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WITH  
**SANJOG AUL**

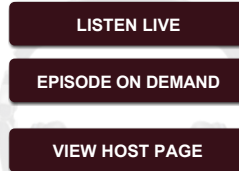
**CIO Talk Network**  
**Wednesday at 7 AM Pacific**  
**February 10th 2010:BI plus Search: The ultimate Crystal Ball!**

What if external data, in whatever structured or unstructured form it exists, could be pulled into organizational databases, combined with the internal data already sitting there, and the "Unified Information" analyzed and reported on as one big picture created out of two complimentary pieces of BI? Wouldn't that give business people better predictive capabilities? Research says BI and search technologies are converging into one tool, but what are the challenges to creating such a tool? ...And, what special advantages would make the creation of such a tool well worth the effort?



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