

# Customer Intelligence Trends & Insights

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## Greetings:

Glad to see that Forrester Research is keeping up with independent boutique firms such as ours.

Hypatia Research, LLC, which focuses exclusively on Customer Intelligence Research, published and put forth this research finding [including that Marketing is both an Art + Science] back in 2006!

Nevertheless, we decided to share this very interesting point of view by Forrester's Dave Frankland below.

## Will the next generation of CMOs come from the customer intelligence discipline?

Posted by Neil Davey on Mon, 23/11/2009 - 16:54

In the not-too-distant future, organisations looking to fill the post of chief marketing officer (CMO) may not peruse the marketing department for the perfect candidate. According to a study by Forrester Research, the next generation of CMOs will in fact hail from the customer intelligence discipline.

The report, "The Intelligent Approach to Customer Intelligence", suggests that changes in consumer behaviour, and a subsequent struggle to understand customers, will force businesses to put greater stock in customer intelligence.

Author of the report, Dave Frankland, describes this as "injecting science into the art of marketing". He points to comments by Andreas Weigend, Amazon's former chief scientist, that individuals will generate more data this year than in the combined history of mankind. An incredible statement to make-- but one that bears contemplation.

In his blog, Frankland says: "Customer Intelligence (CI) professionals sit at the nexus of this data explosion, while also dealing with tectonic shifts in customer behaviour, and an increased demand for marketing accountability.

Best,  
Team Hypatia Research, LLC

## Customer Intelligence Research: Decision Science & Customer Analysis!

Virtually all mid to large enterprise B2C companies, as well as most B2B organizations leverage vendor-supplied information services and/or customer analytics in pursuit of corporate goals---it has become a required investment in customer knowledge for decision-support applied to: customer management,

[Collaborative Planning, Forecasting, & Replenishment \[CPFR\] as a Service](#)



**Upcoming in January 2010**  
**The Value of Integrating Online & Offline Data**

Turn your internal data marts into a powerful marketing tool by Integrating online customer behaviors and preferences with transactional historical data to uncover new and relevant insights about your customers.

Attend this [webinar](#) to learn how to improve your marketing ROI.

**Hypatia**



Authored by  
Maria Dzielska  
Published by Harvard University Press:  
Revealing Antiquity

risk/credit analysis, product development or launch and other business development, marketing and/or strategic initiatives.

Select companies that invest in Customer Intelligence & Decision Science Services

| Company              | Vendor(s)                  | Industry              |
|----------------------|----------------------------|-----------------------|
| American Express     | Experian                   | Financial Services    |
| AOL                  | ACNielsen/Claritas         | Online Media          |
| Astro-Zeneca         | IMS Health                 | Pharmaceutical        |
| Sun Trust Bank       | ACNielsen/Claritas         | Financial Services    |
| Barclays             | Experian                   | Financial Services    |
| Hilton International | Experian                   | Hospitality           |
| IBM                  | Experian                   | Technology            |
| Levelor              | Axiom                      | Retail                |
| Oracle               | D&B                        | Technology            |
| Orange               | Experian                   | Telecom               |
| Proctor & Gamble     | Experian                   | Consumer Goods        |
| Staples              | Axiom / D&B / Experian     | Retail                |
| Toyota               | Experian                   | Automotive            |
| Wal-Mart             | Information Resources, Inc | Consumer Goods/Retail |
| Wyatt                | IMS Health                 | Pharmaceutical        |

Our assessment is that use of Decision Science & Customer Analysis will move from 'competitive advantage' status to 'necessary to compete' for the next decade. Organizations will either develop in-house capabilities or partner with service providers to capitalize on the customer intelligence derived from multiple sources of data. Likewise, we expect information analysis providers to partner in delivering greater capabilities and higher-levels of customization to clients.

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

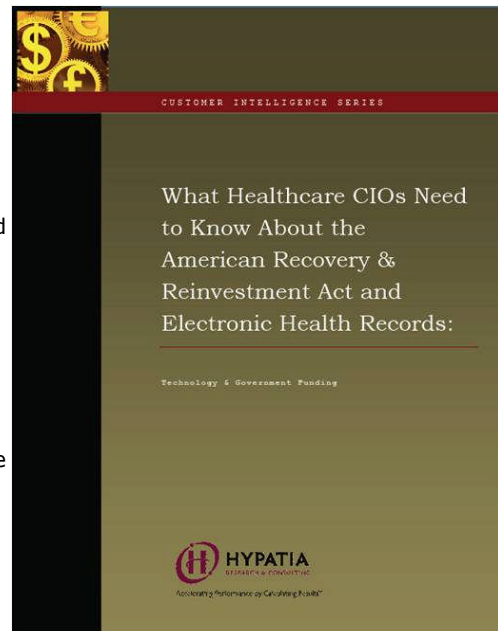
**What Healthcare CIOs Need to Know About ARRA & EHR: Healthcare Technology Solutions & Service Providers**

According to senior analyst and co-author Sue Hildreth, "EHR isn't a cure-all for the healthcare industry's ills.

However, while the upfront costs of adoption are significant, EHR does have the potential to significantly reduce paperwork and administrative overhead, as well as improve the speed and accuracy of both medical care and medical claims processing."

Hildreth added, "The key to attaining EHR benefits is through successful user adoption--which is heavily dependent on selecting the right EHR solution and training hospital employees adequately."

50+ pages of primary research that outlines:



- Current developments
- Major adoption challenges
- Business case justification
- Hospital & HIE case studies
- Includes an assessment of more than 30 EHR vendors that meet government standards for certification and funding programs.

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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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