

ACTIONABLE INTELLIGENCE

A GUIDE TO
DELIVERING BUSINESS RESULTS WITH
BIG DATA
FAST!

KEITH B. CARTER

with Contributions from
DONALD FARMER and CLIFFORD SIEGEL

WILEY

Actionable Intelligence

*A Guide to Delivering
Business Results with Big
Data Fast!*



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KHÔNG ĐƯỢC BÁN LẠI

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and **Clifford Siegel**

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Preface

What's actionable intelligence?

In speaking around the world on the topic of making better decisions using facts, I've found again and again that leaders from all industries yearn for more information. They want to be able to assess risks and opportunities quickly and efficiently. They want answers in enough time to be able to make a difference. They want to seize opportunities. They need intelligence that is on time and accurate. They want what I call "actionable intelligence."

A Vision of What Could Be: The Hospital Information System

As I was beginning my own journey into actionable intelligence, my mother had a stroke. Her stroke led me to understand the real need for intelligence in a transformative way.

It was a gray day in early 2010. I was on my way to my office at the Estée Lauder Companies, Inc. in Melville, New York, where I was working in a global role establishing an intelligence organization, running the

See the difference? Speed and results! Readily available information for decisions enables proactive actions and creates heroes like this product director.

Actionable intelligence capabilities can result in massive benefits for you, your coworkers, your boss, your customers—basically, everybody related to the company. Let this book be the guide on your journey, and you may soon find yourself the next actionable intelligence hero.

Now please join me for a good walk on the journey to delivering actionable intelligence.

How to Use This Book

The book is written as a guide for sharing best practices, emphasizing key points, and defending effective intelligence methodologies. Business managers can use it to work with IT and say, “Look here! We can work together like this.” I also expect IT to be able to use it to run to senior management and say, “Hey! We can be really good partners with you on delivering sales.”

When stuck on how to visualize data or tell a story, pull out this book and follow the ideation methodology.

At the end of each chapter is a section called “Summary and Considerations.”

There you will find:

- A Point to Ponder
- A Quote to Remember
- A Question to Consider

To evolve the concept of actionable intelligence, I encourage you to share your thoughts, ideas, and experiences. You can do so on my website: www.keithbcarter.com.