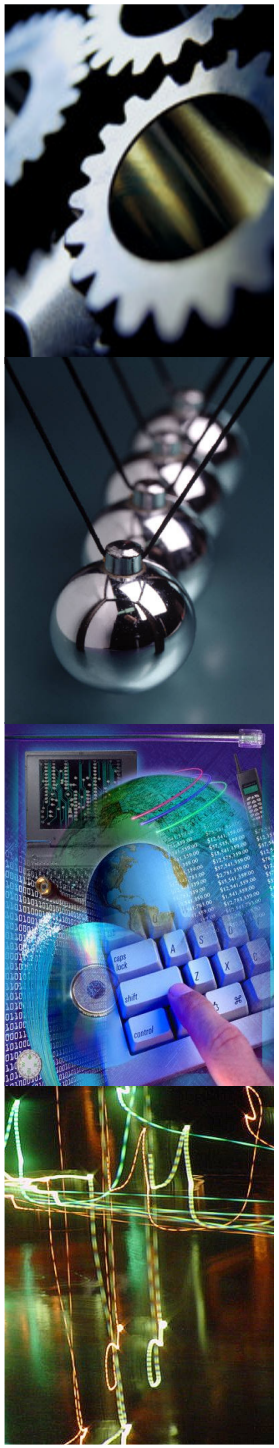

instant business intelligence

What you need, when you need it

BI 4 Catalogue Retailers
Introduction for Business Managers

Public Information
Version 1.2: 1/1/2014

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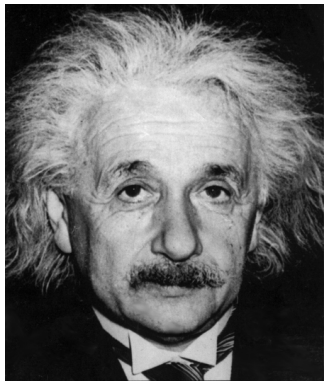
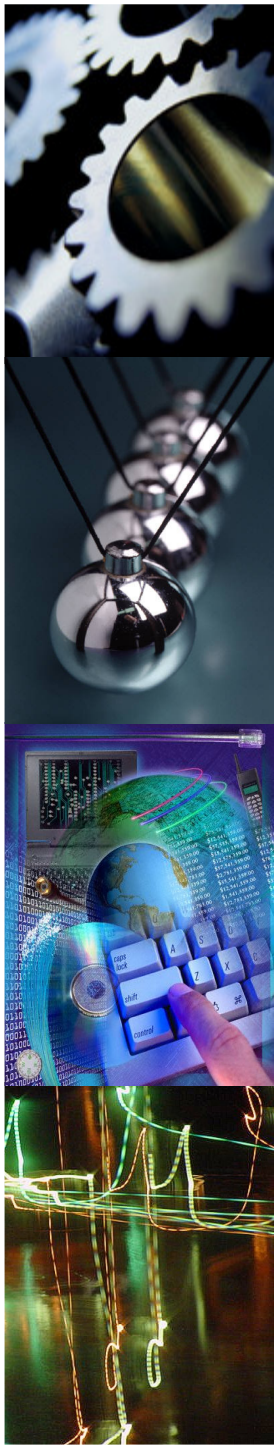
Why Business Intelligence?

"The significant challenges we face today cannot be resolved by the same level of thinking that created them."



Albert Einstein



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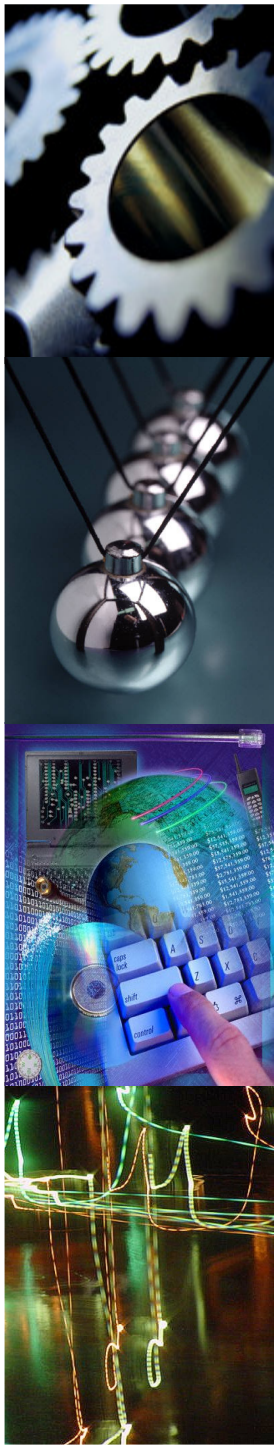

Introduction to BI 4 Catalogue Retailers

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Introduction to BI 4 Catalogue Retailers

Introduction

Management Information Systems, Executive Information Systems, Decision Support Systems, Business Intelligence Systems, Data Warehouses, Data Marts.

You have heard all these 'buzzwords' over the last 20 years. And as a Senior Manager you are most likely still drowning in data thirsting for information!!

Many Senior Managers we talk to are, quite frankly, in a serious state of disbelief that anything useful will ever come from these 'Information' initiatives…And with good reason!!!

Today, we still see project after project fail.

We still see millions of Euros/Pounds/Dollars wasted on futile attempts to build Business Intelligence Systems that were never, ever going to deliver the Return on Investment promised by the IT Department.

The shame of it all is that ***it doesn't have to be that way.*** We at Instant Business Intelligence have been building these types of 'Information Systems' for more than 20 years.

When our clients have heeded our recommendations we have never, ever had a failure.

We typically get the Return on Investment in 3-6 months after a system goes into production with all future development being paid for by the continued Return on Investment.

We have even achieved the rather intriguing honour of having one major project return it's entire investment ***before*** we even completed the development work!!

Every Senior Manager we talk to tells us that they are absolutely sure there is value in all the data collected by the day to day operations of the company. And they are certain that combining it with data readily available in the marketplace will add even more value.

To date, building high value Enterprise Business Intelligence Systems has been *complex*, *slow*, *difficult* and *expensive*. We have improved greatly over the last 20 years, but the process is still too slow and too expensive for all but the largest companies.

We have invented new tools and techniques that will unleash the value of information locked up in companies on a much broader scale than has ever been possible.

The vision is grand, the vision is bold, and the vision is now achievable.

To enable ***all Catalogue Retailers*** to ***benefit*** from the ability to ***profitably*** implement ***Enterprise Business Intelligence Solutions***.

In line with the vision, we have called the product BI4 Catalogue Retailers. (BI4CR)

BI4CR is simple, fast, easy, proven, reliable and cost effective.

BI4CR will provide the greatest possible Return on Investment for an Enterprise Business Intelligence System.

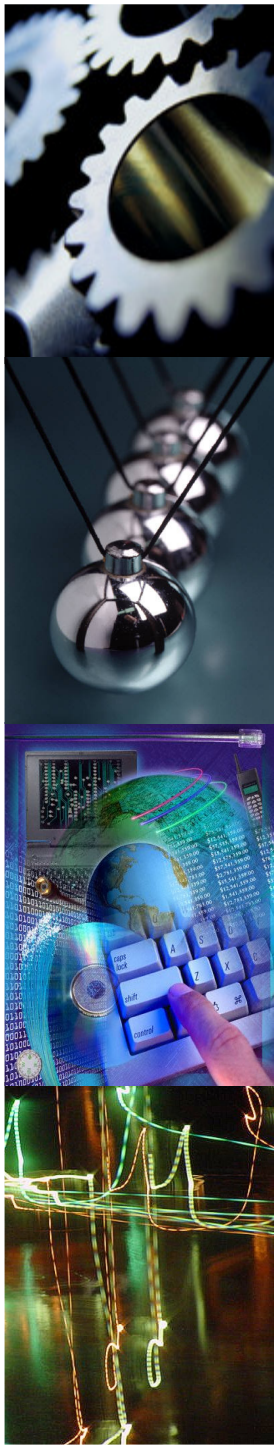
We have built into BI4CR the experience we have gained and lessons we have learned from working at the leading edge with some of the worlds largest companies for the last 15 years.

As 'Global Thought Leaders' in Business Intelligence, we know BI4CR is the most cost effective Business Intelligence System available today.

We hope you enjoy reading this introductory paper describing what we see as the issues facing the senior manager in the 21st Century and how BI4CR can assist Catalogue Retailer to become even more profitable.

Best Regards

The Instant Business Intelligence Team



Companies We Have Worked With

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Companies We Have Worked With

Companies We Have Worked With

A number of people have contributed ideas to the development of BI4Retail. The experience of these people is unequalled.

We have included on this page just some of the clients the contributors to BI4Retail have worked with over the years.

Telcos

- Talk-Talk
- Sky-Talk
- BT
- Eircom
- Energis
- Clear NZ
- CTC Mundo (Chile)
- Mobily
- Orange Romania
- Matav
- MTN (South Africa)
- One-2-One
- PhilTel
- Sonofon
- Saudi Telecom
- Telstra
- Telecom NZ
- TeleDenmark
- Telenor
- Telewest
- Turkcell
- US West/Quest
- Vartec/Excel
- Vodacom (SA)
- Vodafone (UK)
- Vodafone (Romania)
- Smart Telecom
- AAPT
- NTL

Banking/Finance

- Allied Irish Bank
- Standard and Chartered Bank
- National Australia Bank
- Westpac Bank
- St. George Bank
- Commonwealth Bank
- ANZ Bank
- Bank For Development
- Society General
- Royal Bank of Scotland
- Standard Bank of South Africa
- Scandinaviska Enskilda Banken
- Den Norske Banken
- Collonial State Bank
- Capital Bank UK
- Bank of America
- Scotia Bank Canada
- BCP Portugal
- BPA Portugal
- CGD Portugal
- BankComer Mexico
- Union Bank of California
- NationBank America
- Banco Commercial Italy
- Guarantee Bank Turkey
- Post Bank Sweden
- Masterlink, Taiwan
- Reserve Bank of South Africa

Retail

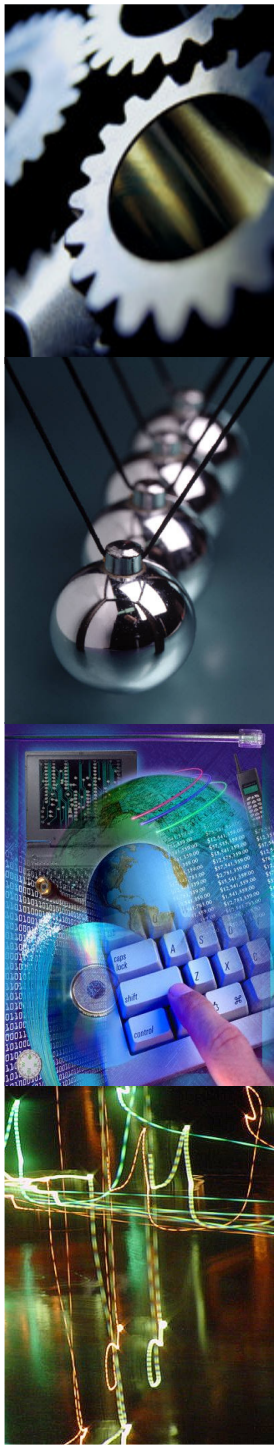
- Albertsons
- Coles Myer
- Boots
- Tesco
- 366 Pharmacy
- Sensiblue
- J. Jill
- Talbots
- Atelier Goldner Schnitt
- Peter Hahn
- Madeleine
- K&L Ruppert

Insurance

- Mutual Life Company
- AMP Society
- VH1 (Health)
- CIC Insurance
- Manulife (Hong Kong)
- AAMI
- Vero

Other

- IBM
- SAS Software
- North Jersey Media Group
- Lindorff
- Johnson and Johnson
- Unilever
- Electronic Arts
- Deutsche Borse
- Australian Consolidated Press
- Perisher Blue
- Australian Customs Service
- Australian Department of Defense
- Department of Education, Employment Training
- Heinz Watties



Competing with Information

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Competing with Information

Competing with Information

We have been engaging with senior business manager for more than 20 years.

We have been providing advice and guidance on how to use information within the company to drive new revenue and profits as well as to minimise costs where there was obvious need to do so.

In all that time we have never found a high quality book that was specifically written for business managers to clearly and concisely communicate the ways in which information could be used to maximise profitability. Until now…

We recently came across a book called:

'Competing with Information' by Donald Marchand.

We think it is a great book.

We would love all Senior Managers to buy it and be familiar with it's contents because:

- It is written in 'managerese' and not 'computerese'
- It clearly outlines approaches to competing with information.
- It is so closely aligned to what we have been advising clients for so long it is amazing.
- BI4CR implements many of the suggestions and recommendations of this book.

In this section, we have reproduced a number of comments and statements from this book.

We would like to clearly acknowledge that this document heavily references the book. All excepts from the book are printed *in italics*.

For the first time a book offers managers a comprehensive view of how information can be managed more effectively across their business. This is no small feat!

Using information to create new businesses such as new products, new services and even new realities like Google requires managers to rethink how they learn and use information to develop innovative business solutions.

Managers must also understand what forms of organisations best support creative knowledge work and how information about the external world can be continuously 'sensed' and deployed for new product innovation.

In the past Management Consultants and General Managers have used the levers of Strategy, Structure, Processes and People to adjust the performance of the organisation.

In the new millennium we are seeing that Business Intelligence and related technologies are becoming more important in the processes of business change.

The focus has changed to placing more emphasis on managing knowledge and information as key assets in the business using the new tools of Information Systems and Technology and applying these in Business Intelligence Systems.

The Strategic Information Alignment Framework

The Strategic Information Alignment Framework

In examining the ways managers in many companies in diverse industries think about and use information…I have concluded that there are four fundamental ways of using information to create business value. Moreover, it is increasingly clear that competing with information requires conscious choices by managers in companies to develop their firms' capabilities along each axis.

Depending on strategies and market positioning, not all companies use information in similar ways, even in the same industry. Nor do all companies have the same capabilities to manage information along each axis. These differences eventually create competitive or entrepreneurial opportunities for some firms in each industry to excel in managing and using information in their business systems with customers, partners and suppliers.

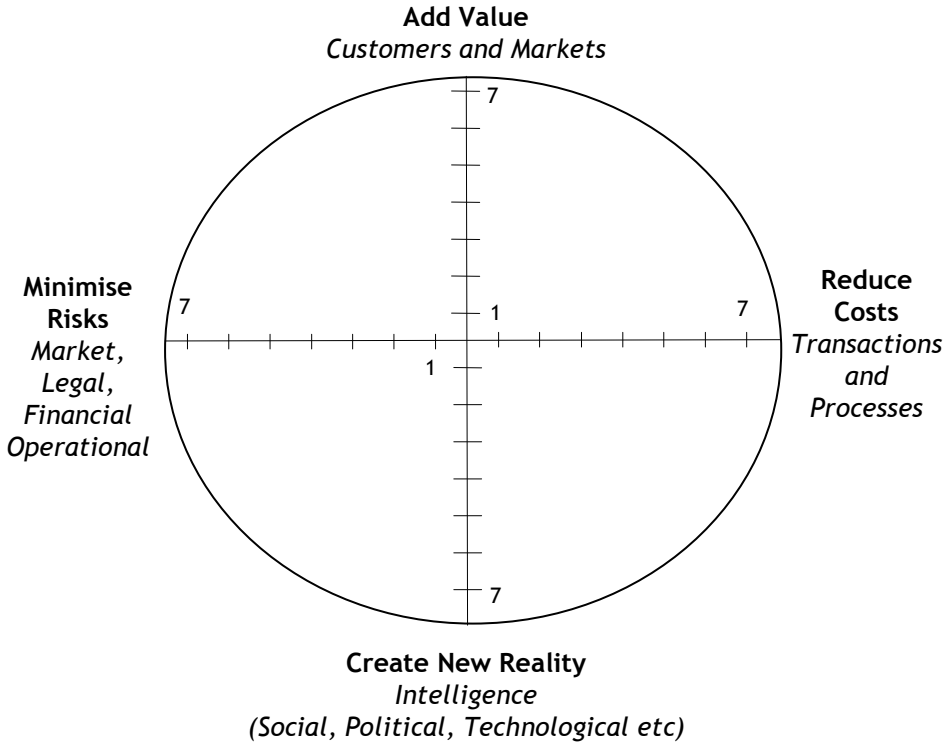
BI4CR is closely aligned with this model of competing with information. Although BI4CR covers all 4 axes it is focused on:

- Add Value to customers and markets
- Create New Reality

This is because these are the areas of greatest profit opportunity.

You can determine where you are on the SIA by using the following 5 step process:

1. *Ask the question: What are the current ways the Business Unit uses information?*
2. *Compare and contrast the ways of using information with other business units in the company.*
3. *Compare and contrast the business units ways of using information with other companies inside and outside the industry.*



4. *Develop a clear view of what improvements need to be made in the company's ways of using information to close the gaps between desirable practices and current capabilities.*
5. *Identify the changes in the business that will be required to implement the desired levels of information management practices in the company.*

On the following page, we show you how, exactly, to evaluate your company against each axis.

SIA Framework

Defining the points of the SIA Framework

Marchand provides details of how to measure your company against the 4 axes to support your decision making process as to where to invest to change the current capabilities. They are as follows:

Adding Value

1. *Information about customers and markets is not collected.*
2. *Information about customers and markets is collected but not used.*
3. *Provides surveys of customers; follow up is uneven.*
4. *Use Market Surveys, focus groups and customer surveys regularly.*
5. *Real time collection of customer information combined with market forecasts are in place and regularly used.*
6. *Customer Satisfaction constantly evaluated and used company wide.*
7. *Information about customers and markets aggressively collected and used in real-time company wide.*

Creating New Reality

1. *New Product/process ideas not sensed or processed; little focus on innovation.*
2. *Innovation and discovery are focused on R&D, not other functions.*
3. *Senior management commitment to product/process innovation; implementation is uneven.*
4. *Balance of product and process innovation is achieved internally.*
5. *External scanning of best practices and innovation is strategic to company managers.*
6. *Product generation is a key process for business survival.*
7. *Sensing for innovation is continuous and company wide.*

Reducing Costs

1. *Functions dominate process; little evidence of process focus.*
2. *Process management mindset just beginning.*
3. *Process/quality programme in place in specific functions.*
4. *Process improvements are beginning to be company-wide.*
5. *Process/quality focus is company wide and beginning to focus on customers and partners.*
6. *Process focus dominates demand/supply chain management inside/outside company.*
7. *Global, regional process focus is implemented and continuously improved.*

Minimizing Risks

1. *Financial, operational and external risk controls are weak to non-existent.*
2. *Financial controls are in place; operational and external risks not controlled.*
3. *Financial, operational and external risk controls are in place; reliability not known.*
4. *Balance of financial, operational and external reporting and controls.*
5. *Predominant emphasis on financial performance and risks.*
6. *Heavy focus on financial and operational performance and risks.*
7. *Key focus on management of operational, financial and external risks.*

SIA Framework Evaluation

SIA Framework Evaluation

Of course, there is no question as to whether your company is placed somewhere on this framework. It is. The question is:

"Are you placed on this framework where you want to be?"

Marchand recommends 5 key questions to consider:

1. *How does our BU compete with information today and how should it compete in the future?*
2. *How does our BU compete with information compared to other BUs in our company and with our direct competitors?*
3. *How does our BU compete with information compared to companies outside our industry?*

If you are not satisfied with your company's position on the SIA Marchand suggests the following questions to consider:

4. *What capabilities do we need to improve or develop for information management to be the best in our industry?*
5. *What changes should we make in our business to implement the required levels of IM best practices in our BU and in our company.*

Developing a Knowledge Management Strategy

The goal of your company's knowledge management strategy should be how to create unique ways for your employees, customers, suppliers and allies to learn from each other effectively in order to continuously create market value. This challenge can be divided into two fundamental and inter-related elements.

1. *Create a unique social structure for the company.*
2. *Developing a suitable information infrastructure to support it.*

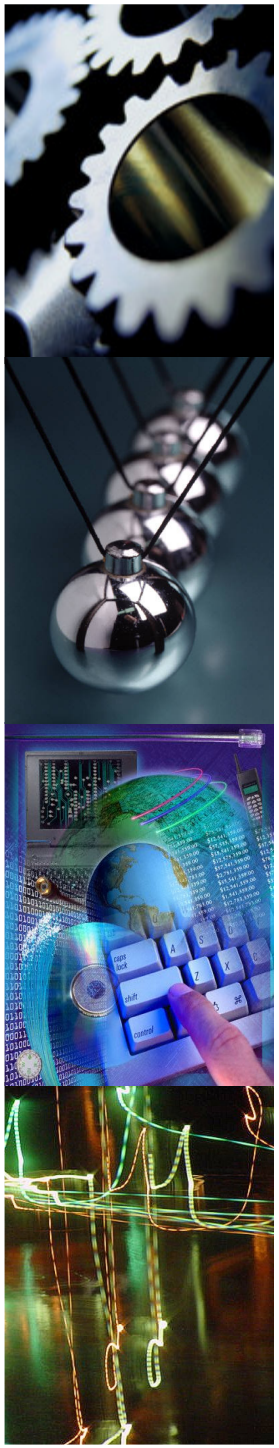
By the latter it is meant not only IT but also the quality of information and the people responsible for gathering, processing and distributing key information inside an organisation.

Why be concerned with developing a knowledge management capability like BI4CR? Marchand says, and we agree…!!

Leading a successful business requires a deep appreciation by general managers of the critical role of information as the means of sharing, expressing and communicating knowledge among people.

The importance of Business Intelligence *cannot be underestimated in enabling a company to redefine how it uses information to transition to managing transactions to new levels of knowledge work between employees, customers, partners, and suppliers.*

The quality and integrity of the information that is used to run the business will increasingly differentiate winning companies. Excellence in information management will be 'the difference that makes the difference'.



Adding Value
Customers and Markets

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Adding Value

Adding Value

Why bother 'Adding Value' to customers?

After all. Ryanair has demonstrated beyond all doubt that it is perfectly possible to not care at all about the customers' experience of the product or service and still run a profitable company. But only as long as you can be the 'lowest cost provider' for your particular product or service.

The problem with being the 'lowest cost provider' is that you need to have some 'barrier to entry' such that no other competitor can come in and steal your customers away with an even lower price.

This is because customers who will put up with 'Ryanair customer service' will just as surely move to a new provider if the product is cheaper. Customers who are highly price sensitive will switch providers quickly. This has been proven in industry after industry.

As a Marketing Manager you need to ask yourself the question:

- Are we 'lowest cost provider'?
- Are we some level of 'premium provider'?

To be neither is not a good place to be. That position is vulnerable to attack from the 'lowest cost provider' or 'premium provider'. Just ask the retail chain Target in the US!

All experience over the last 20 years has shown that companies that provide some level of 'premium' and manage their relationships with their customers effectively enjoy greater levels of profitability and long term loyalty from their customers. And the difference can be up to double!!!

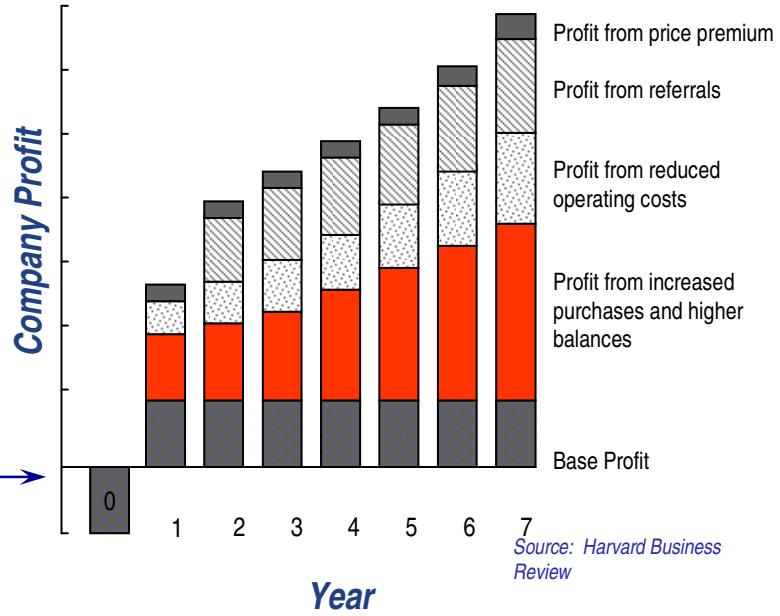
BI4CR supports increasing profitability through optimising the relationship with the customer.

Customer bonding not only enables companies to compete more effectively, it also provides a valuable source of growth during times of intense competition.

In most sectors today customer retention - or bonding - is vital to success, despite the presence of new customers.

There are several reasons for this:

- *It is cheaper to keep customers than to acquire new ones.*
- *Available customers might be limited, and the costs of attracting and retaining those new customers might be extravagant - especially for that part of the market called 'bargain hunters'.*



Source: Harvard Business Review

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Customer Segmentation

Customer Segmentation

Before doing anything towards attempting to bond with customers it is necessary to segment customers to then more effectively communicate with them.

This begs the question:

"What is customer segmentation?"

This is not nearly as easy to answer as most people think. This is because 'customer segmentation' can be both 'easy' and 'complicated'.

In this document we will assume you have not gone too far down the road of customer segmentation, so we will provide some basic explanations.

What is Segmentation?

Segmentation is the act of dividing a set of objects into groups that share common characteristics. In the world of marketing and sales, segmentation is applied to customers, usually in order to better service or understand those customers.

The marketing process in most companies pays little attention to customer segmentation. Typically very little effort is made to ongoingly understand customers

In most cases effort that is made is poorly directed and not able to be performed easily and continuously.

The result is most companies still compete based on product and not relationship with the customer.

The number of ways to segment customers is almost endless. The number of ways to segment customers such that increased profit can be achieved is far more limited!!

Market Segmentation is:

'The process of identifying customers who comprise a homogenous group of consumers for a specific range of goods and services'

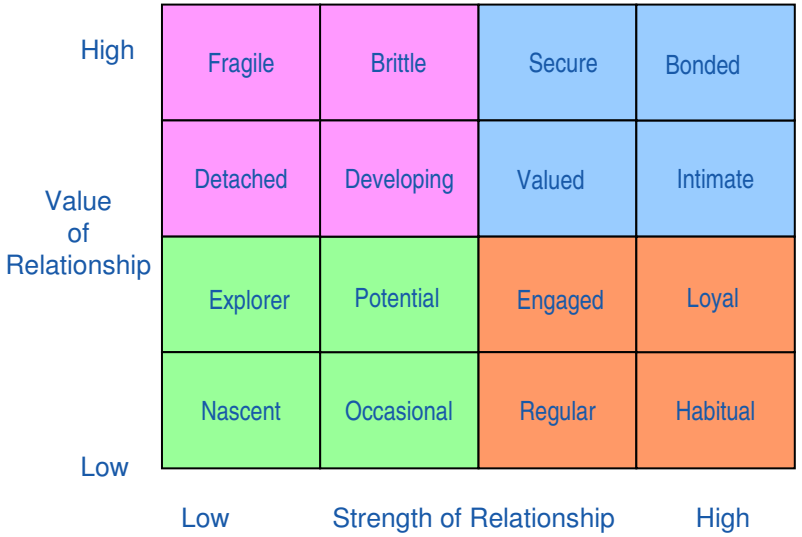
Most companies do market segmentation pretty well.

Customer segmentation is:

'The differentiation of customers *within* a defined market. A segment consists of a group of consumers that react in a similar way to a given set of marketing stimuli.'

Most companies are abysmal at customer segmentation.

The diagram below shows one way of segmenting customers based on value vs strength of relationship.



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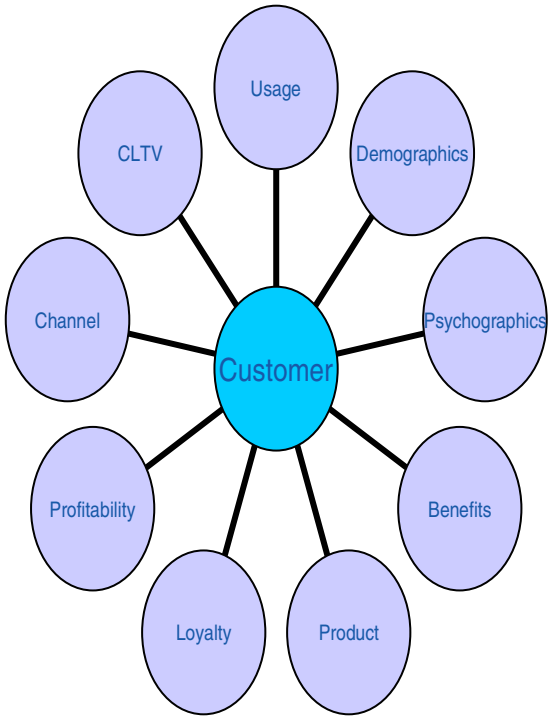
Information for Customer Segmentation

Information for Customer Segmentation

Once you understand a little about customer segmentation you will be immediately challenged with the question as to what information should be collected about customers.



As the diagram shows, there is lots of information you might like to collect about customers. Our experience is that this is all useful and these attributes are all included in BI4CR.

However, our experience is that it is also expensive to collect such information and it takes time. Time you may decide you do not have.

To overcome this issue we have mastered the art of 'Product Catalogue Segmentation'.

Product Catalogue Segmentation

The products people purchase from you tell you something about your customers. For example:

- I own a Nokia E61….that tells vodafone something about me
- I use it in certain ways….that tells vodafone something about me…
  - *If vodafone wanted to listen…*

The products your clients buy reveal things about them. This information can be as powerful as collecting data about them.

Marking the product catalogue is the process of:

- Deciding what segments you want to create.
- Giving 'points' to each product purchase to indicate segment affinity.
- Points range from 0 (no affinity) to 10 (high affinity).
- Decide how many points per segment indicate 'segment membership'.

BI4CR has 64 'Product Catalogue Segments' built into it such that you can start to segment your customers as soon as you mark the product catalogue even if you have not collected many of the attributes noted in the diagram to the left!

There is much skill and not a small amount of 'art' still in the process of more sophisticated customer segmentation.

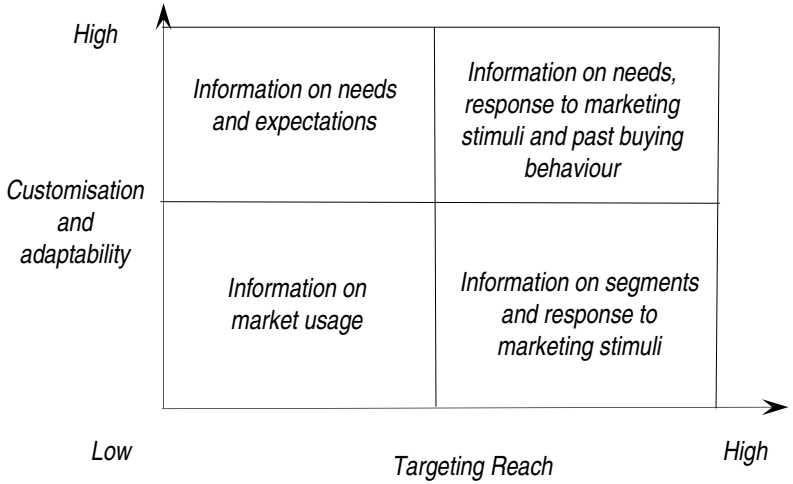
We advise our clients to start with those things that are easy to do, implement the technology required to make effective use of customer segmentation and then move up the learning curve as rapidly as possible to extract the greatest amount of value out of customer segmentation and marketing activities.

What other data might be valuable in managing relationships with customers?

Information for Customer Segmentation

Information for Customer Segmentation

As you move forward in more highly customising the product and service for your clients you will need to consider the following factors from a customisation and targeting reach perspective.

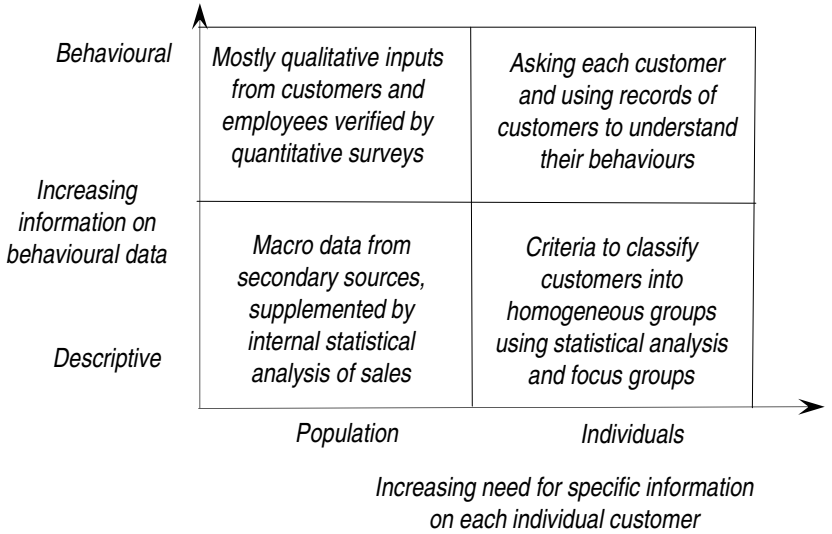


Information for low levels of customisation and reach is easy to collect. When attempting to perform high levels of customisation and broad targeting to larger numbers of customers you will need much more capability to collect and use information.

BI4CR covers the broad spectrum of information that might be collected and is easily extended to support new sources of information.

Behaviour Information

Information on the product and it's usage will not be enough in the 21st century. You will need information on the behaviour of the customer and their usage of the product. The following diagram shows aspects of data that will be needed.



Most companies are still in the early stages of understanding and using behavioural information.

BI4CR covers the broad spectrum of behavioural information in both the psychographics portions of the product and the product catalogue segmentation portion of the product.

Assessing Customer Bonding

Assessing Customer Bonding

Marchand provides specific guidance on how to assess and understand your company's level of customer bonding.

Organisational culture and structure

- *Are the people liaising with customers empowered sufficiently to help them?*
- *Are customer complaints handled quickly, and are there processes in place to prevent problems recurring and to follow up complaints once the situation has been resolved.*
- *How are service quality problems resolved (how quickly, by whom and at what cost)? How could this be improved?*
- *Do people developing the product offer (including all aspects of the product such as pricing and delivery as well as product benefits) have a good value proposition? How is this arrived at?*

Personnel and skills development

- *Are the people liaising with customers skilled at listening and recording customers needs? This can be used for market sensing as well as to enhance the sales proposition and to develop customer loyalty schemes.*
- *Are the right people in the right place at the right time?*
- *Is additional training needed? For example, would front-line personnel benefit from greater product knowledge.*

Brand perception, market and customers

- *What do customers value most about your products?*
- *How can these benefits be extended profitably?*
- *What do customers dislike about your organisation or products? How can these issues be removed?*
- *How many customers are retained? How can this retention rate be improved? What would be a realistic target and timescale?*
- *What contact does your organisation have with it's customers, and how well is this managed?*
- *Are there any additional communication channels that could be used to link with your customers?*
- *How can you involve your customers in the business on an ongoing basis? (Eg. Reward schemes or pilot products?)*
- *How does your organisation monitor customer satisfaction?*

Innovation

- *How innovative is the business?*
- *Who generates new ideas? Those with a close understanding of the customer or others?*
- *How quickly, successfully and cost -effectively are new ideas implemented?*
- *How effective is the process for anticipating customer needs?*

Information Systems

- *How detailed is your customer information? Does it really tell you what you need to know? Could it be improved?*
- *Do people in the business share the same information?*
- *Do the views of customers flow quickly to the right parts of the organisation?*
- *Does everyone that needs it have access to the necessary information?*
- *How often is information relating to customers updated and distributed?*

Best Practice for Customer Bonding and Market Sensing

Best Practice for Customer Bonding

There are a wide range of practical means that can be adopted to enhance customer bonding. The following checklist provides practical ideas for improving customer bonding for your company. This has applied to online information such as bank balances to the location of parcels being Fed-exed.

In the early days of such information being available it is a competitive advantage, in the later days, it is a competitive necessity.

Key Ideas

- *Develop links between all functions and customer queries.*
- *Develop the capability to use information for selling.*
- *Measure customer satisfaction on information issues.*

Market Sensing

Enhancing the ability to listen to the customer and listen to the market can be called 'Market Sensing'.

Market sensing refers to all activities that help companies to understand the market. It is everyone's responsibility, and encompasses any factor that relates to the current and future market situation.

To determine your company's capabilities in market sensing it is worth considering:

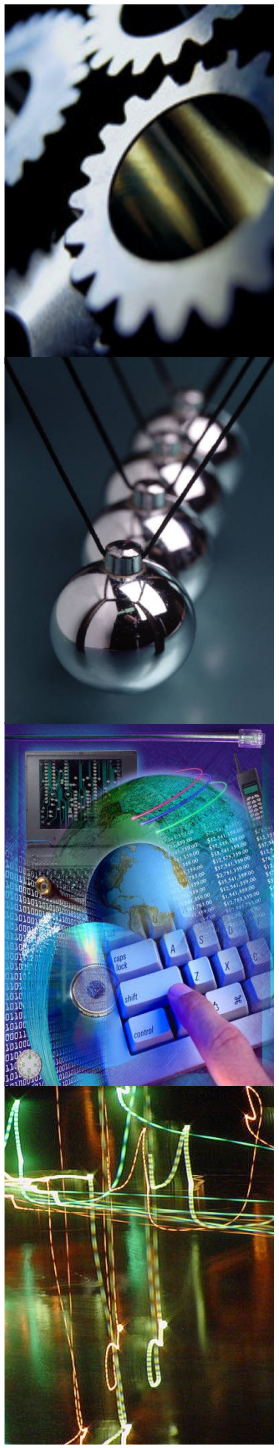
- *How unique are the insights into the market that are influencing your organisation?*
- *How are competitors perceived in the market?*
- *How well are competitors actions monitored?*

Gaining advantage from Market Sensing

Six steps are critical to realizing the full potential of market sensing.

- *Make good use of market research.*
- *Think creatively about how to engage respondents so that insights are likely to be unique.*
  - *Endeavour to make sure what you find out from the market will not be easy for your competitors to find out.*
- *Institute customer contact programs.*
- *Incorporate competitor analysis into the development and refining of your mental model of the marketplace and develop foresight.*
- *Move to a process of project based organisational structure so that functional barriers to creating customer value are minimised.*
- *Ensure that information systems provide an understanding of business activity at customer level.*

BI4CR has been designed and built to support many of these capabilities to see what else is happening in the marketplace and combine that information effortlessly with your own internal information.



Co-Configuration
The 'Next Wave' of
'Getting Close to the Customer'

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Co-Configuration

Co-Configuration

You may well be asking 'what is next' in the race to keep ahead of competitors in delivering products and services. The answer is *co-configuration*.

The era of 'mass-customisation' is coming to a close, with many companies not even there yet.

Co-Configuration is the process of engaging the customer in the very process of product usage over time, not just product development. Such products customise themselves in response to your needs and preferences as they change.

Co-configuration is not just an ability to provide new value to customers. It is a new way of working by continuously linking the customer, the product and the company to achieve maximum customer value and cost efficiencies at the same time.

Supplying customer intelligence product requires a company to interact with customers to reconfigure that product continuously. The product has to be constantly remade to reflect changes as both the customer and the company 'learn'. The work of co-configuration never ends.

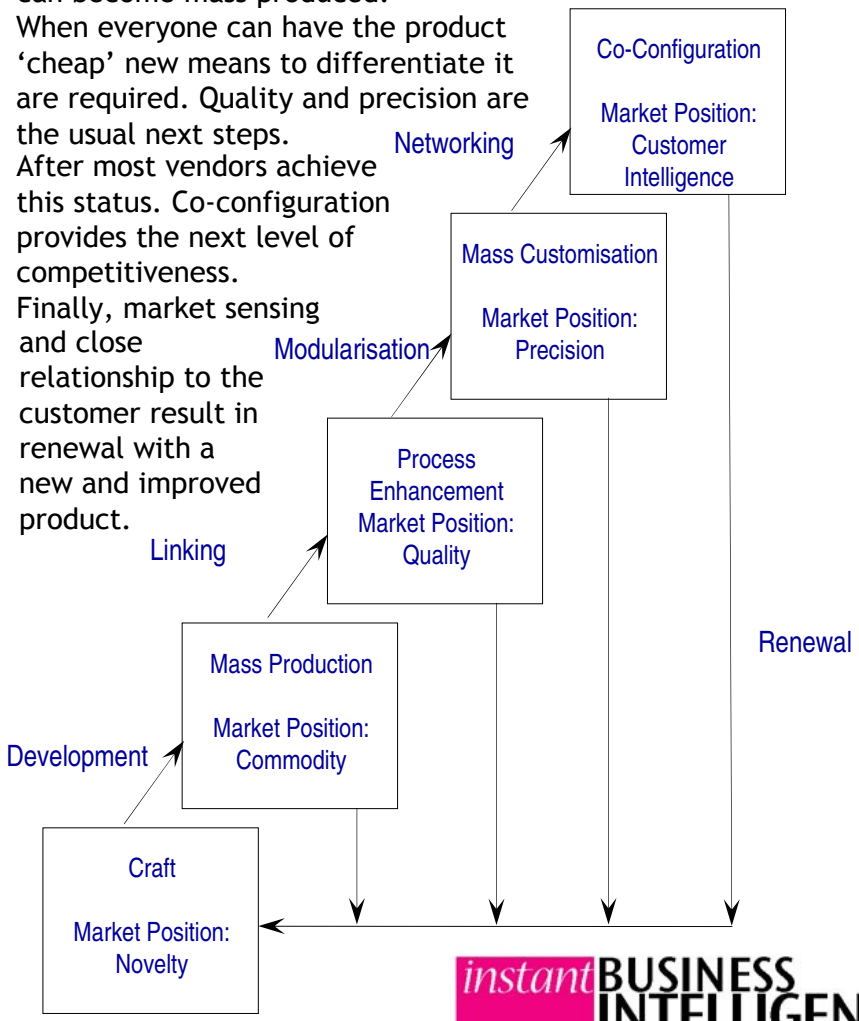
Co-Configuration Why Bother?

Because adding customer intelligence value to products and services will be a major new source of competitive advantage in the 21st century.

Not only is BI4CR designed and intended for companies who aspire to co-configuration…BI4CR is an example of a product that is 'co-configured' with the client!!

The Steps to Get to Co-Configuration

The diagram below shows that most products start out as something produced by craftsmen in small numbers. This has been true of everything from cars to computers.
As demand and ability to mass produce the product improves it can become mass produced.
When everyone can have the product 'cheap' new means to differentiate it are required. Quality and precision are the usual next steps.
After most vendors achieve this status. Co-configuration provides the next level of competitiveness.
Finally, market sensing and close relationship to the customer result in renewal with a new and improved product.



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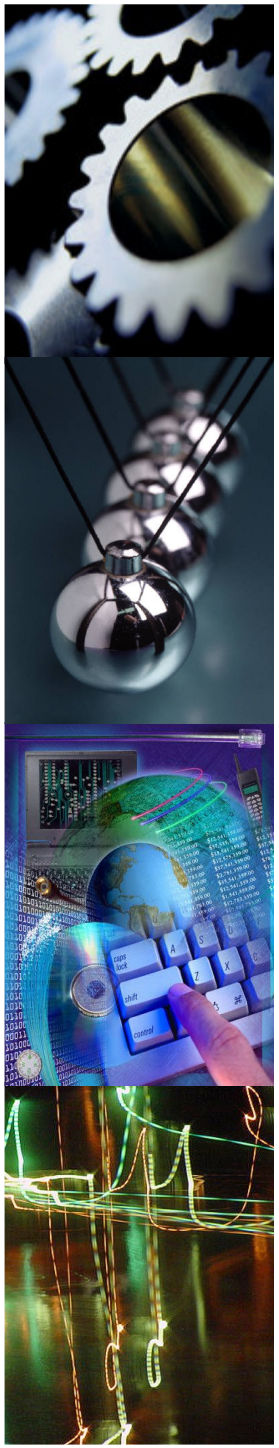

BI4CR
Addressing the Issues
For the 21st Century Senior Manager

Public Information
Version 1.2: 1/1/2014

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BI4CR - Addressing the Issues

Addressing the Issues

Make no mistake. The Senior Manager of the 21st Century is going to be faced with more competition, more margin erosion, more technology and more 'copy cat' products.

It is more and more difficult to develop and market a product that cannot be relatively easily copied by a 'low cost provider'.

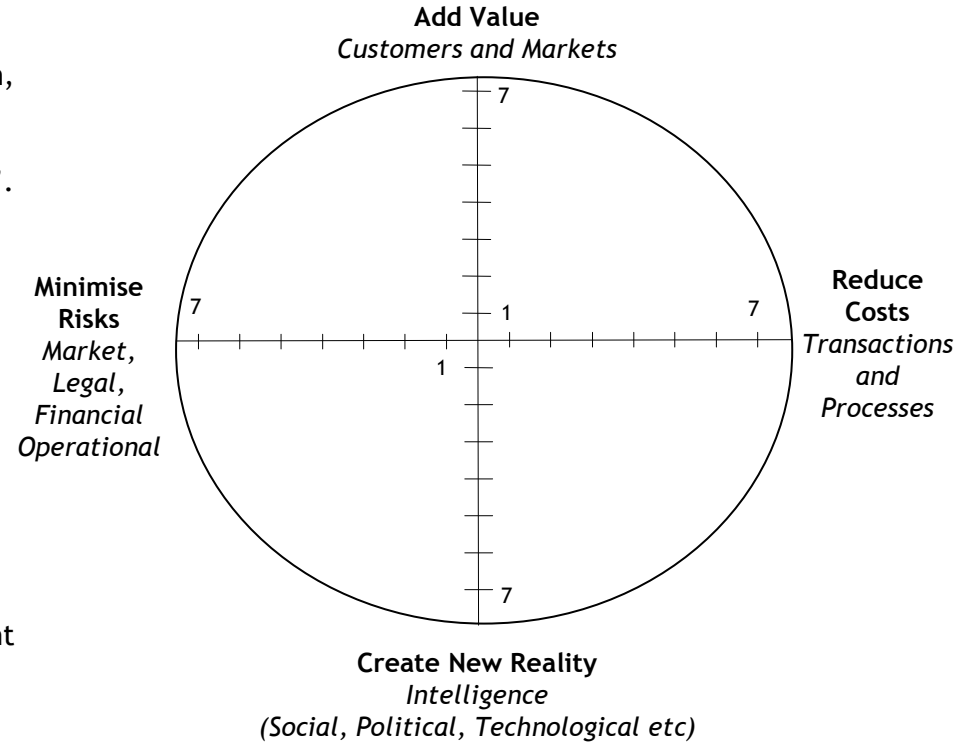
No industry is safe from the 'low cost provider'. Companies that were once thought invincible and immune from such competition have learned otherwise.

- IBM suffered from low cost computing and has remade itself into a high value service provider.
- Banks suffered from Mortgage Originators.
- Airlines suffered from the likes of Ryanair and Easyjet.
- Telcos are reeling from the possibility of almost free phone calls via the internet.
- Retailers of all sorts are suffering from the move of consumer purchases to the internet.
- White goods manufacturers are reeling from the onslaught of cheap labour in China.
- The clothing industries in all countries have been decimated by cheap cloths from China.
- IT staff have seen their jobs relocated to India.

Companies that are not 'low cost providers' must look to the SIA Framework and the one asset that they have that cannot be easily copied.

Their internal information about their customers.

The quality and integrity of the information that is used to run the business will increasingly differentiate winning companies. Excellence in information management will be 'the difference that makes the difference'.



BI4CR addresses these issues by providing the capability to integrate any and all data available to the organisation.

BI4CR will allow the 21st Century Business Manager to take the initiative and decide on what basis he/she will compete with information. Not just constantly react to what the competition is doing.

BI4CR, in many companies, is going to be 'the difference that makes the difference'.

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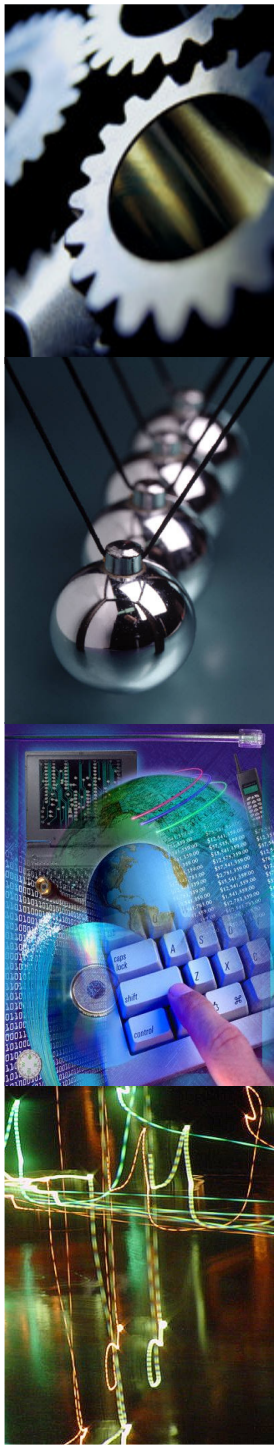

BI4CR
Coverage and Value

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BI4CR Coverage And Value

BI4CR Coverage

BI4CR covers broad range of typical operations in a Catalogue Retailing company. Current areas available in BI4CR are as follows:

General Mass Market Business Information

- Campaign Management
- Marketing and Sales functions
- Customer Account Management
- Credit Scoring/Risk/Blacklists etc
- Customer Behaviour Analysis
- Relationships between parties
- Product Catalogue Segmentation
- Invoices/Payments
- Deliveries/Returns
- Accounts Payable/Vendors
- Accounts Receivable
- General Ledger

Retail Business Information

- Purchase Requisitions
- Blanket Purchase Agreements
- Purchase Agreements
- Purchase Orders
- Inventory Item Receipts
- Inventory Item Exits
- Inventory Location Measures
- Sales by Outlets
- Warranty Claims and Fulfilment
- Product Return to Vendor

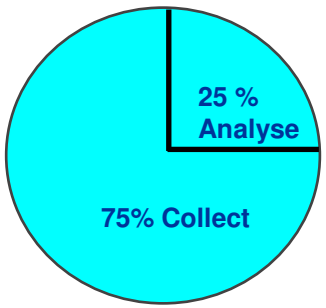
Web Business Information

- Web Site Definition
- Subscribers/Subscriptions/Memberships
- Site Hits and Sessions
- Downloads
- Basket Information
- Wishlists
- Orders and Sales
- Subscriptions/Subscribers measures

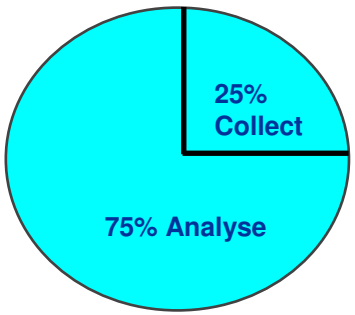
BI4CR Value

Most business analysts spent 75% of the analysis time collecting information and 25% of their time analysing it to come up with new ideas to compete in the marketplace. With BI4CR these numbers are reversed. This is an up to ***3 times productivity improvement*** of your 'best and brightest'. This gives your 'best and brightest much more time to come up with the new ideas so necessary to compete.

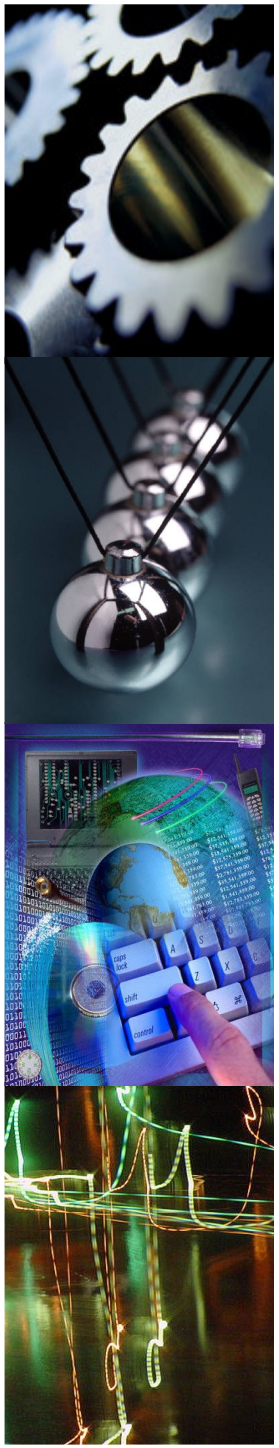
This is perhaps the biggest single greatest value of BI4CR.



No BI4CR



With BI4CR



Summary

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So often we hear the comments.

- I am drowning in data thirsting for information.
- Half my marketing budget is wasted…I just don't know which half.
- The low cost providers are stealing our customers away.
- Our IT Staff just don't 'get' the business.
- All our Business Intelligence Projects fail.
- We have wasted millions on failed Business Intelligence Projects.

It does not have to be this way.

We have been 'evangelising' the concept of 'Competing with Information' for over 15 years.

We have always looked for ways to more effectively communicate to Senior Managers just how important 'Competing with Information' has become.

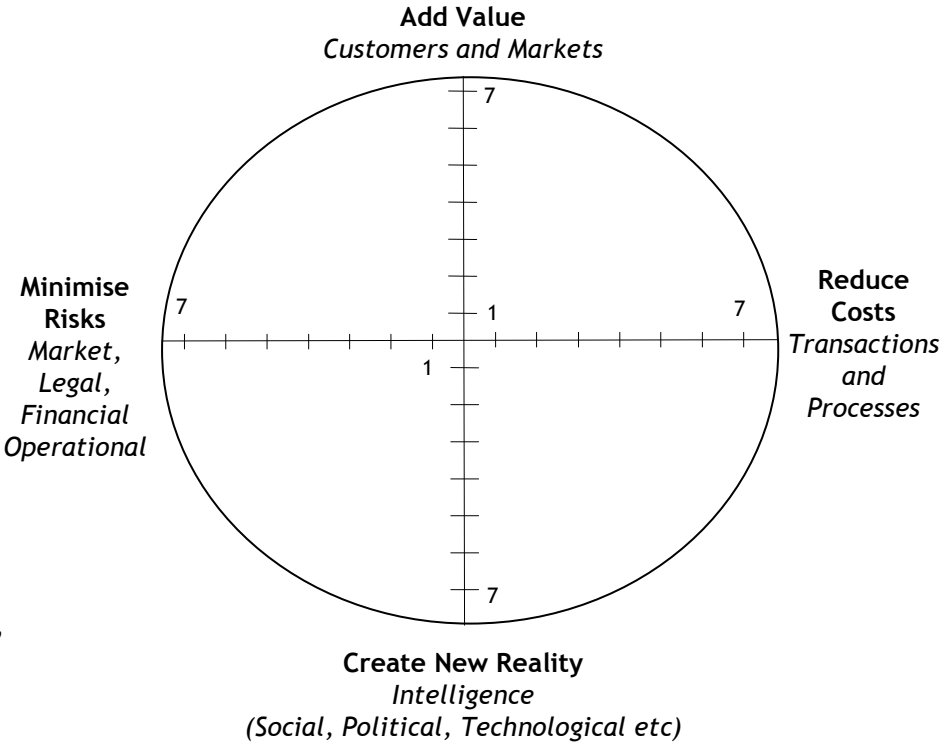
So it was with great joy we found a respected Business Writer, Donald Marchand, has published the definitive text of 'Competing with Information'.

We would strongly recommend this book to any Senior Manager wanting to know how they might go about 'Competing with Information'.

It is no accident that BI4CR is an application that is extremely strongly aligned with what Marchand has to say.

We have journeyed far and wide, assisting some of the worlds leading companies compete more effectively using their information assets.

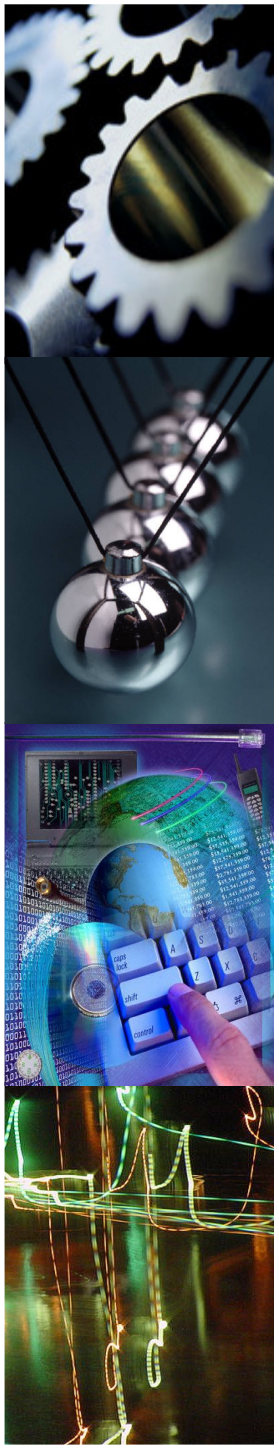
BI4CR is the application that brings the ability to compete with information to the next tier of companies at the lowest possible cost.



BI4CR can assist your company compete on all four axes of the SIA framework with emphasis on Add Value and Create New Reality. We look forward to showing you just how!!

Best Regards

The Instant Business Intelligence Team



Thank You For Your Time!

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