

### ► This Issue: Leveraging Existing Information and Technology Assets

#### Helping Oracle Hyperion Clients Identify Options

The uncertainty of the economy is bigger than most of us, but don't accept uncertainty as it relates to your past Oracle Hyperion investment. Understand Oracle's product roadmap, lay out a strategy for your organization, and leverage your current technology for your organization's benefit and value.

[Identify your options today](#)

#### Sales Pipeline Analysis

Create visibility into your sales pipeline continuum, from sales activities to leads and opportunities through the sale and incentive compensation.

[Download case study](#)

#### Scanning the BI Technology Horizon

Find out what iBusiness Solutions' Innovation Lab is discovering about existing and emerging technologies and trends. In this issue, we highlight QlikView and Microsoft's 2008 BI platform.

[Take a look](#)

#### UpSize Article

Align all levels of your organization around business objectives with operational and management dashboards.

[Read article](#)

#### Upcoming Speaking Engagements

iBusiness Solutions president, Tim

Dan Sullivan, founder of The Strategic Coach, created what he calls the R-Factor question which asks, "If we were meeting here three years from today — and you were to look back over those three years to today — what has to have happened during that period, both personally and professionally, for you to feel happy about your progress?"

I recently began asking people Mr. Sullivan's R-Factor question and I have been somewhat surprised by what I am not hearing. Some people are simply not able to answer this question, in large part because they cannot see past the current business conditions. These people represent organizations that are often paralyzed by factors ranging from financial concerns to government policies.

At the same time, I have been pleasantly surprised by other people's responses to the R-Factor question. These people, while watchful of the economy, market, and government, are seeing and seizing opportunities for creating a competitive edge. Their competitive edge takes on many forms, and in many instances their vision includes managing and using information as a strategic asset to create their competitive edge.

At iBusiness Solutions, we use a "unique process" to help our clients manage data to calculate and visualize performance metrics that support their strategic objectives. Aligning organizational performance with a short time to value utilizing a variety of visual techniques and application development disciplines, we can use our competitive edge to help you create your competitive edge.

In this issue of our newsletter, we offer a series of resources to help you lead your organization to proactively create a competitive edge when others are simply reacting to market conditions. This edition includes strategic information, such as increasing the effectiveness and efficiency of your sales force with sales pipeline analytics, as well as a link to an article I recently wrote outlining how you can align all levels of your organization around business objectives with the assistance of performance dashboards.

The intelligent Business Unique Process



iBusiness Solutions president, Tim Brands, will speak at The Association for Strategic Planning's April meeting and The Prouty Project's May Jammin' Session.

[Event Details](#)

[PDF version](#) of this newsletter

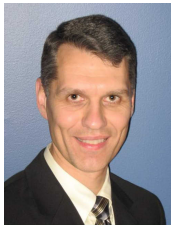
assistance of performance dashboards.

On the more tactical side, this issue includes two technology-focused articles. The first is an offering designed to help Oracle Hyperion clients understand what you own, where those products are going, and how to realize the most value from your investment into the Oracle Hyperion product suite. The second article includes our brief assessment of two technologies in the business intelligence and performance management space.

We have all heard the adage "information is power" and this is never more true than it is today. When that information is aligned with your professional and personal goals and objectives, information goes from latent, pent-up power to a strategic, competitive edge. My wish for you is that three years from now, you will be able to look back to today and not only feel happy about your progress but also be able to see how your competitive edge is creating a better future for you and for those around you.

If you and I were meeting here three years from today — and you were to look back over those three years to today — what has to have happened during that period, both personally and professionally, for you to feel happy about your progress? How would you answer that question. I invite you to

[email me](#) your



Sincerely,



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