

Customer Intelligence Trends & Insights

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Hypatia

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Greetings!

Bucking the recessionary trend, Hypatia is pleased to announce that [Louis Olds](#), recently Vice President at KXEN, the data mining automation company, has joined our team.

Moreover, we are excited to embark on our next survey-based research study scheduled to publish in early 2009:

Enterprise Feedback Management to Customer Insight: Converting Information into Actionable Intelligence

How successful are organizations in systematically capturing, managing, analyzing and applying customer intelligence throughout the enterprise? What tangible benefits are realized by those who invest in customer knowledge? In short, What do successful companies do differently?

End-user customer and vendor briefings are now being scheduled. Contact: Info@HypatiaResearch.com to arrange a briefing.

[Team Hypatia Research, LLC](#)

Just Released in February 2009:

Business Intelligence: Connectivity Options & Evaluation Criteria for SaaS Best Practices & Vendor Selection Guide

McKesson Pharmaceuticals, Welch's, Blue Cross and Blue Shield of Florida, Nike, and Shaklee are just a few of the firms that utilize SaaS-based business intelligence to both save on implementation costs and to take advantage of business intelligence insight faster. Customers noted that they could frequently deploy SaaS-based BI initiatives at one-fourth the cost and in one-fourth the time. Vendors evaluated include:

Enterprise BI Vendors that Offer SaaS: Business Objects,



Authored by

Maria Dzielska

Published by Harvard University
Press: Revealing Antiquity

Cognos, SAS

On-Demand Software + Services: Acxiom, Birst, Experian, Lucidera, Oco, SRC, 1010Data

Vendors that License/Embed BI Engines: Jaspersoft, Pentaho, QlikView

An abridged version is available on Hypatia's website. To purchase or license the complete report, contact: ZGR@HypatiaResearch.com

Louis Olds Joins Team Hypatia as Senior Analyst

Louis Olds has significant expertise in business intelligence, analytics and enterprise software. Prior to joining Hypatia, Olds was VP at KXEN a provider of data mining tools, VP at PeopleSoft [acquired by Oracle], and Senior Analyst at First Nationwide Bank and TMAC. As an independent consultant, Olds focused on helping clients define strategic requirements, understand competitive threats and opportunities, survey the market for compatible technologies and provide guidance for solution features and architecture. [More on our Website...](#)

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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617-230-0067

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Hypatia Research | Watertown St. | Lexington | MA | 02421