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Cover Story



Can you judge a book by its cover? For this 'Extended Enterprise' issue of Information Builders *Magazine* we commissioned Randy Lyhus (www.randylyhus.com)—known for an array of cool technology-oriented illustrations—to create a cover design that depicts the essence of organizations' out-of-enterprise relationships.

Contributing editor David Baum helped round out the picture with an intriguing piece called, "The Extended Enterprise: A New Era for Information Analysis and Delivery." The cover story conveys how companies can capitalize on their business relationships—with customers, partners, suppliers, anyone and everyone they deal with day in and day out—to boost productivity and improve ROI, and compete to the max in today's super-savvy, super-competitive marketplace.

Moneris Solutions, a leading merchant credit card processing company, gained a competitive advantage by offering clients a way to view their debit, Visa and Mastercard transaction data via the Internet. Thanks to the self-service Merchant Direct enterprise reporting solution, Moneris increased client satisfaction while driving revenue and building long-term value for the company.



For the full story, see "Extending the Enterprise with WebFOCUS," page 18.

Another winning WebFOCUS solution came from RBC Royal Bank (page 22), who, with more than 12 million customers and 1,200-plus branches, successfully automated its formerly manual process for reconstructing customers' bank statements—to the tune of a couple of million dollars in savings and a whopping 1,218 percent return on investment!

If you're not connecting as well (or as profitably) as you'd like with your business community, let our cover inspire you to make the most of the diversity of people and cutting-edge technology out there.

And remember, your feedback inspires us. So keep the letters coming and let us know your reaction to the articles and interviews in this issue—as well as what you would like to see in the future.

Send me e-mail at editor@ibi.com and I'll address your letters in upcoming issues.

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