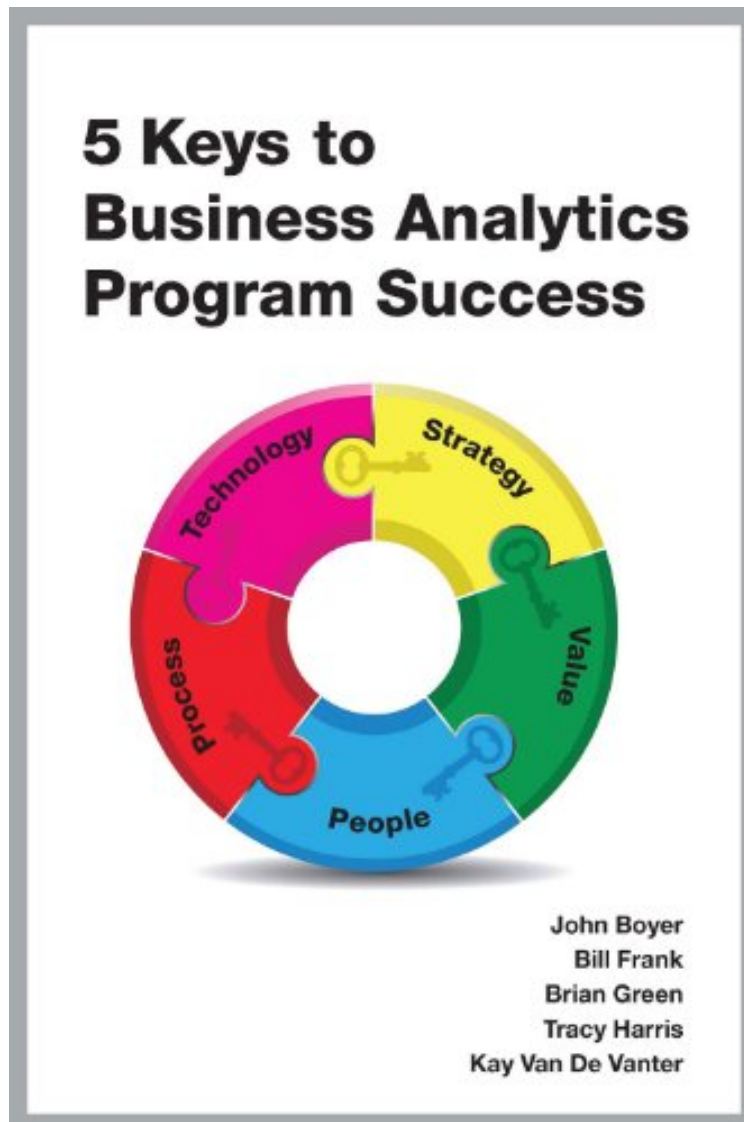


5 Keys to Business Analytics Program Success

John Boyer, Bill Frank, Brian Green, Tracy Harris, Kay Van De Vanter
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With business analytics is becoming increasingly strategic to all types of organizations and with many companies struggling to create a meaningful impact with this emerging technology, this workmdash;based on the combined experience of 10 organizations that display excellence and expertise on the subjectmdash;shares the best practices, discusses the management aspects and sociology that drives success, and uncovers the five key aspects behind the success of some of the top business analytics programs in the industry. Readers will learn about numerous topics, including how to create and manage a changing business analytics strategy; align business priorities to technological innovation; quantify and demonstrate tangible business value; implement program processes that balance agility, empowerment, and control; and architecting a business analytics technology solution with future innovation in mind. This is the ideal resource for any organization that wants to learn how a business analytics program can help manage value, employees, and technology to translate strategies into actionable insight and achievement.

About the AuthorJohn Boyer is the director of business intelligence and data warehousing at RCG Global Services. He is the former leader of the business intelligence advisory team at the Nielsen Company. He lives in Lisle, Illinois. Bill Frank has more than 25 years of experience in decision support and business intelligence and is a certified Project Management Professional (PMP). He lives in New Brunswick, New Jersey. Brian Green is manager of business intelligence and performance management at Blue Cross Blue Shield of Tennessee. He lives in Chattanooga, Tennessee. Tracy Harris is senior manager in business intelligence excellence at IBM and is responsible for chairing the BA Excellence Advisory board and managing the Business Analytics Excellence Program and Champion initiative at IBM. She lives in Ottawa, Ontario. Kay Van De Vanter is the enterprise BI architect and business intelligence competency center lead at the Boeing Company. She lives in Seattle. They are the coauthors of Business Intelligence Strategy.