Business Intelligence Industry Landscape

- Analytic applications
- BI tools
- DW management tools
- Extraction, transformation, load and data integration tools
- Transaction processing applications
- Hardware platform

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 became 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 2007

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### Highly effective IS organizations are evolving toward a process and information orientation

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<thead>
<tr>
<th>Operational excellence</th>
<th>Process</th>
<th>Enterprise leverage</th>
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<tbody>
<tr>
<td>Innovation</td>
<td>Improved business efficiency</td>
<td>Quality of service</td>
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### Top 10 Technology (CIOs) Priorities in 2006 - Gartner

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

Source: Gartner IT Symposium & Expo 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

• …