# SAS unveils Intelligent Decisioning to balance AI autonomy with ethical governance



SAS has recently unveiled its Intelligent Decisioning framework, a key development within its SAS Viya platform that aims to empower organisations in designing, deploying, and scaling AI agents. This innovative system is notable for its attempt to balance human and AI autonomy, while also embedding essential governance and decision-making explainability within the AI's operational framework.

Nick Patience, vice president and practice lead for Artificial Intelligence Software and Tools at The Futurum Group, commented on SAS's approach, stating, “SAS's approach to agentic AI strikes the critical balance between autonomous decision-making and ethical governance.” He further emphasised that this initiative does not merely represent technological advancement but rather offers a pragmatic framework necessary for responsible AI adoption as enterprises navigate an increasingly complex landscape.

The SAS Viya platform's agentic AI framework operates on three foundational pillars. First, it employs a hybrid decision-making method that combines deterministic analytics with large language models, thereby facilitating AI agents capable of performing routine tasks autonomously. However, human oversight remains integral for complex decision-making scenarios, aligning the level of AI autonomy with factors like task complexity, risk, and specific business goals. This dual approach not only enhances efficiency but also ensures that organisations tailgate their operational frameworks with a responsible AI governance strategy.

Tiffany McCormick, research director at IDC, remarked on the growing industry emphasis on trust and explainability in AI governance. She indicated, “As organisations evolve toward open, interoperable AI ecosystems across multi-cloud and hybrid environments, trust and explainability in AI governance are emerging as key differentiators among tech vendors.” By addressing these demands, SAS is positioning itself as a leader in agentic AI, demonstrating a commitment to ethical practices and differentiated execution in its decision-making processes.

To ensure substantial adherence to ethical standards, SAS has embedded a comprehensive governance framework within its AI agents. This framework not only promotes accurate outcomes but also safeguards data privacy and aligns operational practices with business values and regulatory standards. Such measures are essential as organisations transition towards AI systems that promise not just enhanced productivity but also responsibility in their decision-making capabilities.

In addition to its foundational structures, SAS has introduced supporting tools such as the AI Governance Map, which assists organisations in evaluating their AI maturity. This initiative aims to mitigate the complexities associated with AI implementation, helping businesses reduce risks of bias while facilitating smoother adoption paths. Furthermore, SAS is developing a repository of 'ready-to-use' models across several industries—ranging from healthcare to retail—to aid companies that may not have extensive AI expertise.

With an eye towards the future, the rollout of copilot productivity assistants and domain-specific AI agents is on the horizon, suggesting that the SAS Viya framework not only meets current market demands but also anticipates the evolving needs of enterprises positioned at the forefront of AI innovation.

In this rapidly shifting landscape, it becomes increasingly clear that organisations will benefit from AI solutions that promise both efficiency and ethical integrity. As firms grapple with the complexities of AI deployment, the principles outlined by SAS in its Intelligent Decisioning framework serve as a valuable model for navigating the crucial intersection of technology and ethical governance, ultimately paving the way for a more responsible AI future.

## Reference Map:

* Paragraph 1 – [[1]](https://futurecio.tech/ai-agents-with-customisable-human-ai-interaction-unveiled/), [[4]](https://itbrief.asia/story/sas-viya-launches-agentic-ai-framework-for-ethical-decisions)
* Paragraph 2 – [[1]](https://futurecio.tech/ai-agents-with-customisable-human-ai-interaction-unveiled/), [[2]](https://www.sas.com/en_us/news/press-releases/2025/may/innovate-ai-agents-intelligent-decisioning.html), [[6]](https://www.infoworld.com/article/3980674/sas-supercharges-viya-platform-with-ai-agents-copilots-and-synthetic-data-tools.html)
* Paragraph 3 – [[3]](https://www.sas.com/en_us/solutions/ai/agentic-ai.html), [[5]](https://itdaily.com/news/cloud/sas-innovate-ai-agents-viya/)

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## Bibliography

1. <https://futurecio.tech/ai-agents-with-customisable-human-ai-interaction-unveiled/> - Please view link - unable to able to access data
2. <https://www.sas.com/en_us/news/press-releases/2025/may/innovate-ai-agents-intelligent-decisioning.html> - SAS introduces Intelligent Decisioning, an AI agent framework within SAS Viya, enabling organizations to design, deploy, and scale AI agents with balanced human and AI autonomy, embedded governance, and decision explainability. This approach combines deterministic analytics with large language models to deliver precise outcomes, allowing AI agents to operate autonomously in routine tasks while maintaining human oversight for complex decisions. The built-in governance framework ensures adherence to ethical standards, data privacy, and regulatory compliance, supporting organizations in responsible AI adoption.
3. <https://www.sas.com/en_us/solutions/ai/agentic-ai.html> - SAS's Agentic AI framework within SAS Viya empowers organizations to build and deploy intelligent AI agents with trust and governance. The framework emphasizes a balance between human control and AI autonomy, allowing AI agents to make informed decisions while ensuring human oversight where necessary. Embedded governance and transparency ensure that AI decisions are explainable and trustworthy, aligning with business values and regulatory standards. The framework supports various industries, including banking, healthcare, retail, insurance, life sciences, manufacturing, and the public sector.
4. <https://itbrief.asia/story/sas-viya-launches-agentic-ai-framework-for-ethical-decisions> - SAS Viya's agentic AI framework is built on three main pillars: a hybrid decisioning method combining deterministic analytics with large language models for reliable outcomes; balancing AI autonomy and human involvement based on task complexity, risk, and business goals; and embedded governance to ensure ethical standards, data privacy, and regulatory compliance. This approach supports organizations throughout the AI agent lifecycle, from data ingestion to deployment and monitoring, with plans to introduce co-pilot productivity assistants and pre-packaged, domain-specific AI agents.
5. <https://itdaily.com/news/cloud/sas-innovate-ai-agents-viya/> - SAS's vision for AI agents involves integrating a governance framework to ensure transparency and accountability in decision-making processes, reducing the risk of biased results. The company introduced the AI Governance Map, a tool to help organizations assess their AI maturity and navigate the complexity of AI implementation. SAS also launched a catalog of 'ready-to-use' models covering various domains, such as manufacturing, healthcare, public sector, and finance, to facilitate AI adoption without requiring extensive expertise.
6. <https://www.infoworld.com/article/3980674/sas-supercharges-viya-platform-with-ai-agents-copilots-and-synthetic-data-tools.html> - SAS enhances its Viya platform with AI agents, copilots, and synthetic data tools to support AI agents, improve AI governance, and deliver ready-made models for industry-specific tasks. The new agentic AI framework allows organizations to design AI agents with varying degrees of autonomy, supporting human-in-the-loop oversight based on task complexity, risk tolerance, and business goals. The platform includes governance resources like the AI Governance Map to help companies evaluate their governance maturity across oversight, compliance, operations, and culture.
7. <https://aitech365.com/business-technology/sas-introduces-advanced-ai-agents-with-customizable-human-ai-interaction-and-transparent-decision-making/> - SAS introduces advanced AI agents with customizable human-AI interaction and transparent decision-making. The hybrid approach combines deterministic analytics with large language models to ensure precision and adaptability. Organizations can define the appropriate level of AI autonomy based on task complexity, operational risk, and business objectives, with human experts maintaining oversight and providing strategic or ethical guidance when needed. Built-in governance tools support data privacy, ethical compliance, regulatory alignment, and auditability, helping businesses scale AI while maintaining control and trust.