

Excellence in Business Intelligence Award 2011

On 3 August 2011 an Information Session was held for parties interested in applying for the inaugural Excellence in Business Intelligence Award.

The session was conducted by the Award Steering Committee: Hanne Breddam, Oliver Johnson & Chris King.

In outlining the purpose of the award, Hanne Breddam said software tool vendors in the BI space were doing a great job but Business Intelligence was more than tools alone, involving processes and concepts. "It's simply not just I.T.," said Breddam.

While presenting the Award's salient points Breddam highlighted the diverse scope of BI projects that will be considered, such as:

- Related activities include performance management, reporting, advanced analytics, data warehousing and data management
- Includes IT applications, services, processes, organisational constructs and training
- Organised in initiatives, programs, projects and ongoing activities

However Breddam stressed that only production projects that show genuine outcomes are eligible.

In the subsequent Q&A session, the following **Frequently Asked Questions** were addressed:

Can software vendors submit applications?
No, however vendors should encourage their clients to submit applications.

Can organizations submit multiple applications?
Yes, as long as they are truly separate projects.

Where will the Award Winner be published?
As many relevant I.T. media as possible will be used, with CFO, AFR and CIO magazines likely possibilities. The quality of the applications will impact how widely the award is published.

Can multimedia be used in an award application?
Applications should be restricted to the forms provided however the panel may consider multimedia if it adds clarity or is essential to the application.

What is the judging process?
Judging panel will be impartial with no conflict of interests and will be overseen by an independent convenor. Applications that require clarification may involve an interview by the judging panel.

How will sensitive data be protected in award applications?
If confidentiality of data is an issue, the judges will consider signing a non disclosure agreement. All applicants will have the opportunity to approve which content can be used for public release. (Applicants should ideally check data for release by their legal teams before applying).

EXCELLENCE IN
**BUSINESS
INTELLIGENCE**
AWARD 2011

BUSINESSMINDS

Entries close 9 September 2011

The award ceremony will be held at the
Business Intelligence and Data Warehousing 2.0 Conference
25-26 October 2011, Sydney

For more information:

email award@businessminds.com or go to award.businessminds.com