



SAS
HACKATHON **2025**

2025 Creative
UPDATED MARCH 11



#SASHackathon



COLOR PALETTE

SAS Blue
HEX #0766D1
R7 G102 B209
C90 M48 Y0 K0
PMS 285

Midnight Blue
HEX #032954
R3 G41 B84
C100 M69 Y8 K54
PMS 295

Medium Blue
HEX #4398F9
R67 G152 B249
C56 M32 Y0 K0
PMS 284

White
HEX #FFFFFF
R255 G255 B255
C0 M0 Y0 K0

Hackathon Orange
HEX #FF8224
R255 G130 B36
C0 M60 Y94 K0
PMS 1495

Viya Pink
HEX #DB127D
R219 G18 B125
C9 M100 Y14 K0
PMS 219

WORDMARKS

HORIZONTAL | MIDNIGHT BACKGROUND



STACKED | MIDNIGHT BACKGROUND



HORIZONTAL | WHITE BACKGROUND



STACKED | WHITE BACKGROUND



WORDMARKS WITH YEAR
[LIMITED USE]

HORIZONTAL WITH OUTLINED YEAR



HORIZONTAL WITH FILLED IN YEAR



STACKED WITH OUTLINED YEAR



STACKED WITH FILLED IN YEAR



Templates



POWERPOINT TEMPLATE (WF 211700)



#SASHackathon

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SAS HACKATHON 2025

problem.
hack.
solve.
innovate.

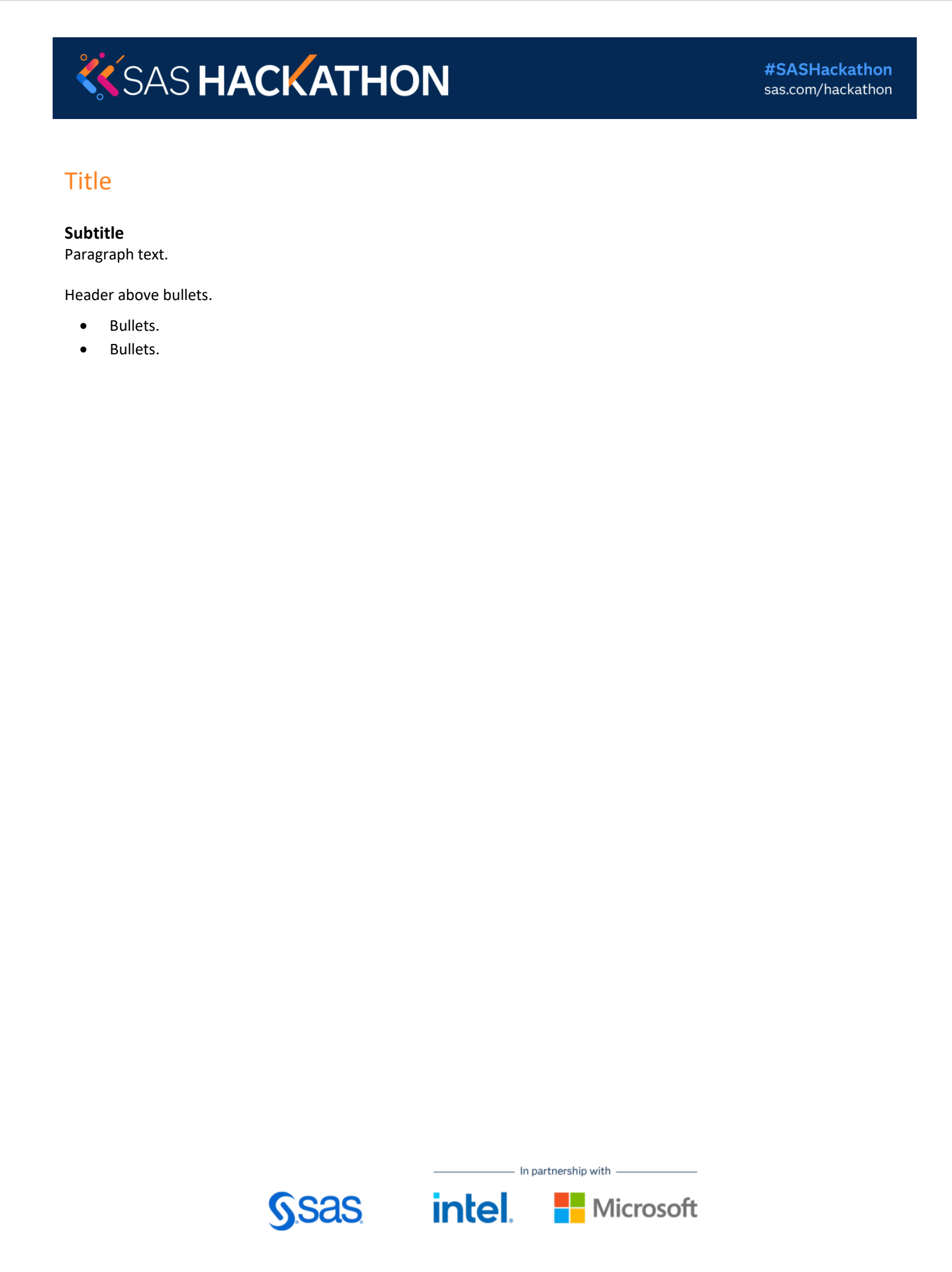
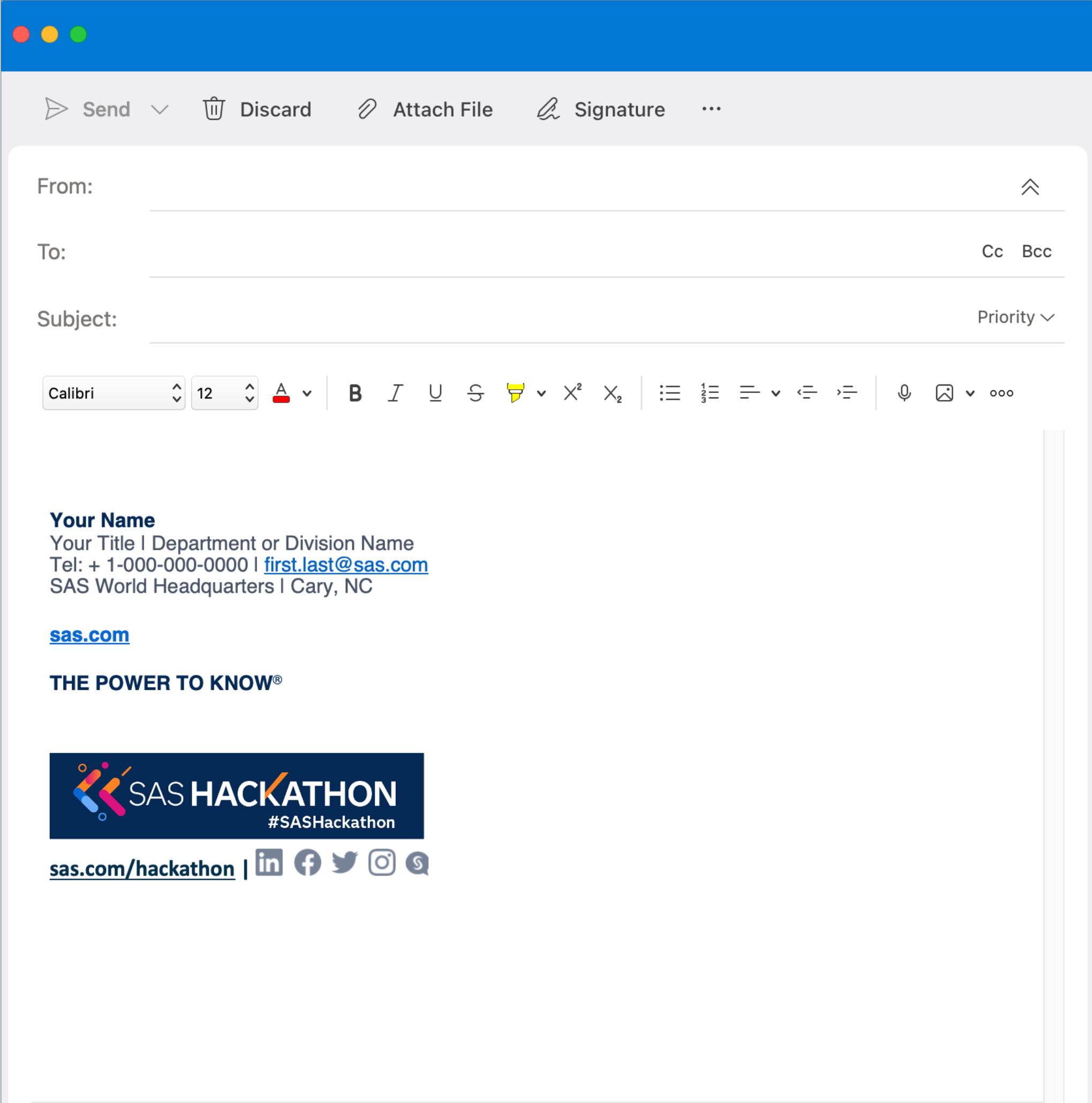
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EMAIL SIGNATURE (GMS 263680) AND WORD TEMPLATE (WF 211526)



EMAIL BANNERS (WF 238850)



SOCIAL SHARING HANDOUT (GMS 268995) & STEPS TO SUCCESS HANDOUT (WF 229731)

[FOR INTERNAL USE ONLY]

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SAS HACKATHON

#SASHackathon

Quick Tips for Social Sharing

SAS HACKER'S HUB AND SOCIAL MEDIA PLATFORMS

Social sharing plays an important role in forming relationships and establishing trust through valuable content. As a SAS employee and SAS Hackathon team member, we've put together tips, reminders and best practices to help you be a successful supporter and advocate.

SAS HACKER'S HUB BEST PRACTICES FOR SAS EMPLOYEES

- Do NOT post questions.** If you are a mentor and your team has a question, reach out to fellow SAS employees internally. Check out the [SAS employee lounge](#). Do encourage your team to post their own questions in the SAS Hacker's Hub.
- Do NOT post code.** General tutorials and coding information (code examples, etc.) should NOT be posted on the SAS Hacker's Hub sub-site. You can post to the main SAS Communities and GitHub - then you can post on SAS Hacker's Hub and include a link.
- Do respond to posts and answer questions.** If a SAS employee answers a question, it is OK to post details and reply completely. This is the only time it is appropriate to post sample code.

SOCIAL MEDIA ADVICE

- Brand awareness** - We have a huge opportunity to reach our target audience. When we increase our visibility, we gain more chances for conversion. Our brand is a direct representation of SAS - the words and images we use. You can help strengthen the SAS brand with every communication.

PRO TIP: Use the SAS Hackathon brand assets and creative guidelines to help you create messages that reflect the event's voice and look and feel.
- Create content that people will want to share.** Customers love to "cooperate" with a positive and popular brand. Successful social sharing leads to user-generated content. We want SAS Hackathon enthusiasts to share their posts. When a post is shared, it touches our target audience, showing that they like and have compassion for the topic, giving them a sense of satisfaction.

PRO TIP: Make sure your is relevant and engages the target audience. Regular posts are great - but too much of a good thing (too frequent) can lead to disengagement.
- Humor.** People respond to humor. It's ok to have some fun social posts.

PRO TIP: Keep all posts professional as you are representing SAS.
- Optimize your profiles.** On your profile, include information such as SAS, a description of SAS, your role/participation in the SAS Hackathon, and pictures or videos. Fill out each section available to you with as much detail as possible. This helps users on that platform find you through search algorithms and learn more about your account.

PRO TIP: Add your role/participation to your career timeline. Also, we encourage you to use the SAS Hackathon social banners.
- Make use of hashtags.** Specifically, we want you to use #SASHackathon. This is important because users can click on hashtags and see all the posts with the same tag.

PRO TIP: Use hashtags in your posts to increase visibility but make sure they are relevant and specific to the topic.

sas.com/hackathon

- Share posts from others.** If you share content posted by others, they'll be more likely to share your content in return.

PRO TIP: Reshare posts by hackathon participants, as that makes more of an impact.
- Format your content to be scannable.** Most people don't read - they scan words and look for eye-catching images.

PRO TIP: Keep your posts brief.

For optimal social sharing. Traditionally, the best time is on weekdays, but ultimately it depends.

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SAS HACKATHON

#SASHackathon

8 STEPS TO SUCCESS

How and why to engage your customers

- LEARN** Get ready for a unique format for big innovations.

Traditional in-person hackathons gather coders for a few days. But the SAS Hackathon is different. [DISCOVER WHY](#)
- LEARN** Prepare to engage.
 - Review the [PPT deck](#) and tailor it to your customer.
 - Read [tips](#) on how to improve your social posts.
 - Familiarize yourself with the [How It Works](#) section on the external website.
- SHARE** Share with your customer.
 - The [one-page handout](#) is an at-a-glance overview.
 - The [external website](#) provides a complete view.
- SHARE** Name-drop past teams.
 - Previous year's winning teams are listed on the [Awards](#) page.
 - Past teams can be found on the [Innovation Stories](#) page.
- SHARE** Generate awareness on social media.
 - Promote [past winner videos](#) to establish credibility and create a "that could your team" feeling.
 - Take advantage of [blogs](#).
 - Use static [social tiles](#) and customize your post copy.
 - Use short, animated videos to increase excitement.
- RECRUIT** Why should you invite customers to build a team?
 - Participants get access to SAS® Viya® to develop their solution in a collaborative cloud environment.
 - Hands-on experience allows them to see Viya in action.
 - FOR YOU: The door is opened to discussing analytics modernization and SAS Viya adoption.
- RECRUIT** What's the value to your customer since there's no monetary prize?
 - Access to virtual learning resources.
 - Unparalleled guidance from experts and mentors.
 - Join and interact with a community created just for SAS Hackathon participants.
 - Teams own their IP (intellectual property) and can pursue commercialization.
- RECRUIT** Ready to recruit for the next event?
 - Direct people to the [external website](#) for more information.
 - Boot camps will be held at SAS Innovate and in select regions.
 - Play the SAS Hackathon Ideation game with your team to plan your hack.
 - Registration opens in mid-June. An email invite will be provided for you to use.
 - The one-month virtual hack will start in September.

RESOURCES

- SALES CENTRAL
- SAS BRAND SITE
- SAS HACKER'S HUB
- SOCIAL POST TIPS

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LINKEDIN BANNER (WF 201050)



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My Network

Jobs

Messaging

#SASHackathon

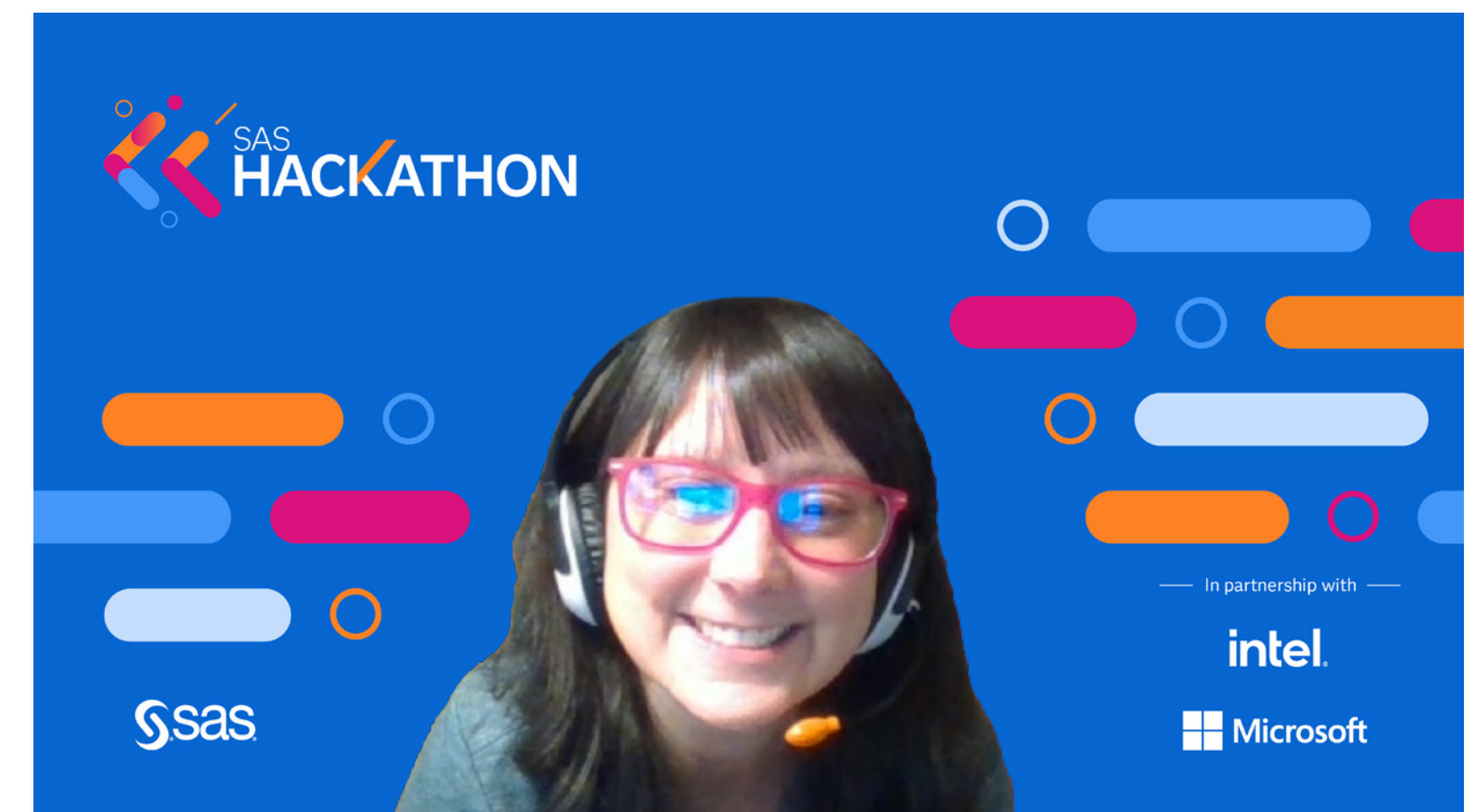
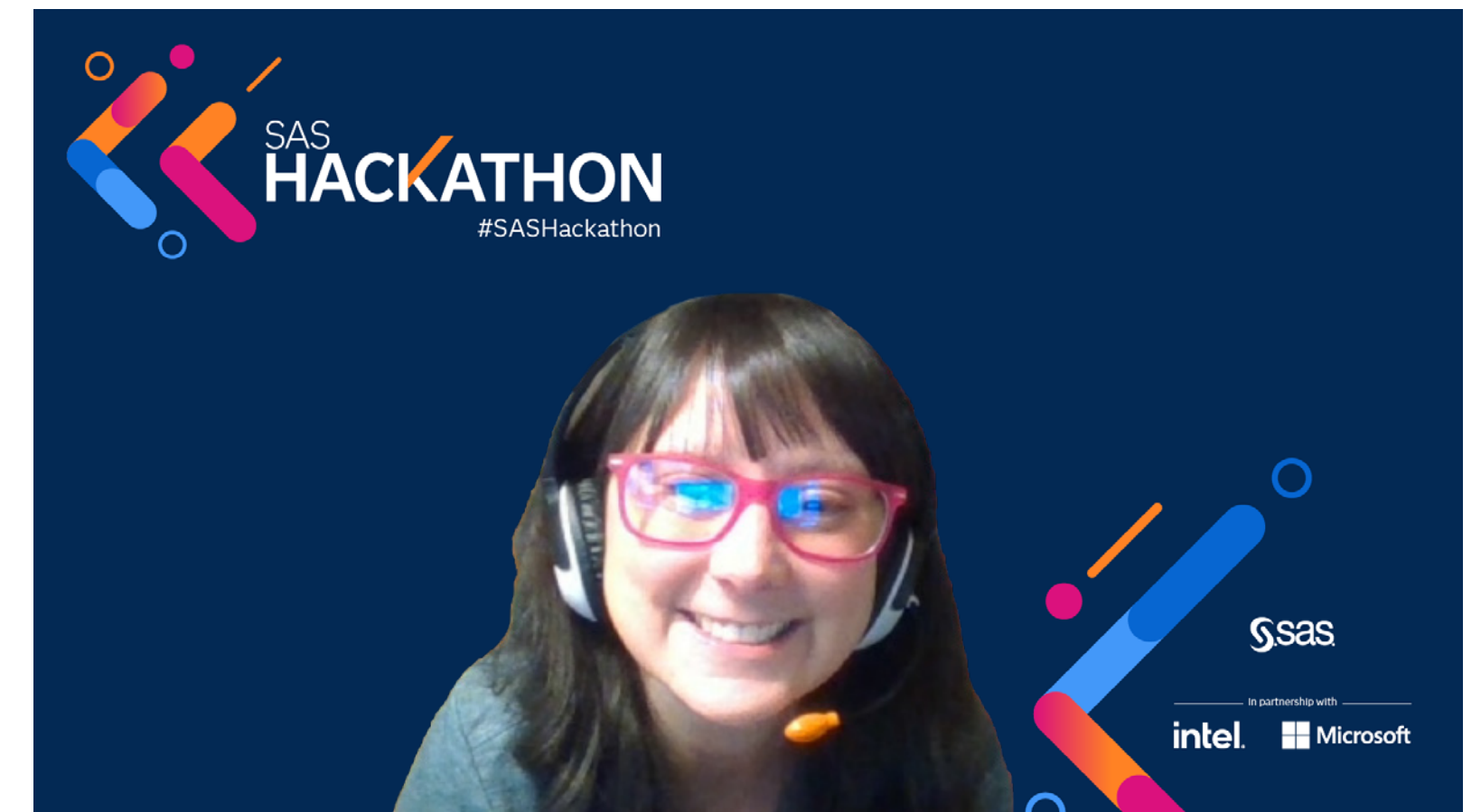
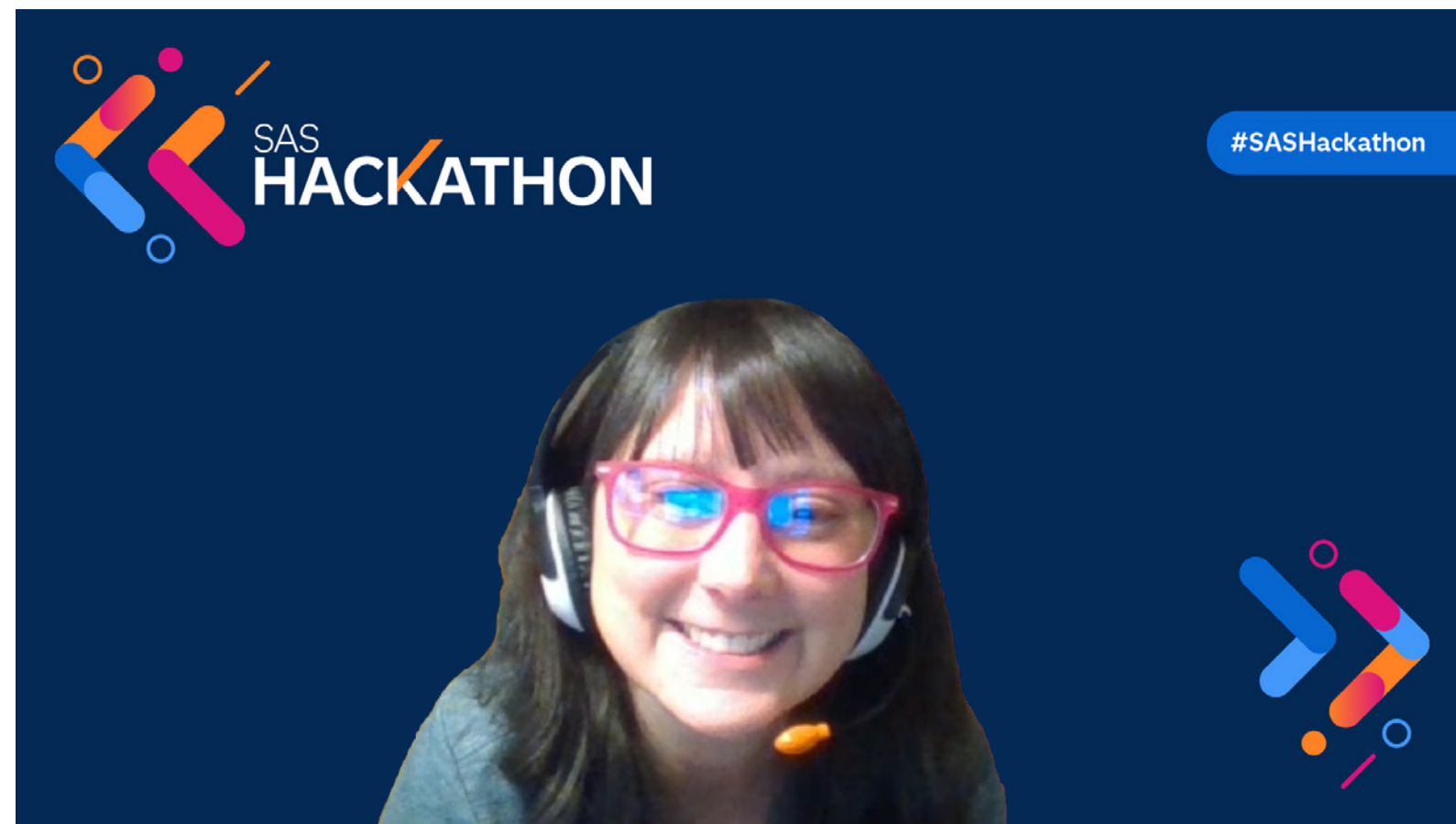


HEADSHOT
PIC HERE

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TEAMS BACKGROUNDS (GMS 263683)




TEAMS BACKGROUNDS FOR SAS HACKATHON OFFICE [INTERNAL USE]



Recruitment Materials




RECRUITMENT HANDOUT (WF 229550) & START TO FINISH HANDOUT (WF 229700)



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 people within your organization, your organization and a technology partner, or a data scientist looking to join a group.

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

Mentor Support

Banking

Energy & Telecom

Health Care & Life Sciences

Insurance


IoT Cross Industry


Public Sector

Retail, Consumer Goods & Manufacturing

SAS Brings the Problem and Data

Community Support


 Student Only (Individual or Team)


 SAS Viya Fast Track (Individuals)

Tracks subject to change.

Why should you join #SASHackathon?

Bringing innovation to society and the marketplace. That's what the hackathon is all about. 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 month long digital event.

Collaborate with fellow coders


Tackle a real-world challenge

Develop your application


Get enablement resources

Extend your network

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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.

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

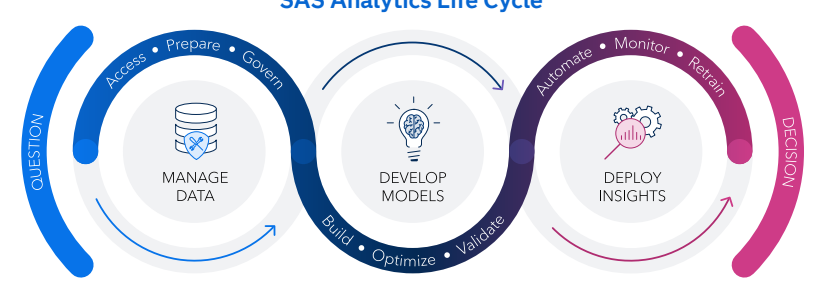
Individual Track

Student Track

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.

SAS Analytics Life Cycle



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.

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.

9 JURY EVALUATION: When the hack is done

Review the jury's scorecard with your use case in mind.
Problem. Solution. Compelling event. Key metrics/business value. Technology used.
Use of SAS technology. Impact/future potential. Innovation level. Storytelling.
Conversation starters: Which criteria are the most important for your success?

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.

11 GET SOCIAL: Share your hack


Discuss the ways you can share your use case.
Conversation starters: Which social media channels? Intranet?

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.

13 DRUM ROLL: Winning hacks

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



HACK YEAH! I'm all in.
Tell us you are interested in joining.

Start

Finish

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BOOKLET: 2024 USE CASES (DIGITAL VERSION: WF 157496)

FOLD/STAPLE VERSION: WF 261023
SPIRAL VERSION: WF 265150

SAS HACKATHON 2024

Inspiration and Innovation in Action

Discover the real-world challenges tackled in 2024.

In partnership with **SAS**, **intel**, and **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 five 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. Some solutions are the team's intellectual property and great passion for problem-solving.

In 2024, there was robust interest in the event – more than 1700 people from 71 countries applied to join the hack. 140 teams qualified to start, including 40 teams in the student track. More than 250 organizations represented the 100 teams in the many industry tracks. 73% completed the hack in one month. The contributions were immense, and we believe everyone is a winner! We also want to thank our partners Intel and Microsoft, who love innovation like SAS.

We hope this year's impressive solutions inspire you.

Peter Lundquist and Einar Halvorsen
SAS Hackathon Office

To learn more, click the icon next to each team's business case and watch them tell their story.

BANKING

- Baranex Risk360** Mexico: Predicting next product to market needs. Optimize market efforts and product development to align with customer real-time needs.
- Revolutionizing financial analysis** Japan: AI and gamified learning decision making.
- Simplifying policy complexity** Vietnam: Streamlining bank approval processes with AI.
- Empowering consumers with efficient credit processes** Canada: Reducing application times with data-driven approaches.
- Competing with global giants using analytics** US: Driving consumer behavior to support local businesses.
- Transforming bank operations** Singapore: Minimizing wait times for better customer satisfaction.
- Team Wells** US: Competing with global giants using analytics.
- Empowering consumers with efficient credit processes** Indonesia: Reducing application times with data-driven approaches.
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ENERGY

- Spotting manufacturing defects with computer vision** Brazil: Automating a visual inspection of ampules and vials to improve quality inspections.
- Identifying weather trends and their effect on nuclear plants** US and Italy: AI analyzes weather data to estimate likely occurrences for more effective safety assessments.
- Assessing natural disasters' effect on nuclear safety** US and Canada: Identifying trends to assess risk to nuclear plants.
- Reducing CO2 from commuting for a healthier planet** Netherlands: Tailoring commuting strategies to meet reduction goals.
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HEALTH CARE & LIFE SCIENCES

- Using chatbots to help expectant mothers to mitigate risks** US: AI agents can help reduce maternal mortality, assisting mothers to identify warning signs of complications.
- Making rehab more engaging through real-time recovery information** Malaysia: Personalizing rehabilitation solutions for stroke patients using gaming features.
- Analysing prostate cancer data to improve survival** India: Finding the variables that lead to better prognoses.
- Fine tuning telehealth experience with AI modeling** Singapore: Optimize appointment scheduling algorithms, workload distribution and tailor interactions based on patient preferences.
- Occupational safety improvements for electrical workers through better assessment** Brazil: Analyzing safety reporting to identify and verify the most effective approaches.
- Pinpoint optimal output and enhance manufacturing procedures** India: Determining the best variables for the production of safe and effective medications.
- Using GenAI for medical literature searches** Italy: Finding and ranking PubMed results using LLMs.
- Analysing prostate cancer data to improve survival** India: Finding the variables that lead to better prognoses.
- Fine tuning telehealth experience with AI modeling** Singapore: Optimize appointment scheduling algorithms, workload distribution and tailor interactions based on patient preferences.
- Occupational safety improvements for electrical workers through better assessment** Brazil: Analyzing safety reporting to identify and verify the most effective approaches.

INSURANCE

- Advanced banking for a stronger local economy** Italy: Empowering communities through consumer choices.
- Protecting futures with life insurance** Slovakia: Ensuring value with predictive analytics helps retain policyholders.
- Staying ahead of the storm with predictive analytics** Canada: Predict hail damage before it strikes improves insurance claim processes.
- Deepening customer insights** Germany: Boosting productivity by 200% with a data-driven approach.
- Delivering swift relief after a natural disaster** Poland: Automating insurance claims for rapid response helps flood victims rebuild.
- Adapting to climate change in agriculture** India: Incorporating risk into crop insurance helps predict losses.
- Protecting futures with life insurance** Slovakia: Ensuring value with predictive analytics helps retain policyholders.
- Staying ahead of the storm with predictive analytics** Canada: Predict hail damage before it strikes improves insurance claim processes.
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- Delivering swift relief after a natural disaster** Poland: Automating insurance claims for rapid response helps flood victims rebuild.

IoT

- Cutting health care costs with AI** Singapore: Automating medical billing for efficient audits.
- Empowering sustainable choices for greener e-commerce** Belgium: Using digital twins to evaluate the environmental footprint of products.
- Reducing CO2 from commuting for a healthier planet** Netherlands: Tailoring commuting strategies to meet reduction goals.
- AI-Driven health integrates global medicine** Netherlands: Integrating AI with traditional Chinese and Western medicine for personalized patient care.
- Empowering manufacturers to reach peak productivity** India: Maximizing uptime and machine performance with predictive maintenance.
- AI-enabled heat stroke prevention** Indonesia: Leveraging smart helmets and advanced analytics to enhance safety, productivity and compliance while reducing health care costs.

IoT

- AI and social sentiment analysis enhance government-citizen relationships** Mexico: Monitoring public perception on social media using AI for improved government-citizen relationships.
- Transforming dairy farming with advanced analytics and IoT** Netherlands: Optimizing milk production with digital twins and real-time data.
- Reducing carbon footprint in whey processing** Netherlands: Utilizing SAS Viya to analyze factory data and develop smart business rules for sustainable operations and through optimized waste heat recovery.

TELECOM & MEDIA

- Dialing up revenue in telecom with analytics and GenAI** Brazil: Automating processes improves efficiency in mobile line segment.
- AI-Driven health integrates global medicine** Netherlands: Integrating AI with traditional Chinese and Western medicine for personalized patient care.

PUBLIC SECTOR

- Collaborators like the World** Germany: Providing cutting-edge child protection with AI and analytics.
- Assessing data sources for their reliability and credibility** US: Checking the trustworthiness of online data sources.
- Identifying potentials for violence with AI** US: Spotting social media calls to violence for grassroots attacks worldwide.
- Determining the effectiveness of housing programs in Canada** Canada: Identifying the factors that lead to more effective housing for the homeless.
- Code Wrappers** India: Detecting 38 types of crop disease using machine learning.
- AI-Driven health integrates global medicine** Netherlands: Integrating AI with traditional Chinese and Western medicine for personalized patient care.
- Assessing the socioeconomic and educational factors that lead to student success** Indonesia: Identifying behavior factors and other variables that lead to better outcomes.
- Farmers find resiliency amid climate change challenges** Mexico & Venezuela: Temperature shifts disrupt nutrients balance in global farmlands.

RETAIL, CONSUMER GOODS & MANUFACTURING

- Harvesting efficiency with real-time data for sugarcane farming** Taiwan: Planning smart, optimizing resources and predicting conditions enhances yields.
- Processing why sustainably for a greener dairy** Netherlands: Using resources efficiently leads to eco-friendly production.
- Ensuring fair labor and safety in manufacturing** US: Creating ethical supply chains and transparent operations builds consumer trust.
- Predicting the perfect finish for automotive excellence** Portugal: Analyzing factors influencing lacquer gloss quality with synthetic data.
- Attracting and retaining guests with data-driven marketing** Malaysia: Creating guest loyalty with personalized communication.
- Serving up success with inventory planning in food services** US: Forecasting demand with accuracy for ingredient management.
- Understanding how holidays and heatwaves impact shopping behavior** India: Analyzing trends to predict retail sales and forecast buyer needs.

STUDENT

- Data-driven climate policy for vulnerable populations** Singapore: Supporting vulnerable populations with data-driven climate policy.
- Mitigating college admission bias with data-driven insights** Germany: Achieving fairer college admission outcomes.

2024 CHAMPIONS

- INDUSTRY**: BARANEX Risk360 Mexico, ASTRO LTB Singapore, CLARILATORS Philippines, EMPLOYHER Singapore, LOS TONOTOS Colombia, ORSQL US, TOO GOOD TO BE TRUE (TGTBT) Philippines, RETAIL, CONSUMER GOODS & MANUFACTURING Supply Chain Research Cooperative NCSU US, TELECOM & MEDIA Advanced Analytics TEF Vivo Brazil.
- TECHNOLOGY**: COMPUTER VISION Avalarche Turkey, DECISIONING Benjamin & Joseph (Benjo) Singapore, FORECASTING Datacurate India, MODELS Butterflies UK, NATURAL LANGUAGE PROCESSING (NLP) Council Insights Heidelberg Germany, VISUALIZATION Council Insights Heidelberg Germany.
- SPECIALTY**: CHANNEL READINESS Butterflies UK, DATA FOR GOOD AbuSearch, EMERGING TALENT NEAR Evergame Malaysia, SUSTAINABILITY Cleaner Commutes Netherlands, TRUSTWORTHY AI Butterflies UK.
- REGIONAL**: AMERICAS StaSASicians US, ASIA PACIFIC Nupeak Neurons India, EMEA Butterflies UK.
- PEOPLE'S CHOICE**: INNOVA-TSN Colombia, Mexico & Spain, IMPOSTOR Indonesia, EY for Better World Canada.

problem.
hack.
solve.
innovate.

SAS HACKATHON

FOLDED Z-CARD (WF 162735)

SAS HACKATHON

This event brings together global teams to collaborate online using AI, analytics and open source on SAS® Viya® in the cloud to develop innovative solutions to real-world problems.

There is **no cost** to participate.

By the numbers
From 2024

1,734 Registrations	71 Countries
146 Teams	684 Participants
55% Customers	73% Hack Complete!
28% Partners	
17% Student/ Faculty	

INNOVATIVE HACKS

from champion teams

Four reasons to join

- ACCESS** to SAS® Viya® and a mentor.
- LEARN** with free enablement resources.
- NETWORK** with problem solvers.
- CREATE** value from your idea and application.

100% of 2024 participants would recommend the SAS Hackathon to others.

96% of 2024 participants would recommend the SAS® Viya® platform.

Join as a team!
Calling all ...

BUSINESS ANALYSTS
DEVELOPERS
DATA SCIENTISTS
MARKETERS
SAS CUSTOMERS
STARTUP BUSINESSES
STUDENTS
TECH PARTNERS

Don't take our word.

Check out what past participants have to say.

Your idea.

Your solution.

Your intellectual property.

IDEATION GAME

Prepare for success! Create your **team**. Develop a **problem statement**. Bring your **data**.

SAS HACKATHON
From start to finish

In partnership with

sas intel Microsoft

1 ENGAGE: Why hack?
Why should you participate?

2 PROBLEM: What to hack?
Identify potential use cases.

3 TEAMWORK: Who can hack?
What do you need to create your dream team?

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

5 HACK: What piques your curiosity?
Let your curiosity lead the way.

6 EXPLORE: Hack in SAS® Viya®
How will your problem go through the analytics life cycle?

7 MENTOR: Support for your hack
What would help accelerate your journey?

8 PLAN: Scope your problem
How will you complete your use case in one month?

9 JURY EVALUATION
A jury will evaluate the innovation, problem solving and value creation.

10 TELL YOUR STORY
What's the best way to showcase your contribution?

11 GET SOCIAL
Share your hack and tell the world you are in the game.

12 ALL TEAMS ARE WINNERS: Just by participating!
You own the intellectual property. What's next?

13 DRUM ROLL: Winning hacks
Imagine yourself as the Hack Slam winner. Who will you mention in your acceptance speech?

HACK YEAH! I'm all in. Join us!

2025

SAS HACKATHON
#SASHackathon

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IDEATION GAME

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Boot Camp at SAS Innovate

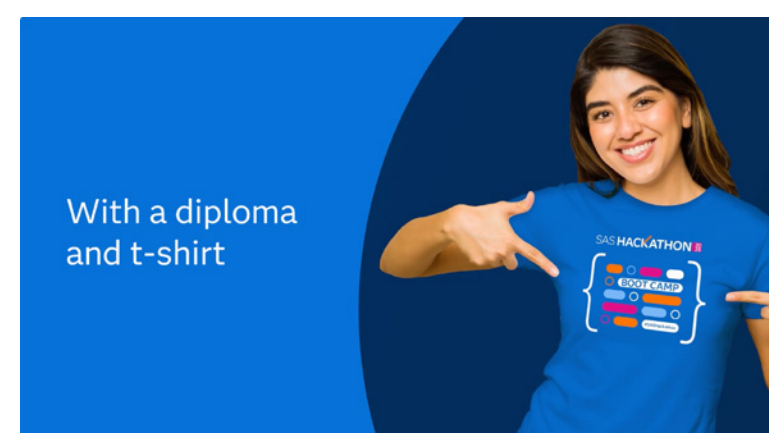
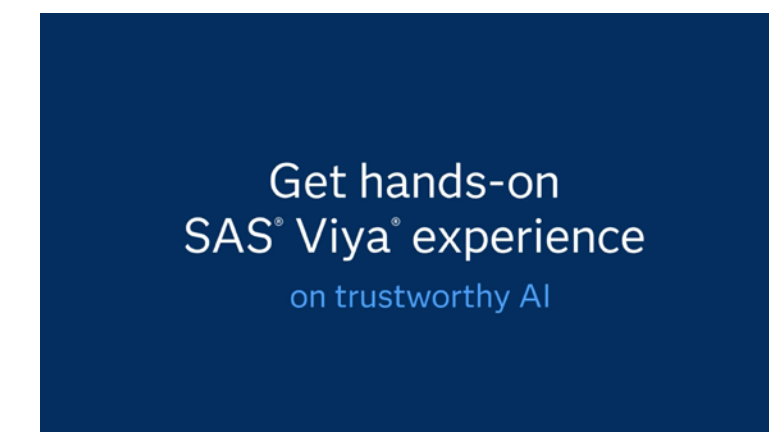
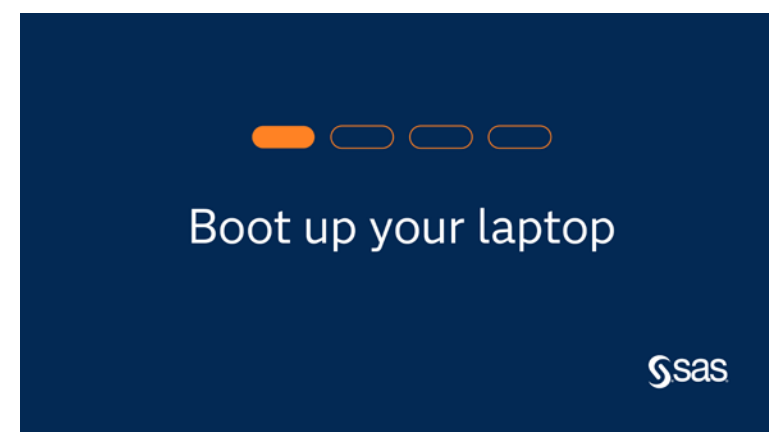
BOOT CAMP T-SHIRT (WF 162573)



PLAYPLAY VIDEO: BOOT CAMP COMMERCIAL (WF 182822)



[VIDEO LINK](#)



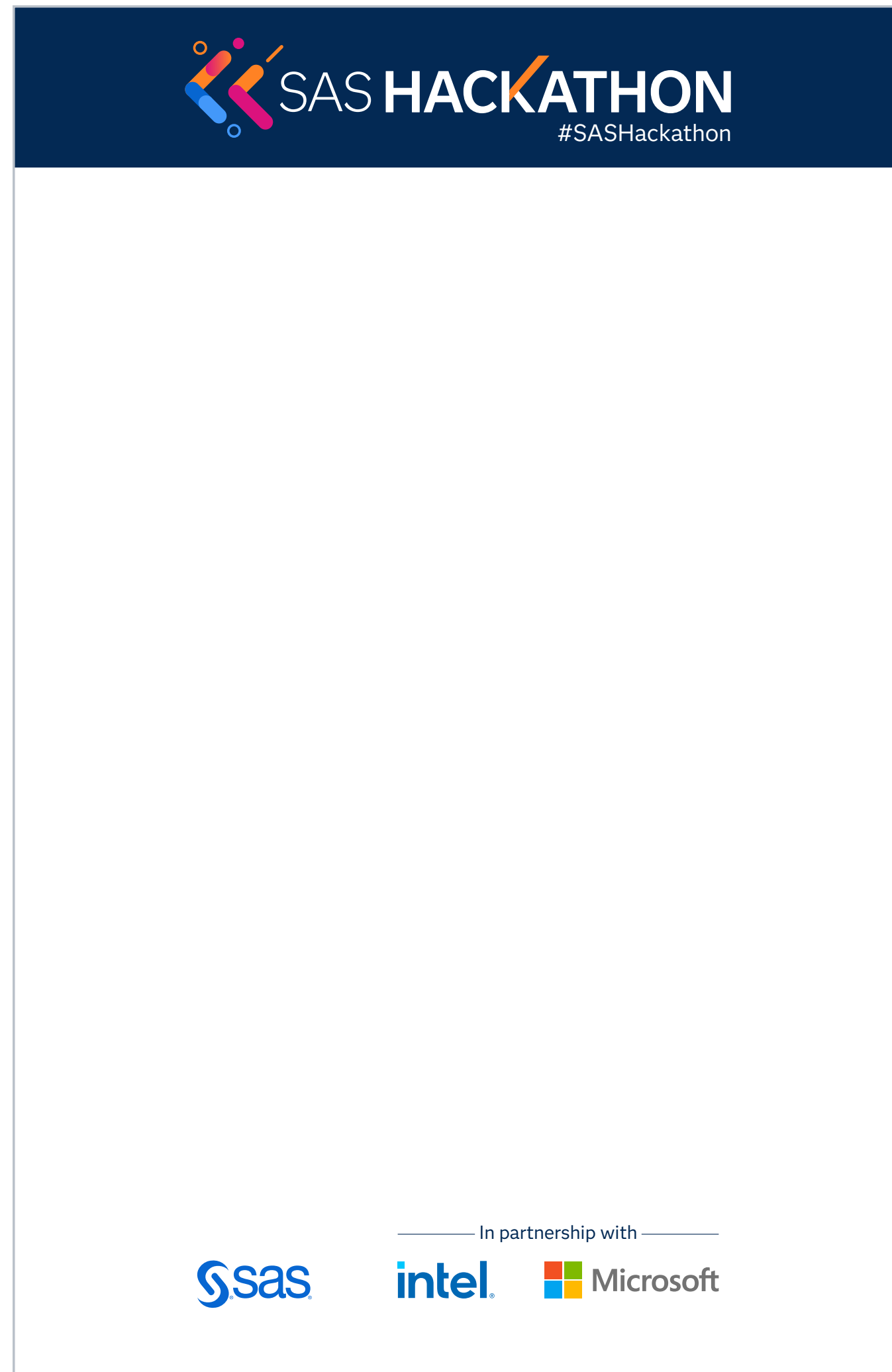
Swag Designs



LAPTOP STICKERS (WF 227994)



NOTEPADS (WF 228350) AND LUGGAGE TAGS (WF 228381)



EVENT PARTICIPANT T-SHIRT (WF 162596)

SAS HACKATHON 2025

{
problem.
HACK.
solve.
innovate.
}

CELEBRATING 5 GLOBAL YEARS!

#SASHackathon

SAS HACKATHON 2025
#SASHackathon

{ TEAM }

In partnership with

sas intel. Microsoft

CREW HOODIE (GMS 266820)



SUITCASE (GMS 268977)



Website, Videos and Digital Signage



WEBSITE

The screenshot shows the SAS Hackathon website homepage. At the top, there is a navigation bar with the SAS logo on the left and the hashtag #SASHackathon on the right. Below the navigation bar is a dark blue hero section with the SAS Hackathon logo and the tagline "When curious minds collaborate, the world wins". A circular image on the right shows participants working at laptops. Below the hero section is a white section titled "2024 SAS Hackathon Awards Ceremony!" with a "Watch now" button. The next section is a blue banner for the "SAS Hackathon Boot Camp in Orlando at SAS Innovate on May 6, 2025", featuring a circular image of participants. The final section is white and titled "An extraordinary experience", describing the unique format of the hackathon. At the bottom, there are three circular statistics: 96% of participants would recommend the SAS Viya Platform, 92% would participate in future SAS Hackathons, and 100% would recommend SAS Hackathon to others.

sas #SASHackathon

Home Participant Information Innovation Stories Ideation Game

SAS HACKATHON

When curious minds collaborate, the world wins

Join us next year at the 2025 SAS Hackathon, Sept. 15 - Oct. 10. Registration coming soon.

2024 SAS Hackathon Awards Ceremony!

Don't miss the opportunity to relive every exciting moment.

This event celebrated the innovative ideas and incredible teamwork that brought groundbreaking solutions to life. Whether you're curious about the winners, inspired by creativity, or simply enjoy the thrill of competition, you can experience it all through our on-demand video. Join us and witness the passion, innovation, and energy that made this event unforgettable!

[Watch now](#)

What's next for SAS Hackathon?

Join the SAS Hackathon Boot Camp in Orlando at SAS Innovate on May 6, 2025.

Spark innovation and collaboration working along side of a diverse team to solve real-world challenges using a complex dataset, and get expert guidance from Product Specialists, and advisors. Can you crack the code?

[Get more details](#)

An extraordinary experience

Traditional in-person hackathons gather coders for a few days. But the SAS Hackathon? It's different.

We believe ideas need to be nurtured. Participants collaborate online for a month, enhancing their data science skills under the guidance of a SAS mentor with industry expertise. The SAS Hackathon isn't a one-time event - it's a sprint within a marathon that spans several months.

96%
of participants would recommend the SAS Viya Platform

92%
would participate in future SAS Hackathons

100%
would recommend SAS Hackathon to others

PLAYPLAY VIDEOS



Rap Video (GMS 282260)

[LINK](#)

DIGITAL SIGNS



SAS
HACKATHON 2025

#SASHackathon

In partnership with



SAS
HACKATHON 2025

problem.
hack.
solve.
innovate.

#SASHackathon

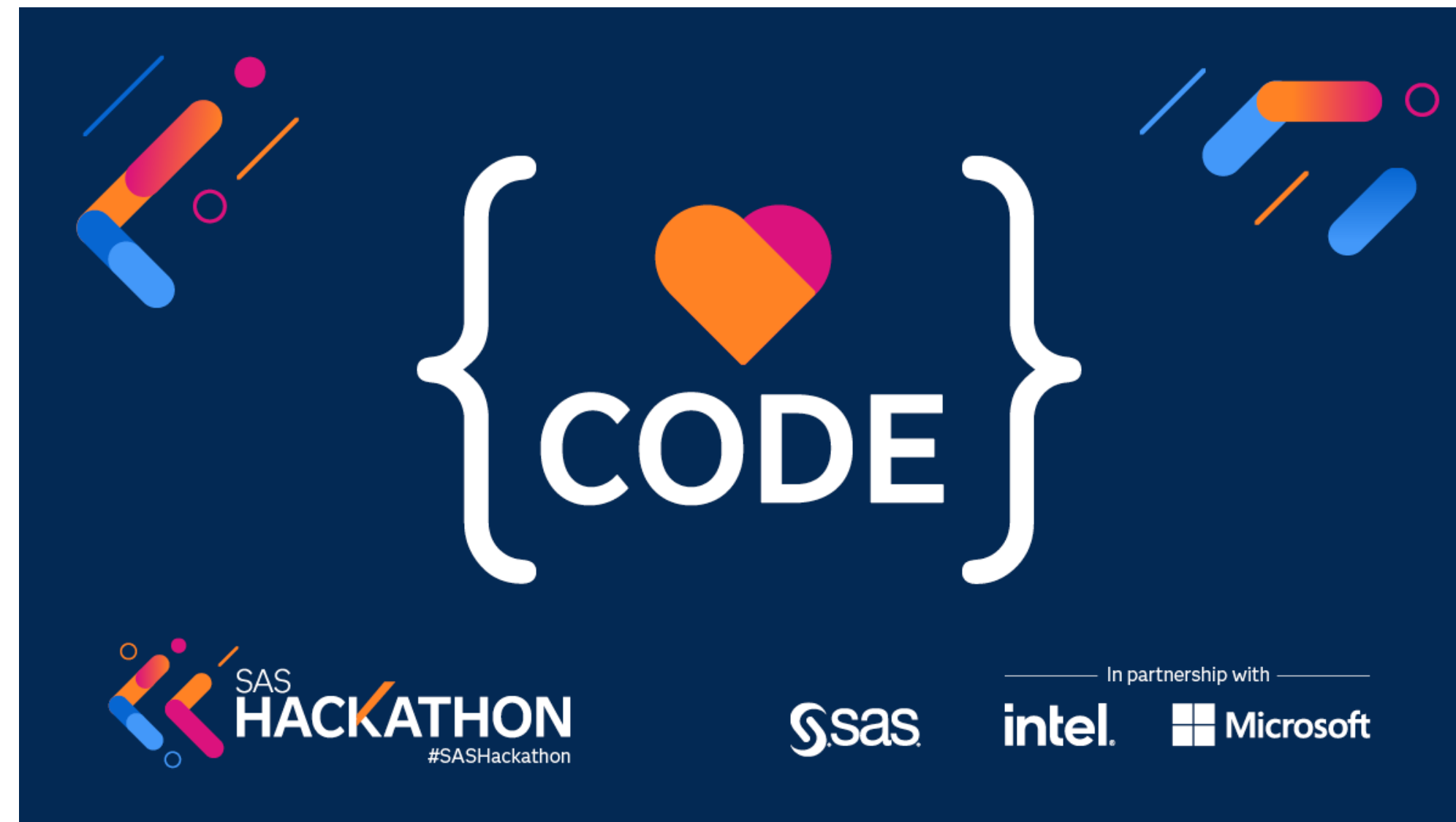
In partnership with

Social Media & Hacker's Hub



SOCIAL TILES (WF 185750)



PowerPoint Presentations



EXTERNAL PRESENTATION (WF 194050)

#SASHackathon

SAS intel Microsoft

Fun Facts From 2024

Hack Complete! 72% INDUSTRY TRACKS

- Registrations: 1,734
- Countries: 71
- Approved Teams: 145
- Customers: 55%
- Partners: 28%
- Students: 17%
- New SAS Users: 25%
- Social Reach: 14 million
- News Reach: 106 million
- Ambassadors: 34
- SAS Mentors: 110
- Jurors: 176

Survey Says ...

- 96% Of participants would recommend the SAS Viya Platform.
- 92% Would participate in future SAS Hackathons.
- 100% Would recommend the SAS Hackathon to others.
- 4.49 stars out of 5 Overall SAS Hackathon experience.

Challenging. Inspirational. Educational. Innovative. Interesting. Awesome.

SAS Hackathon News

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.

There is no cost to participate.

Tracks

Industry Tracks: Bring Your Team, Problem and Data

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

SAS Brings the Problem and Data

- Student Only (Individual or Team)
- SAS Viya Test Track (Individuals)

SAS Hackathon Timeline 2025

- Engage and Learn: May - October
- Kickoff - Registration: June - Aug. 31
- Industry & Learning Week Webinars: July - August
- Countdown/Hack Festival: September
- One Month Hack: Sept. 15 - Oct. 30
- Record and Upload: October
- Jury Voting: October
- Awards: November
- Story Promotion: December
- Global Winner Announcement: SAS Innovate Dallas, 2026

Overview - SAS Hackathon 2025

Access, Learn, Network and Value

- VALUE:** Create and tell your story. Share your team. Bring your problem and data. Build AI models.
- ACCESS:** For one-month. SAS Viya in the Cloud. Manage data, develop models, deploy insights. NLP, CV, forecasting, optimization. APIs and open source. Plus, new capabilities coming soon.
- LEARN:** Upskilling and mentoring. SAS Virtual Learning Portal. SAS community. Industry experts. Mentors.
- NETWORK:** Make connections. Teamwork. Partner ecosystem. Build your network. Diverse skills.

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 your global project showcase.
- Move your idea into production after the SAS Hackathon.
- It's much more than a competition.

Speed and Productivity in the Cloud

Without starting an IT project

Connect to the hack environment.

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.

2025 Tracks and Awards

- 3 REGIONAL AWARDS (AMERICAS, ASIA PACIFIC, EMEA)
- 7 TRACK AWARDS (Banking, Energy & Telecom, Health Care & Life Sciences, Insurance, IoT Cross Industry, Public Sector, Retail, Consumer Goods & Manufacturing)
- 4 TECHNOLOGY AWARDS (Computer Vision, Forecasting, NLP, Visualization, Transparency AI, Channel Ready, Sustainability/Data for Good)
- STUDENT & SAS VIYA TEST TRACK AWARDS (Student, SAS Viya Test Track (individuals))

Process for Innovation

Access (SAS Viya and mentoring) -> Learn -> Network (Teamwork) -> Build and Innovate -> Accelerate Value -> Application Showcase video

Learn -> Build

SAS Hackathon Ideation Board Game

Game where you generate ideas and plans through conversation

Purpose: Increase engagement and in-person collaboration. Instigate conversations and kick off brainstorming. Provide structure to the creative planning process. Create excitement for the hackathon.

Value: Learn about SAS Viya. Understand the SAS Hackathon process. Prepare for a successful experience. Identify needs and gaps early. Create a team-sport mentality. Set engagement levels.

Ideation Board Game (sharepoint.com)

MY STORY 2023 PARTICIPANT

Findings Used Revenue for Health Care Revenue

2024 Regional Winners

- AMERICAS: StaSASTicians US (AMERICAS REGION, INSURANCE, IoT)
- ASIA PACIFIC: Nupeak Neurons (ASIA PACIFIC REGION)
- EMEA: Butterflies UK (EMEA REGION, CHANNEL READINESS, MODELS, TRUSTWORTHY AI)

Team StaSASTicians

US REGIONAL WINNER Americas

AI-Enabled Heat Stroke Prevention

CHALLENGE: The last 10 years have been the hottest on record, with more than 120,000 occupational injuries in the construction sector. How do we protect workers to prevent heat stroke and massive insurance costs?

INNOVATION: Using SAS Viya and other tools, the team developed an AI-enabled heat stroke prevention system that leverages real-time data to monitor workers' health and predict risks before they occur.

IMPACT: The dashboard enables managers to make accurate predictions and allow for quick intervention. This reduces insurance risks by minimizing claims - and allows providers to offer more competitive premiums to employees.

Team Nupeak Neurons

India REGIONAL WINNER Asia Pacific

Computer Vision Based Quality Inspection Solution for Injectable Manufacturing

CHALLENGE: The COVID-19 pandemic disrupted the global supply chain, creating a bottleneck in production. With surging demand for injectables, how do manufacturers deliver quality-assured products that meet complex regulatory guidelines?

INNOVATION: Using SAS AI and machine learning, the team developed a robust visual inspection system. The model detects the smallest of defects with high precision, speeding up the inspection process and reducing the risk of faulty products from reaching the market.

IMPACT: The model offers faster inspecting times, accuracy, high-detection precision and cost effectiveness. This reduces overall expenditures and material waste.

Team Butterflies

UK REGIONAL WINNER EMEA

Trustworthy AI: Combating Misinformation with Trusted Data

CHALLENGE: The flow of misinformation and disinformation in the news causes harm, making it difficult to know who and what outlets to trust.

INNOVATION: Using SAS Viya, the team developed a tool that uses advanced NLP in classification models to check the trustworthiness of open-source data.

IMPACT: Analysts and decision makers will know they're using trustworthy information when making critical decisions.

Join us!

Registration opens June 2025.

Developers, students, startup businesses, SAS customers and technology partners.

WHO? Developers, students, startup businesses, SAS customers and technology partners.

TRACKS:

- 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.
- Individual Track: Includes all individual participants without a team, both student and non-student. Individual Track participants will be provided with a use case and data.
- Student Track: Participants must have and register for the Student Track using an active university email address. The Student Track participants will be provided with a use case and data.

READY TO ENTER?

- If you want to register for an industry track, form a team, create a team name and select a team lead. Or find and join a team on SAS Hackathon's Hub.
- 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 Hackathon's Hub (one per team).

The SAS Hackathon Office will review your submission and reach out to you to confirm the status of your participation.

SAS HACKATHON 2025

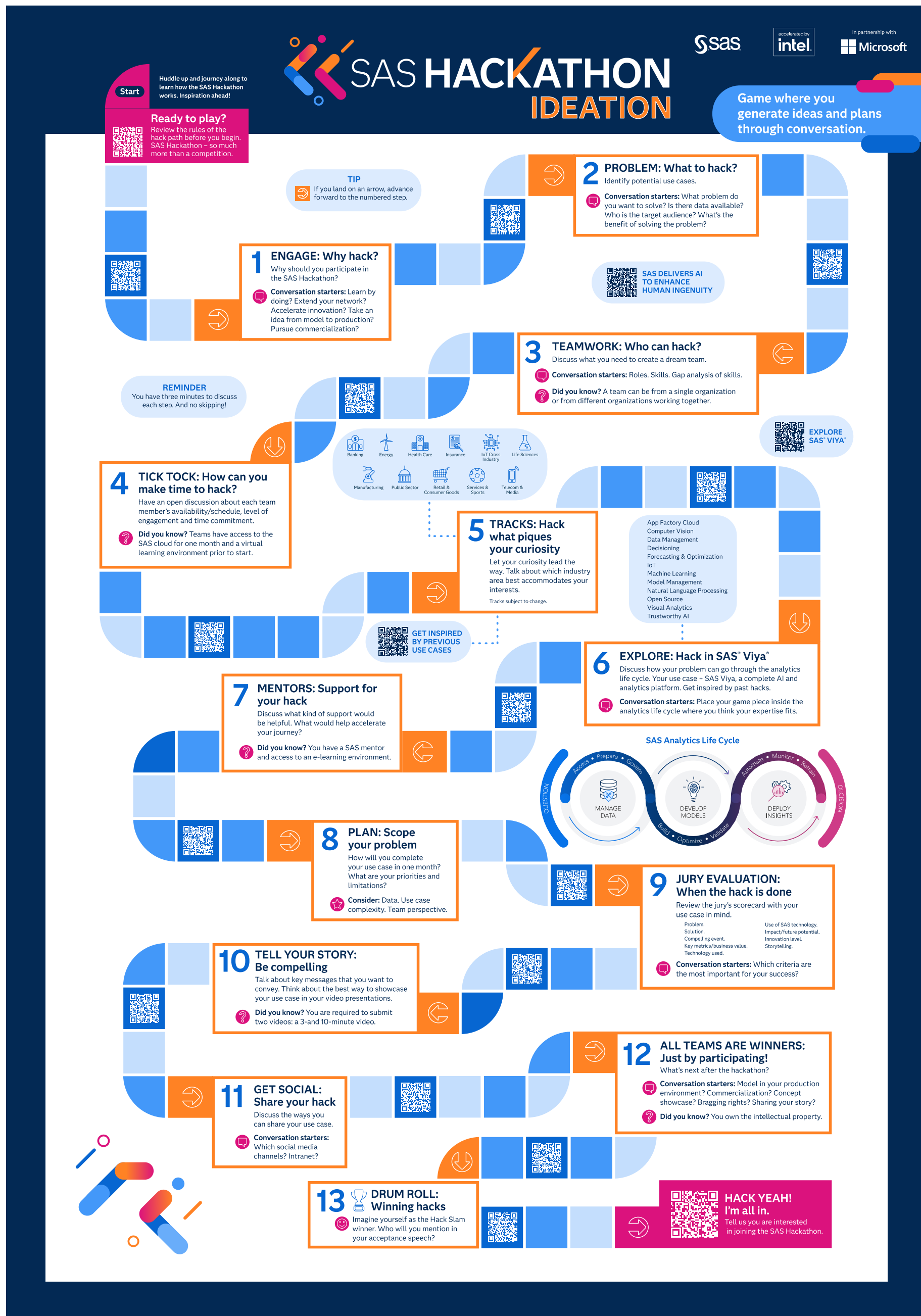
problem. hack. solve. innovate.

Learn more and join us.

SAS intel Microsoft

Board Game





BOARD GAME AND BOX (GMS 268839 & 269142)

IDEATION GAME

What in the HACK is the goal?
The game is intended to engage teamwork and inspire creative problem-solving. You'll see collaboration emerge as a key component.
As you play, you'll start imagining all the possibilities! That's the immeasurable benefit of the SAS Hackathon - helping you see the tangible value in innovation.

How to play

Scan the QR code beside **Ready to play** and get inspired!

Each player should pick a game piece. Roll the dice and move your piece forward.

When the first player lands on or passes a numbered step, every player should join the player in that step. The player should initiate discussion by reading the information out loud. When you're ready to move forward, the next player rolls the dice.

This is a conversational game. Each player should take turns sharing their expertise, experience and perspective on the topic.

Scan the QR codes along the path to reveal new insights.

You have three minutes to discuss. Tip: Set the timer on your device.

Scan this QR code to access the Lean Canvas template. Use it to take notes while you play.

2-6 players (or more!)
For curious minds - SAS newbies, customers and partners

The next big innovation awaits!
Great ideas can come from anyone, anywhere. When data scientists and tech-savvy problem solvers come together from different regions, with diverse backgrounds and skill levels, amazing things can happen.
These brilliant minds will invent something new - something that could change our daily lives, the way we do business or approach humanitarian causes. Because when curious minds collaborate, the world wins.

LET'S PLAY
You're ready to explore the SAS Hackathon. Start your adventure now!
This thought-provoking game can be played as many times as you want to help you and your team prepare.

SAS HACKATHON

Inside of box top



BOARD GAME INSERT (GMS 269136)



Huddle up! At every twist and turn, your curiosity leads to innovation.



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-  Scan **this** QR code to access the [Lean Canvas template](#). Use it to take notes while you play.



LET'S PLAY
Start your adventure now!
After you play, sign up on the interest list and we'll contact you.

This thought-provoking game can be played as many times as you want to help you and your team prepare.



So much more than a competition

The SAS Hackathon isn't a one-time event like traditional hackathons. It's a sprint within a marathon that spans several months. Just like marathons, the SAS Hackathon goes through several phases.

The hackathon aims to inspire global participants to be curious, passionate, authentic and accountable. For the past five years, that's what the SAS Hackathon has done. 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 so unique? Most hackathons gather coders for a few days. But the SAS Hackathon is more than a competition. It's 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 a faster, more productive AI and analytics platform that integrates seamlessly with open source. Take advantage of learning resources and unparalleled access to experts at no cost.

This is a team sport for us, too. Our grassroots beginning as a regional event in the Nordics has grown into an annual global event. The SAS Hackathon attracts hundreds of data scientists, developers, business analysts, marketers and newcomers to analytics.

The SAS Hackathon sees examples of innovation at its best. Breakthrough approaches that extend beyond the event. Models and technologies have gone into the marketplace (teams own their intellectual property). And we've seen a passion for problem solving.

2023 at a glance

- 1,400** people from 69 countries applied to join the hack.
- 100+** teams representing 200 organizations.
- 95%** of participants would participate in future SAS Hackathons.
- 95%** of participants would recommend SAS Viya.



Thanks to our partners, who love innovation like SAS does.



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SOCIAL TILES: IDEATION GAME (GMS 270438)

