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Overview

It has often been said that it is not the transmission of data that is the primary issue. Rather the question becomes what to do with the data once it arrives at its designated landing point. Data can be hard to process or manage for both technology and non-technology companies. What to do with the information, how to govern it and how to analyze it to make the everyday decision making process more strategic and critically successful are driving the needs for industry experts to share their stories and solutions.

Mission Statement

The mission of the Business Intelligence/Analytics Forum is to bring together functional and technical experts to advance the knowledge and understanding of how data is used, identify solutions and use cases, and encourage the growth of the business intelligence and analytics community in North Texas.

Audience

The BI/Analytics Forum wants to create programs that have critical content and subject matter experts that will attract an audience of business professionals from technology and non-technology companies. The audience should range from the C-suite to IT professionals across the spectrum of business verticals.

Programs

Programs will be held at least quarterly in a variety of formats from small roundtable discussions to “Lunch and Learn” programs. A signature event shall be held once per year that will feature a top level or luminary-type speaker from the industry. There could also be one to two networking events coupled with a brief presentation to differentiate from other networking opportunities.

Sponsorship

The target list of sponsors should be firms with a business presence in the Dallas Fort Worth area, who have a stake in the Business Intelligence/Analytics industry, and who are seeking value from both small and large companies engaged in the enterprise.