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Winning The BI Contest

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ABSTRACT

Business Intelligence covers a wide gamut of analysis activities such as Reporting, OLAP, Dashboards and Data Mining. However, like all tools and technologies, merely using BI on existing processes may not deliver the home run that one is hoping for. Organizations that want to compete on analytics need to use the new capabilities wisely in order to create value and out compete in their marketplace.

This presentation will touch on three subjects. First, identify the right set of problems to solve thus creating value on a larger scale. Second, the role one should adopt in the organization in order to be able to influence value creation. And lastly, the right skill sets to out compete in the BI human capital marketplace.

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