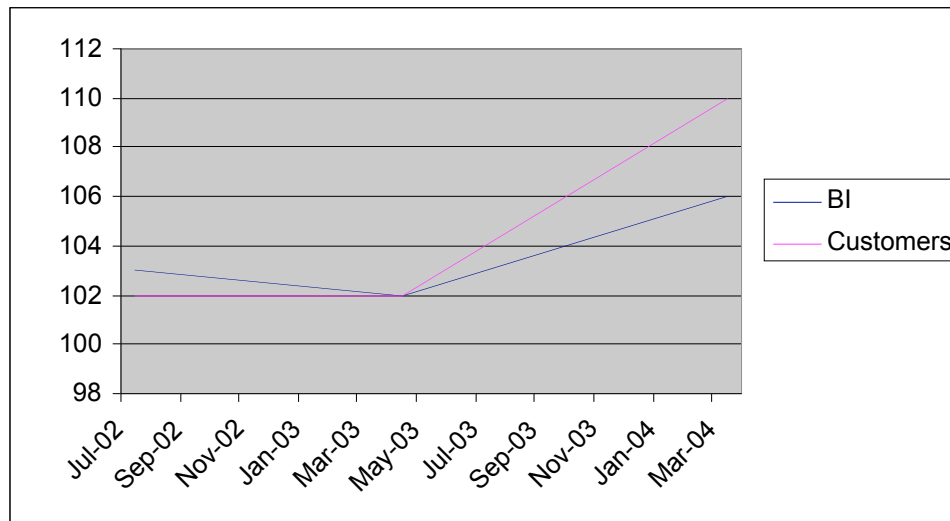


Burgeoning C level and LOB Interest in Business Intelligence

C-level and Line-of-Business managers' interest in business intelligence tools is soaring, according to a recent survey by BusinessWeek's marketing services department. The managers are focusing more on increasing revenues by selling more to existing customers as well as finding new customers, and they view business intelligence applications as vital to achieving those goals.

As the chart below shows, the baseline level of interest (index level 100) in business intelligence has jumped substantially in the past two years. At the same time, the importance of growing revenues and reaching new customers also increased as overall U.S. business conditions improved.



Note that the relative ranking of business intelligence also has increased among the Information Technology (IT) goals of these executives. In the past, developing ROI metrics for IT and increasing infrastructure were higher priorities. Now BI is more important than those goals, as well as improving utilization of existing technologies.

Other details about the March 2004 survey:

- 350 respondents, members of the BusinessWeek market Advisory Board C-Team
- Asked about their business and IT goals in 12 month period beginning in March 2004
- 69% of the respondents are from companies with \$1 billion or more in annual revenues
- 47% were either CEOs or presidents.

This increase in interest in business Intelligence provides a fertile field for vendors of ETL tools, analytics, data warehousing applications and databases to explain how their products and services can enable C level and LOB officials to achieve their financial objectives

What to do?

Our upcoming special ad section on business performance management and business intelligence, to be published in the December 6 issue of *BusinessWeek*, can provide your company with the opportunity to directly describe the value of your business intelligence solutions to the 970,000 readers of BusinessWeek in North America. Total readership is estimated at more than 4.7 million.

If you're interested in participating in the section, please let me know right away, because our deadlines are fast approaching.

Furthermore, we can conduct custom research about your market objectives, messages and market opportunity using the C-Team as the respondent base. In addition, we can create a BusinessWeek Research Services branded white paper to help you make more inroads into this market.

For more information about the special ad section, or our other content programs, give me a call or send me an email.

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