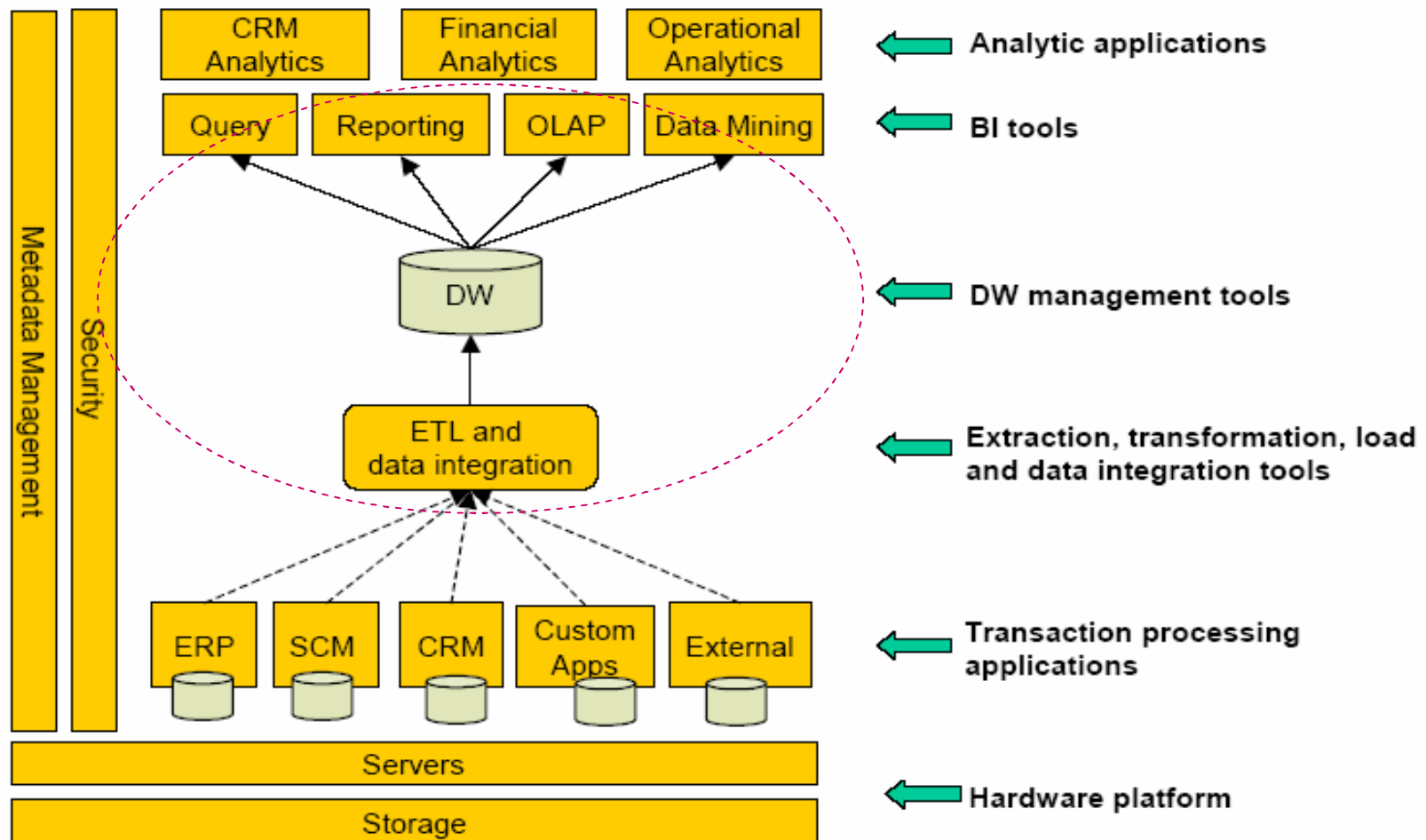


Business Intelligence Industry Landscape



Source: IDC, 2005

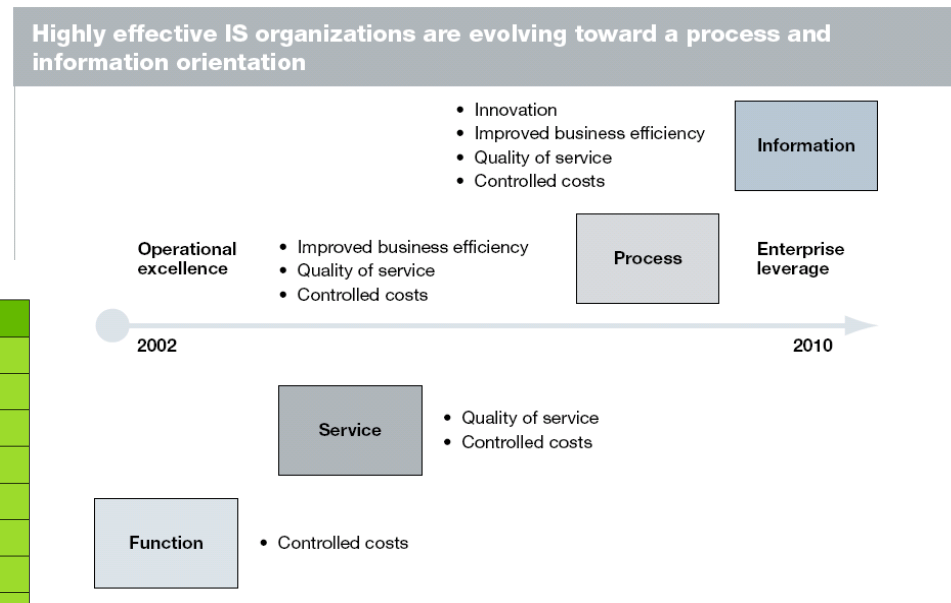
Business Intelligence is gaining importance within organizations and the market is growing quickly

- In 2005 business intelligence jumped from the No. 10 slot to the second-highest priority on CIOs' agendas
- In 2006 it become first priority
- In 2007 50% of customers plan to increase spending on BI software
- 25% of customers planning to spend \$1M or more on BI software in in 2007

Top 10 Technology (CIOs) Priorities in 2006 - Gartner

Ranking	Top 10 Technology Priorities
1	Business Intelligence applications
2	Security technologies
3	Mobile workforce enablement
4	Collaboration technologies
5	Customer sales and service
6	Service Oriented Architectures (SOA)
7	Workflow management
8	Networking, voice and data communications
9	Virtualization
10	Legacy application modernization

Source: Gartner IT Symposium & EXP 2006

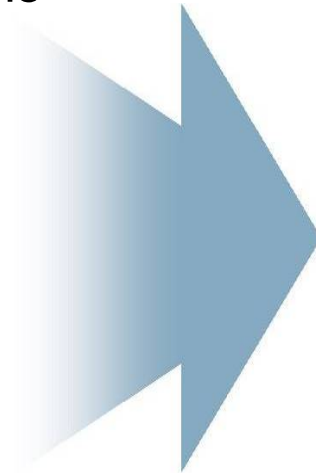


Creating Enterprise Leverage: The 2007 CIO Agenda - Gartner

Key business intelligence trends

- More sophisticated data integration
- More Complex Analysis
- Packaging for simplicity & ease of deployment
- Data Mart Consolidation
- Demand for 'operational BI': BI becoming integral part of business operations

- Strategic analysis
- Reporting
- Offline batch updates
- Departmental data marts
- Few users doing strategic analysis
- Availability not critical



- Plugged into the business process
- Automating action
- Continuous online updates
- A shared resource
- Thousands of users performing many types of tasks
- Mission critical

Possible topics for discussion

- BI architecture: continuum from federation to materialization
 - What to materialize, when, and how?
- End-to-end optimization
 - ETL -- database queries – analytics
- Data quality and provenance issues for enterprise-scale BI systems
- Integrating process (flow) data
- Integrating less structured data
- ...