



Technology Revolution: The Future of Now
Wednesday at 8 AM Pacific/11 AM Eastern
April 4th 2012: How Smart Is BI Without A Strategy?

Pop quiz: Business intelligence aka “BI”. (A) Alphabet soup? (B) Oxymoron? (C) Secret weapon that instantly makes your company smarter? Answer: C, but it’s not that simple, says analyst Josh Greenbaum. “Business users don’t understand data, and data geeks don’t understand business. BI software has traditionally been among the top forms of shelfware in the enterprise. Most data warehouses are sanitary landfills.” Asuret’s Michael Krigsman adds, “Without a sense of focus and direction, BI and analytics become yet another source of useful data and clutter. In the end, vendors and users must wor

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Joshua Greenbaum, Principal, Enterprise Applications Consulting, has over 30 years of experience as a computer programmer, system architect, author, consultant, and industry analyst.

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Michael Krigsman
Michael Krigsman, CEO of Asuret, Inc., a consulting company dedicated to reducing technology implementation failures. A recognized authority on the causes and prevention of IT failures, he is considered an

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Jason Rose
Jason Rose is head of Business Intelligence (BI) Solution Marketing at SAP, leading go to market activities for the industry’s leading on-premise and cloud-based BI solutions: SAP BusinessObjects.

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