



MEMBER SPOTLIGHT

SAS

June 2023



U.S.-U.A.E.
Business Council



U.A.E.

SAS in the U.A.E.



30 years

In the U.A.E. contributing to the country's journey toward analytical advancements

Introduction

SAS is the world's leader in AI and analytics.

SAS is the leader in the advanced and predictive analytics category. Through innovative software and services, SAS empowers and inspires its customers with the most trusted analytics. SAS embeds AI capabilities in its software to deliver the most intelligent, automated solutions that help organizations around the world boost productivity and unlock new possibilities. From machine learning, deep learning, computer vision, and natural language processing (NLP) to forecasting and optimization, SAS AI and IoT technologies support diverse environments and scale to meet changing business needs.

This year, SAS celebrates its 30th anniversary in the U.A.E. During three decades in the country, SAS has been supporting both public and private sectors, building a data-driven future based on AI and analytics. They are committed to the U.A.E.'s future by following closely on the country's vision and offering the most innovative solutions to transform a world of data into a world of intelligence.

Notable U.S.-U.A.E. Partnerships

Emirates Health Services (EHS) and Cerner, a global healthcare technology company, partnered with SAS to develop a unique analytics solution to improve the efficiency and quality of national health services in the U.A.E. Introducing this solution closely aligns with the UAE Centennial Plan 2071, which focuses on increasing the quality of life of all citizens through better healthcare services. [Read more.](#)

In collaboration with SAS, Abu Dhabi Early Childhood Authority (ECA) launched its Abu Dhabi Child Insights System Program, the first of its kind in the Middle East to collect cross-sectoral government data for the purpose of creating data-driven insights that introduce better policies leading to positive social impacts in Abu Dhabi. [Read more.](#)

The Special Olympics partnered with SAS to address challenges with an artificial intelligence (AI), advanced analytics, and data management platform. According to Peter Wheeler, Chief Executive Officer of the Special Olympics World Games Abu Dhabi 2019, this is the first time in the organization's 50-year history that technology has played such a vital role. [Read more.](#)



Established collaboration with prominent universities and academia in the U.A.E.



Successfully launched the inaugural SAS cloud on Microsoft Azure in the U.A.E., a significant milestone towards a digitally empowered future



Growing partner ecosystem to deliver value to its customers

Leadership



Michel Ghorayeb

Managing Director
SAS U.A.E.

Michel is committed to empowering organizations in the U.A.E. with the most reliable and trustworthy analytics solutions. He firmly believes in a long-term vision that embraces a data-driven and sustainable future. Michel's commitment lies in enabling U.A.E. organizations to make bold discoveries that drive progress and technological advancements in critical sectors such as healthcare, security, transport, energy, finance, and education.

Michel actively supports academic initiatives that promote inclusive learning for all, aiming to foster a global community of innovators. His advocacy extends to fostering collaboration at a large scale, leveraging strategic partner ecosystems, and cultivating cooperative relationships across diverse channels.

"We remain resolute in our commitment to align with the country's visionary path, actively participating in the creation of a more resilient and sustainable future for generations to come."

Contact

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