

BI-04: Insightful, Scalable and Enterprise-wide BI

In this session, premier IBM Business Partner Trinus Corporation will describe how IBM Cognos products provided an analytics and performance management framework to meet the needs of the world's largest direct response marketing organization - Guthy-Renker. With an average annual growth rate of 25% over the last 10 years, Guthy-Renker was finding it increasingly difficult to manage and structure the appetite for business analytics to help drive business objectives. We will share how Trinus and Guthy-Renker leveraged IBM Cognos to streamline marketing analysis, improve productivity and provide executives with key visibility into the success of marketing initiatives and successfully cater to diverse styles, forms and formats of BI analytics.

Presented by:

Sanjay Kucheria, CEO, Trinus Corporation

Steve Johnson, Vice President, IT, Guthy-Renker

Manish Gupta, Sr. Manager, IT, Guthy-Renker

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