Actionable Intelligence: A Guide to Delivering Business Results with Big Data Fast!

Keith B. Carter

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Actionable Intelligence: A Guide to Delivering Business Results with Big Data Fast! Keith B. Carter **Building an analysis ecosystem for a smarter approach to intelligence**

Keith Carter's *Actionable Intelligence: A Guide to Delivering Business Results with Big Data Fast!* is the comprehensive guide to achieving the dream that business intelligence practitioners have been chasing since the concept itself came into being. Written by an IT visionary with extensive global supply chain experience and insight, this book describes what happens when team members have accurate, reliable, usable, and timely information at their fingertips. With a focus on leveraging big data, the book provides expert guidance on developing an analytical ecosystem to effectively manage, use the internal and external information to deliver business results.

This book is written by an author who's been in the trenches for people who are in the trenches. It's for practitioners in the real world, who know delivering results is easier said than done – fraught with failure, and difficult politics. A landscape where reason and passion are needed to make a real difference.

This book lays out the appropriate way to establish a culture of fact-based decision making, innovation, forward looking measurements, and appropriate high-speed governance. Readers will enable their organization to:

- Answer strategic questions faster
- Reduce data acquisition time and increase analysis time to improve outcomes
- Shift the focus to positive results rather than past failures
- Expand opportunities by more effectively and thoughtfully leveraging information

Big data makes big promises, but it cannot deliver without the right recipe of people, processes and technology in place. It's about choosing the right people, giving them the right tools, and taking a thoughtful—rather than formulaic--approach. *Actionable Intelligence* provides expert guidance toward envisioning, budgeting, implementing, and delivering real benefits.

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