

## Business Intelligence De Estrategias (Spanish Edition)

By Cindi Howson

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### **Praise for *Successful Business Intelligence***

"If you want to be an analytical competitor, you've got to go well beyond business intelligence technology. Cindi Howson has wrapped up the needed advice on technology, organization, strategy, and even culture in a neat package. It's required reading for quantitatively oriented strategists and the technologists who support them." --Thomas H. Davenport, President's Distinguished Professor, Babson College and co-author, *Competing on Analytics*

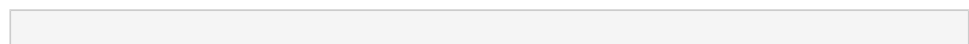
"When used strategically, business intelligence can help companies transform their organization to be more agile, more competitive, and more profitable. *Successful Business Intelligence* offers valuable guidance for companies looking to embark upon their first Bi project as well as those hoping to maximize their current deployments." --John Schwarz, Ceo, Business Objects

"A thoughtful, clearly written, and carefully researched examination of all facets of business intelligence that your organization needs to know to run its business more intelligently and exploit information to its fullest extent." --Wayne Eckerson, Director, Tdwi Research

"Using real-world examples, Cindi Howson shows you how to use business intelligence to improve the performance, and the quality, of your company." --Bill Baker, Distinguished Engineer & Gm, Business Intelligence Applications, Microsoft Corporation

"This book outlines the key steps to make Bi an integral part of your company's culture and demonstrates how your company can use Bi as a competitive differentiator." --Robert VanHees, Cfo, Corporate Express

"Given the trend to expand the business analytics user base, organizations are faced with a number of challenges that affect the success rate of these projects.



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### Editorial Review

#### About the Author

**Cindi Howson** is the founder of Biscorecard, a website for in-depth BI product reviews, and has 15 years of BI and management reporting experience. She writes and blogs for *Intelligent Enterprise*, and is an instructor for The Data Warehousing Institute (TDWI). Prior to founding Biscorecard, Cindi was a manager at Deloitte & Touche and a BI standards leader for a Fortune 500 company. She has an MBA from Rice University.

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