

# The New Era of Enterprise Business Intelligence

Using Analytics to Achieve a Global  
Competitive Advantage

Mike Biere

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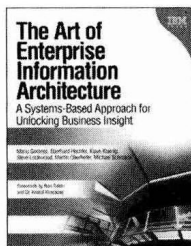
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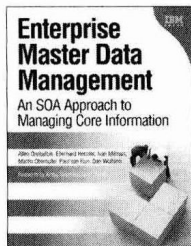
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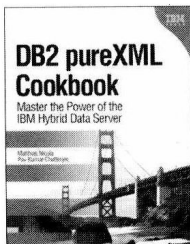
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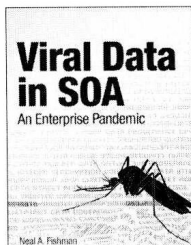
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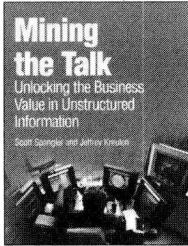
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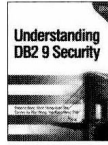
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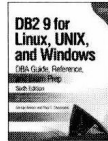
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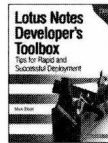
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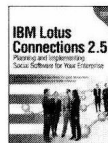
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*I wish to dedicate this work to my long-suffering wife, Shirley, as well as others in my family who endured my long absences and seemingly endless travels through the years. I also wish to mention my daughter, Tia, who has been my pride and joy, as well as giving me Julian, Noah, and Elijah to brighten my life every day and make the world a far better place.*



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# About the Author

Mike Biere has 32 years of experience in the IT industry. He began working for IBM in 1978 as a large systems System Engineer but found his calling for Business Intelligence in 1981 when the Information Center initiative began. He has worked in the database and end user computing areas since then.

He has served in a variety of roles within IBM, from BI Technical Sales Specialist to world-wide Marketing Manager of Data Warehousing and Business Intelligence solutions. Mike served as Executive Vice President of Ferguson Information Systems in the mid-90s and was responsible for building a BI practice. He worked for Cognos from 2003–2007 as Director of Product Management, responsible for Cognos' initiatives with IBM.

Mike returned to IBM in 2007 and holds a position of Sr. Marketing Manager for Data Warehousing and Business Intelligence on System z as a world-wide support resource.

He has written a book on BI entitled *Business Intelligence for the Enterprise* (IBM Press (2003); ISBN: 978-0-13-141303-0), as well as being co-author of another IBM book entitled *New Intelligence for a Smarter Planet* (MC Press (2009); ISBN: 978-1-58347-086-2). Mike also has written numerous journal articles and white papers.

Mike is married with a grown son and daughter and resides in Cincinnati, Ohio. He is the proud grandfather of Julian, Noah, Elijah, Chris, Nick, and Leilani. His real passion beyond BI is playing guitar in a retro rock band called Those Guys.

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