e-Business Intelligence: Turning Information into Knowledge into Profit

By Bernard Liautaud

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Internationally celebrated ebusiness innovator, Bernard Liautaud, explains why the key to ebusiness success is knowing how to transform the vast reservoir of raw data found in every company into a corporate intelligence gold mine.

This book focuses on the three main areas of ebusiness intelligence—intranets, extranets, and business-to-business ecommerce. He describes cutting-edge strategies for accessing, analyzing, and sharing corporate data both internally and externally with customers, partners, and suppliers. With the help of case studies from Lucent, Dow Chemical, Disney, Go Network, and other ebusiness giants, Liautaud explains the what, why, and how of ebusiness intelligence in the new information economy.

Bernard Liautaud (Palo Alto, CA) is CEO of Business Objects, the world's leading provider of ebusiness solutions, and, according to Intelligent Enterprise magazine, one of the "12 Most Influential Companies in the Information Technology Industry." In 1996, five years after founding Business Objects, Liataud was named one of BusinessWeek's "Hottest Entrepreneurs of the Year."

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Editorial Review

Amazon.com Review
It is widely acknowledged that businesses today must harness the Net to effectively utilize the myriad details they glean from--and then pass around to--their various stakeholders. But how best to do that? *e-Business Intelligence*, by the head of a global company that helps others develop such efforts, lays out a variety of interrelated methodologies already in use by pioneering corporations around the world. In doing so, author Bernard Liautaud explains how to move from data (the extensive raw stats to which most contemporary firms are privy) to information (the proper context in which they must be applied) to intelligence (the collective knowledge from which appropriate actions are initiated). Liautaud shows how companies like Eli Lilly, MasterCard, and British Airways have created electronic relationships among employees, suppliers, consumers, and business partners to boost marketing, customer service, quality control, purchasing, and other activities. He explains how internal "information democracies" allow them to instantaneously distribute pertinent details throughout their organizations, while external "information embassies" facilitate the rapid transfer of pertinent facts to outside constituencies. To help readers develop their own individualized strategies, he presents specifics on gathering "customer intelligence," sharing product information, optimizing supply chains, and performing other critical tasks. *--Howard Rothman*

Review
"A great roadmap for building your e-business intelligence strategies." *-- Bob Sanguedolce, CIO, eBay, Inc.*

"Textbook reading for any manager attempting to bridge the worlds of technology and business." *-- Andrew Clyne, Vice President, Systems Development, MasterCard International*

"This book demonstrates the power of harnessing and making use of information." *-- Rick Sherlund, Managing Diretor of Goldman Sachs*

"Turning information into actionable knowledge is the key to electronic business success." *-- Judith S. Hurwitz, President & CEO, Hurwitz Group, Inc.*

From the Inside Flap
"The Internet not only enables e-business intelligence-it demands it, and demands it now. In the rapidly maturing realm of e-business intelligence, speed wins."

-Bernard Liautaud

In the new digital economy, rapid, unrelenting change is the only constant. To compete amid such a whirlwind of change, companies must be able to anticipate and adapt to ever-evolving market conditions, at warp-speed. More than anything, the key to achieving warp-speed strategic performance is maintaining a steady flow of fully- integrated, actionable information about all key business areas, including production, customer service, supply, marketing, sales, and HR.

But, as internationally acclaimed e-business intelligence guru Bernard Liautaud shows in this important new book, when it comes to corporate intelligence, most companies are still plodding along at the speed of the steam-driven locomotive. Anyone who doubts that assertion need only consider the recent findings by researchers at IBM that most business actively use only 7% of their data in making strategic business

decisions.

In E-Business Intelligence, Bernard Liautaud shows you how to get your company up to speed for the Internet economy. With the help of fascinating and instructive case studies from Lucent, Dow Chemical, Disney, T. Rowe Price, Telecom Italia, Penske, Peugeot, Go Network and other major players at the forefront of the e-business revolution, he explains how, using a handful of key Web technologies, you can transform the vast reservoir of raw, untapped data languishing in your company databases into a corporate intelligence gold mine.

You'll learn how to excavate and integrate information spread throughout your company into a total corporate intelligence network embodying all organizational levels. And you'll learn how to strategically deploy e-business intelligence to significantly reduce costs, substantially improve operational efficiencies, achieve bold new levels of customer loyalty, forge solid, mutually beneficial alliances with suppliers and distributers, radically expand the scope and effectiveness of your marketing initiatives, and much more.

Writing from a strictly business, non-technical, perspective, Liautaud explains the what, why, and how of e-business intelligence in the new information economy. Then, focusing on the three main areas of e-business intelligence-intranets, extranets, and business-to-business e-commerce-he describes cutting edge strategies for accessing, analyzing, and sharing corporate data internally throughout an organization, as well as externally with customers, partners, and suppliers.

What it will take to prepare your company to compete and win in the rapidly emerging world, e-business economy? Read E-Business Intelligence and find out from the mind behind the intelligence strategies at many of today's leading e-business giants.

Bernard Liautaud is president, and CEO of Business Objects, the world's leading provider of e-business intelligence solutions. Liautaud founded Business Objects in 1990, and in 1996 he was named one of the "Hottest Entrepreneurs of the Year" by Business Week. In just under 10 years he has built Business Objects to a global corporation with nearly 10,000 customers and more than $200M in revenue. Business Objects was the first European software company to go public on Nasdaq (ticker symbol BOBJ). It is also included, along with Microsoft, Oracle, Siebel, and SAP, in Intelligent Enterprise's January 2000 "12 Most Influential Companies in the Information Technology Industry."

In addition to Mr. Liautaud's leadership position at Business Objects, he is a competitor in extreme sports, and is on the advisory board of the Nobel Prize-winning international medical relief organization Doctors Without Borders.

Users Review

From reader reviews:

Maureen Jones:

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