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Transitioning to a Business Analytics Environment

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ABSTRACT

In order to effectively compete in an ever-changing business environment, Bell Canada, Canada's largest communications provider, needed to ensure that its analysts spent less time pulling data and more time providing insights to management. In order to achieve this goal, the Integrated Marketing Scientifics (IMS) group took ownership to implement data analysis and visualization capabilities for Bell's business users. But the democratization of the data is easier said than done.

Yves Lapierre of Bell Canada will explain why a successful transition must address these issues:

- data and technology infrastructures
- roles and responsibilities
- strategy and cultural challenges

No paper was submitted for publication.

CONTACT INFORMATION

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