

## Smart (enough) Systems LLC

**Helping clients automate and improve the decisions underpinning their day to day business operations.**

Smart (enough) Systems LLC. is the only full service, vendor neutral company focused on the enterprise decision management marketplace, providing research, advisory services and implementation. The company's singular focus on the automation and improvement of operational decisions allows it to bring multiple classes of technology to bear on solving business problems such as business agility, operational business intelligence, analytic competition and business process management.

Smart (enough) Systems LLC was formed as a result of the collaboration of two well-known and respected industry experts. In 2007, James Taylor of Fair Isaac and Neil Raden of Hired Brains released the first comprehensive book on decision services, "Smart (Enough) Systems: How to Deliver Competitive Advantage by Automating Hidden Decisions," Prentice Hall, 2007. That collaboration resulted in a partnership to provide industry analysis, research and implementation services in analytics and EDM. Neil and James are co-Chairs of the EDM Summit and regular contributors to magazines, both print and online. Smart (enough) Systems provides services for vendor and end-user companies and conducts multi-vendor research studies.

### Services for Vendor Companies

Smart (enough) Systems provides a unique perspective on the emerging market for enterprise decision management and operational decision making technology. Services include market research, product marketing, messaging, positioning and product launch assistance to technology vendors in the Business Rules, Business Intelligence, Analytics, Data Mining, Information Integration, and Semantic Technology areas. By providing research and analysis to the largest (and smallest) companies, the principals of Smart (enough) Systems push the envelope as industry thought leaders.

### Services for End-User Companies

Smart (enough) Systems provides turnkey consulting services in all aspect of operational decision making including Enterprise Decision Management, Operational Business Intelligence, Advanced Analytics, and associated disciplines. Services include assessments, technology and vendor selection, strategy, architecture, design, implementation, training, change management and errant project rescue. Smart (enough) Systems works to keep the team size small, to populate it with superb people and to transfer all the knowledge we have. Specific service offerings for companies include:

- Decision Discovery Process™
- Developing a Decision Competency Center
- Enterprise Decision Management Adoption
- Vendor and Partner Selection
- Data Infrastructure for Operational Decision Making

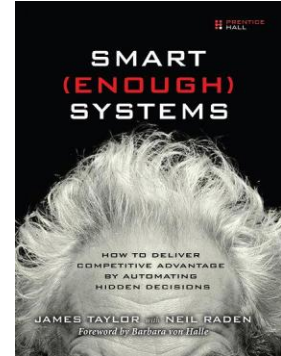
### Research

Smart (enough) Systems has an extensive program of multi-vendor and industry research projects. These reports discuss critical topics for companies and vendors alike. Current research projects include:

- Approaches and technologies for operational decision making
- Vendor survey for the enterprise decision management market

## The Book

The book, “Smart (enough) Systems” by James Taylor with Neil Raden was published in June 2007 by Prentice Hall. It provides a unique perspective on how using established technologies in a new way can solve problems and create competitive advantage. The book is full of insightful examples of problems solved by applying Enterprise Decision Management across various industries and it outlines a practical and incremental method for implementing the technology. While the business context and underlying principles are explained in a non-technical manner, the book also contains how-to guidance for more technical readers.



## James Taylor

Prior to co-founding Smart (enough) Systems, James Taylor was a Vice President at Fair Isaac Corporation where he developed and refined the concept of enterprise decision management or EDM. Widely credited with the invention of the term and the best known proponent of the approach, Mr. Taylor helped create the emerging EDM market and is a passionate advocate of decision management. Mr. Taylor has 20 years experience in all aspects of the design, development, marketing and use of advanced technology including CASE tools, project planning and methodology tools as well as platform development in PeopleSoft’s R&D team and consulting with Ernst and Young. He has consistently worked to develop approaches, tools and platforms that others can use to build more effective information systems. He is an experienced speaker and author, with his columns and articles appearing regularly in industry magazines.

## Neil Raden

Prior to co-founding Smart (enough) Systems, Neil Raden was the founder of Hired Brains, a research and advisory firm in Santa Barbara, CA, offering research and analysis services to technology providers as well as providing consulting and implementation services in Business Intelligence and Analytics to many of the Global 2000 companies. Mr. Raden began his career as a casualty actuary with AIG in New York before moving into software engineering, consulting and industry analysis, with experience in the application of analytics to business processes from fields as diverse as health care to nuclear waste management to cosmetics marketing and many others in between. He is a practicing consultant, industry analyst, speaker and author. His articles appear in industry magazines and he is the author of dozens of sponsored white papers for vendors and other organizations.

The only vendor-neutral, full service provider of enterprise decision management consulting services  
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