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WITH
SANJOG AUL

CIO Talk Network
Wednesday at 7 AM Pacific
December 02nd 2009: Delivering smarter, more competitive BI

What is "Business intelligence" for, if not to give a company a competitive edge? What's the state of competitive BI today? Have enterprises been able to fully exploit BI for all its promised potential or has it turned out to be more difficult in execution than expected? Have there been any breakthrough innovations to better identify and develop opportunities for a competitive edge? Besides the tools, what else is needed for BI to become "competitive" BI?



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