

An Introduction to Smart (enough) Systems

An introductory event based on the book, Smart (enough) Systems

James Taylor and Neil Raden are authors of the ground-breaking book, Smart (enough) Systems published by Prentice Hall. The book lays out a path for organizations to move from their current state to a smarter, more effective future IT architecture using Enterprise Decision Management.

The Book

It is commonly believed that the computer-based systems most organizations rely on to support their businesses are not very smart. Many of the business decisions these companies make tend to be hidden in systems that make poor decisions, or don't make them at all. Further, most systems aren't configured to learn from the past and therefore struggle to keep up with the pace of change. While many organizations believe the answer is to implement newer, "intelligent" systems, the fact is that much of today's existing technology has the potential to be "smart enough" to make a big difference to an organization's business. This book describes how various technologies can be combined to make this happen.

James and Neil show how current business trends are forcing organizations to build smarter systems and how these systems can help companies thrive. By focusing on decisions as distinct opportunities for improvement, the book provides 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.

Webinar or Private Conference Call

The event can be either a public webinar or a private conference call. The webinar is based on successful presentations at a number of public events. James and Neil give a 45 minute overview of the subject. Covering the need for smarter systems, the role of decisions and of decision management in delivering these systems and the technology and approaches needed, the webinar is a compelling summary of the enterprise decision management approach. Alternatively a smaller private conference call to discuss the concepts of the book, take questions and suggest implementation approaches and priorities can be scheduled.

Pricing and Arrangements

- The webinar price is \$2,000 for the first 20 attendees with additional attendees charged at \$50/attendee. The conference call has a flat rate of \$2,000 with a maximum of 10 attendees. Sponsor is responsible for providing audio/webinar infrastructure and for promotion of the events. Recording is not permitted.
- In addition to the webinar or conference call, the price includes:
 - A copy of the book for each attendee (to be mailed by the sponsor)
 - A one-hour private discussion to finalize content and position it for the sponsor's target attendee
 - Written answers to up to one question from each attendee
- For an additional \$2,000 plus travel expenses the webinar/conference call can be given from the vendor location and the remainder of the day is available for consultation.

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