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Business Intelligence—Going Beyond the Numbers

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ABSTRACT

With Business Intelligence being a buzzword in business these days, a fundamental question is raised: "What is Business Intelligence?" There is substantial confusion [or varying viewpoints] in both the marketplace and in literature. For many, there is a tendency to define it in terms of merely gathering numbers. However, Business Intelligence is much more about developing actionable business insights based on having analyzed the data. Come hear how CSC's clients are reaching beyond the numbers to gain actionable insights that result in true competitive advantage. During this session, CSC will reveal its Business Intelligence Maturity Model, describing each of its levels from Foundational to Advanced. Then within this framework, you will see how our clients have been able to develop actionable strategies and tactics by "going beyond the numbers."

No paper was submitted for publication.

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