partnership with Intel and Microsoft

SAS Mentors: We are here to support YOU!

SAS Cloud Team

By partnership with

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Master the data and AI life cycle in 3 hours!

Choose your journey across the data and AI life cycle

Switch exercises and tools

Exercises across the data and AI life cycle

SAS HACKATHON AI toolkit and industry challenges

Powered by **sas viya**

Utilize a unified platform with:

- SAS Viya Workbench
- SAS Data Maker
- SAS Viya Copilot
- SAS Model Cards
- Agentic AI

Real-world business problems and data

Switch data and tools

By partnership with

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3-hour race from start to finish

Have fun while learning!

Share your achievements on social media #SASHackathon

- Choose your first exercise from the data and AI life cycle.
- Each exercise should take approximately 20 to 30 minutes to complete.
- Instructions for each exercise can be found on GitHub: github.com/sascommunities/sas-hackathon-boot-camp-2025
- After 20 minutes, a bell will ring to indicate that it's nearly time to switch assignments if you're trying to complete all eight.
- Get a stamp on your report card and choose a new exercise.

The exercise instructions are on GitHub

Access, network and learn

Switch assignment and repeat

Turn in your report card

Pick up your diploma

Innovation Hub: SAS Hackathon Booth

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Let the games begin!

Level up your skills, learn, network and have fun.

SAS HACKATHON Boot Camp

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SAS HACKATHON

problem.
hack.
solve.
innovate.

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