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# Revolutionary BI: A Vision for Business Intelligence

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## ABSTRACT

Are today's corporations thinking about business intelligence in the best way? For example, a lot of time and money are spent gathering requirements for and then developing business intelligence reports. Is that the best way to go about it? Does the value received from those reports warrant that level of investment? It can, but often the work sits unused or incomplete because it doesn't meet the real needs of business users. How do you get at those needs without too much time and investment?

Delivering BI reports has many similarities with delivering other information (for example, consumer products or search results) over the Web. Many companies are successfully delivering that information. How do they do it? We will discuss the techniques and ideas that have succeeded in the Web business world (for example, Google, Amazon, Apple), as well as ideas that are used for customer Web analytics. How can these ideas be applied to our own internal Web interactions?

This is intended to encourage innovative thoughts about business intelligence reporting and business analytics.

**No paper was submitted for publication.**

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