



Smarter Thinking
THIS WAY →

Affordable Intelligence?

Long gone are the days where business intelligence was accessible to only those with deep pockets, large development teams and significant IT infrastructure.

Join us and your **peers** at our March breakfast seminar on 'Affordable Intelligence' and learn how **LexisNexis Australia** in partnership with **Taysols** significantly increased business insight by deploying **Oracle's** Business Intelligence framework.

Hear from Stephen Cox of LexisNexis how, after a short implementation cycle, his organisation was able to:

- Better understand customer behaviour, profitability drivers and areas of attrition;
- More easily discover and exploit trends including cross-sell opportunities;
- Rapidly respond to increased demands - precisely and with depth of thought and analysis;
- Tie operational plans, sales targets and individual compensation plans to financial forecasts; and
- Drive organisational behaviour in line with strategic and tactical goals and generate demand for more actionable reports and dashboards.

If these insights are on your organisation's horizon or you would simply like to know more about Oracle's comprehensive BI offering, don't miss this free opportunity at the Westin Hotel Sydney.

What **Business Intelligence
Breakfast Seminar**

When: **Thu, 10 March 2011**

Time: **7:45 AM to 8:00 AM Registration
8:00AM to 9:45 AM Seminar**

Where: **The Westin Hotel Sydney,
1 Martin Place**

Register: **www.taysols.com.au/registrations**

We, **LexisNexis** and our partner **Oracle** look forward to meeting you at this exciting event. Hot breakfast, coffee, tea and cold beverages will be served.



www.lexisnexis.com.au



www.taysols.com.au



www.oracle.com.au

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