



Accelerating Performance by Calculating Results™

Customer Intelligence Trends & Insights

June 2010 - Vol. 3, Issue 6



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Greetings!

Hypatia Research, LLC is honored to have been selected as the industry analyst adviser to a Customer Intelligence-focused conference scheduled for November 10, 2010 in Boston, MA entitled:

Marketing Analytics: Gain the Knowledge to Control Performance

This Henry Stewart produced conference, uniquely designed for the business executive rather than IT professionals, will cover marketing analytics from *Precision Marketing to Customer Intelligence* during a one-day "Boot-Camp". Speakers and panelists will present 30 minute interactive sessions on topics such as:

- Customer Segmentation: Who Achieved What, When and How?
- Web Analytics: Beyond the Hype!
- Realizing Tangible Benefits from Marketing & Advanced Analytics: Customer Success Stories
- Cross-Sell, Up-sell, and Influence: The Virtues of Affinity Analysis
- Show & Tell with Predictive Modeling: Clients Speak!
- Exploiting Customer Data with Advanced Marketing Analytics
- How to Enhance Analytics using External Data: Presentation and Q&A
- Advanced Marketing Analytics + Customer Intelligence = ROI: Lessons Learned in the Trenches (Panel Discussion)

For information on sponsorships or registration, please contact Julie Kerry, Senior Producer, Henry Stewart Conferences at: Julie@hspublications.co.uk.

[Electronic Health
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Hypatia

[Read About Her Life,
Strife & Many
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[Authored by
Maria Dzielska](#)

[Published by Harvard
University Press: Revealing](#)

Best,

Team Hypatia Research, LLC
Research@HypatiaResearch.com

P.S. The story of Hypatia is now a movie entitled "Agora" starring Rachel Weisz {Constant Gardener, Oscar 2005} and opens this upcoming weekend!

<http://movies.nytimes.com/movie/453107/Agora/trailers>

Jeffrey T. Baker Joins Team Hypatia

Seasoned Business Executive Will Oversee Client Relationships & Business Development

Our new Vice President of business development brings over 15 years of expertise at technology companies such as Oracle, Business Objects, Sybase, Ingres and Aberdeen Group/Harte-Hanks.

Previous sales management roles have ranged from Senior Account Director, Regional Sales Director and Director of Marketing to Director, Global Business Development.

Jeff holds a BS degree in Biology from SUNY Brockport. A former New Yorker, (and closet Yankees fan), Jeff enjoys following Boston's best teams and preparing family feasts in his spare time. Jeff can be reached at:
JeffB@HypatiaResearch.com

"Success Strategies in Information Management & Business Analytics"

This **2010 awards program** recognizes providers of Information Management & Business Analytics solutions, tools and management consulting services. **Vendors** may submit up to 3 customer entry forms for consideration. Alternatively, **clients** may also nominate vendors and professional service providers for Information Management & Business Analytics projects completed during 2009-2010.

Nomination forms will be accepted through **July 30, 2010**. Entries will be judged according to both soft and hard performance metrics that include, but are not limited to:

- Return on investment
- Productivity enhancements
- Capacity for business innovation
- Cost reductions
- Corporate profitability
- Data accuracy rates
- Customer satisfaction levels
- Collaboration & knowledge sharing

Award winning entries will be published in Hypatia's upcoming "Success Strategies" study. Historically, less than 10% of all entries are selected for these awards.

Antiquity

Customer and vendor briefings are now being scheduled for June 2010 and beyond. Contact us to request a customer / vendor nomination form, share best practices, and to update us on product launches, success stories and lessons learned.

Email Research@Hypatiaresearch.com for a nomination form to submit your entry!!!

Q2 Deal\$



Purchase two or more research reports and receive 25% off your company's entire order.

Contact ZGR@HypatiaResearch.com or JeffB@HypatiaResearch.com for details.

Hypatia Research, LLC, <http://www.HypatiaResearch.com> delivers high impact market intelligence, industry benchmarking, best practice, and vendor selection research for how businesses use technology and service providers to capture, manage, analyze and apply customer intelligence to enhance performance and to accelerate growth. Coverage areas include: CRM, Business Intelligence, Customer Analytics, Marketing Automation, Database Marketing, and Customer Data Integration and Quality. Since its inception by co-founder Leslie Ament in 2001, clients have relied on Hypatia for industry insight, expertise and independent research for guidance in assessing various technology and service options. Like our namesake, Hypatia, we are committed to Calculating Results™ for our clients.

Hypatia of Alexandria (c.370-415 AD), invented several scientific devices--the astrolabe, plane-sphere, and hydroscope (hydrometer). These instruments were used to calculate the distance between planets, the position of visible stars at any time of the year, and the gravity of liquids respectively. Hypatia was the first woman to make substantial contributions to the development of mathematics, astronomy & philosophy.

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