

BI Panel Discussion


Gartner®
Midsize Enterprise
Summit. 2007

Robert Anderson
and
Kurt Schlegel


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BI's Growing Importance in the Midmarket

Technology Priorities Clearly Reflect the Business Priorities

Top 10 Technology Priorities

	Ranking			
	2006	2005	2004	2003
Business Intelligence Applications	1	2	10	13
Security Enhancement Tools	2	1	3	1
Mobile Workforce Enablement	3	3	-	-
Workflow Management Deployment and Integration	7	4	-	-
Enterprise Resource Planning (ERP) Upgrades	5	5	-	-
Storage Management	6	6	-	-
Voice and Data Integration Over IP	6	7	-	-
Customer Relationship Management (CRM)	5	8	-	-
Business Process Integration Tools	9	9	-	-
Server Virtualization	8	10	-	-

New Pressures – Is BI the Answer?



- BI for the Masses
- BI/Performance Mgmt.
- BI via SaaS
- BI via Appliance
- Mobile BI
- Dashboards & Visualizations
- In-Memory BI

Introductions – BI Panel Participants

- **Andy Kamlet – Microsoft**
 - Director of Marketing/Sales, Office Business Applications
- **Anthony Deighton – QlikTech**
 - Vice President of Marketing
- **Dean Hager – Lawson**
 - Senior Vice President – Product Management
- **Todd Rowe – Business Objects**
 - Worldwide Vice President – Midmarket

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