Microsoft Business Intelligence Conference, Seattle WA

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I had the opportunity to attend the MS BI **conference** in Seattle, May 9 - 11, 2007. The conference focused on the IT professional, not so much on the Business user.

I got excited about how Performance Management fits into the overall BI strategy. In order to give it shape, I've defined Performance Management as:

Performance Management is the translation, instrumentation, monitoring and management of the business strategy.

- Translation: Strategies to Goals to Measures
- Instrumentation: Implementing Measures from enterprise data
- Monitoring: Establishing abilities to report and view the Measures
- Management: Acting on the Measures to realign the business in achieving the strategy

If you come from a IT / Software company, this make perfect sense, considering this is exactly the same practice we follow in instrumenting and managing software as a service.

- IT Management [1]
- Performance Management [2]
- Quality Excellence [3]

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