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# Information for Everyone

This issue of *Information Builders Magazine* highlights the growing power and expanding reach of business intelligence (BI) and integration technology. We've picked a big theme: information for everyone.

The customers profiled here describe how they are extending BI into new domains. They hail from many different industries, including government, retail, and healthcare. While their individual applications couldn't be more different, a common thread ties them together: make information more valuable, more accessible, and more actionable than ever before. These customers use BI to understand, and even predict, the critical business issues and technological considerations facing their organizations.

We're also excited to share updates about WebFOCUS and iWay Software. WebFOCUS accesses, analyzes, and delivers useful information to many types of people. iWay can be used for (among other things) extending the reach of WebFOCUS by leveraging information from data sources throughout the organization. It can even pull data from where it lies hidden – in databases, production systems, customer records, reports, messages, search indexes, and other nooks and crannies of the enterprise. As Philip Howard explains elsewhere in this issue, iWay has introduced an enterprise information management (EIM) offering that spans data integration, data quality, and master data

management, representing what he calls, "a turnaround from more traditional approaches."

The harsh realities of today's economy have taken a toll on many companies. But tough times help us focus our efforts on core business practices. And they remind us to improve efficiencies, cut costs, and fine-tune essential processes.

Many of our customers have achieved their success in the midst of budget cuts and shortfalls. Their stories remind us of an important lesson: when budgets are tight, it is more important than ever to empower everyone in the organization to make decisions based on the best information available. It's a perennial case of making the most of what you've got.

If you have an interesting idea or unique deployment you'd like to share, drop me a note at sabrina\_dufour@informationbuilders.com. If you would like to nominate your company for an award or have them featured in the trade press or in *Information Builders Magazine*, we'd love to help you develop your story. We all enjoy learning from your experience.



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