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How Analytics Can Help Turn IT Into True Business Results Drivers

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ABSTRACT

IT is under extreme pressure to deliver business value. Forward-thinking executives and corporate boards are looking to their IT departments for technology-based systems and processes that deliver true competitive differentiation, speed the introduction of new products, help identify new markets and more. This two-part session, comprised of a keynote address by Hung LeHong from Gartner followed by a panel discussion, explores how business analytics is driving IT's increasingly strategic role.

No paper was submitted for publication.

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