

# Real-Time Information ... Real-Time Value

**W**hat is most striking in this edition of *Information Builders Magazine* is the value people derive from delivering information. This value is created by delivering real-time information to more and more people as enterprises extend across the globe, create new business models, and collaborate with business partners and customers.

Administaff, the largest human resources outsourcer in the United States with \$3.7 billion in revenues, is delivering truly real-time information to the hundreds of thousands of people on their payroll. Texas Instruments is making it easy and cost-effective for more than 1,200 sales and marketing managers around the world to make better decisions. And PricewaterhouseCoopers Business

Process Outsourcing has created a new competitive service outsourcing back-office systems that cut one client's costs 25 percent.

Each organization cited here is solving a unique problem, and illustrates the diversity of the ways in which organizations are delivering information to gain a competitive advantage.

The variety of companies will also strike you, in that we go from HR outsourcing to Federal emergency management to life insurance to call center efficiency, and then to two very interesting interviews with industry leaders David Folger from META Group and Philippe Alles, a prominent IBM executive in Europe.

With articles from all over the world, this edition provides a straightforward example of globalization: everyone shares the same need to deliver information. For example, the life insurance company featured here is Shin Kong Life Insurance of Taiwan, which reduced costs 50 percent by giving business users easy access to information. SITEL is supporting over 300 major multinational companies with a portal that provides information about contact centers throughout Europe. And FedEx achieved a 470 percent ROI delivering information to their partners in 150 countries outside the U.S.

In all of these examples, the benefit the organization receives from accessing and delivering their information is crucial. Think about how much it will cost you if you don't have the information you need. As Shakespeare put it, "My kingdom for a horse." In other words, the right information at the right time can be very valuable. Think about it. It applies to your business, too. 🌐



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