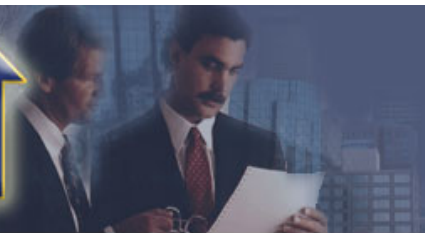


## Power Find



### What is Business Intelligence?

#### What is it?

Business Intelligence is the final product that reduces unknown factors and risk. It is a tool that is used to produce results from the collection, processing, integration, analysis, evaluation and interpretation of available information concerning key aspects of a company's needs when it deals with markets, commerce, competitive position and industry.

#### What makes up BI?

There are key components of Business Intelligence. One is to satisfy strategy. Strategic planning is used in determining possible policies and factors, which influence capabilities, vulnerabilities, and probable courses of action. Second would be to satisfy questions or problems that a company may face. There may be unanswered questions about a competitor, market or industry that are elusive or hard to find. These tools and methods try to eliminate uncertainty about those questions. Third is the planning and collection of information. First, you must develop or restate your company's Standard Operating Procedures, a guide to how to accomplish the importance, relevance, and use of information is the most important before any project can be started.

#### What is Intelligence and how is it different than research?

Intelligence is a process. Simply going out and collecting information from a library, online, a "clipping service," or news is not Intelligence. It is a combination of knowing where to go to get the information; knowing how to get there, whether it's online or at a library; knowing how to use it; evaluation, analysis and strategy, then using what you found and exploiting it.

Research is a part of Intelligence not its solution. Research simply finds information that may have some use. Typically, research finds probable information that may satisfy a question or problem. It is usually out-dated, too much, not enough, or only answers a fragment of what your intentions were to locate it.

#### How do I make this work for my company?

By working with your company one-on-one, Power Find first determines if we are the solution. We ask questions that figure out what you have done in the past, what your goals are for a particular project, and what you want the results to be. Power Find not only provides Business & Competitive Intelligence services, we sit down with you to honestly evaluate your situation to come up with a plan of action that will deliver the best possible results.

# Power Find

## Online Education & Seminars

### Learning Center:

Power Find brings the learning to your office! Learn Business Intelligence from scratch. We use the latest online technology to provide your company with quality seminars, professional development, and learning tools on Business Intelligence. If you're a small business owner or executive this resource can be a time saving tool that can increase your awareness, and reduce costs by viewing our pre-recorded sessions. We can schedule anyone from your company that is interested in learning more about this valuable tool. [Click here >> Sign up for an upcoming online video seminar.](#)



### Learning Benefits:

- ▶ **Flexibility**- Online learning is very flexible. Lessons can be viewed according to the participants' availability, which allows the lessons or seminar to be on your own schedule.
- ▶ **Pacing**- Online classes or seminars can be paused or replayed allowing the lessons to be repeated at your own pace.
- ▶ **Learning Style**- Different people have different learning styles. Some people learn with visual aides, some by reading, some by listening, some through dialogue, others require a combination of all of these. Web-based training can maximize the use of all of these styles. The participants can interact and learn more effectively.
- ▶ **Reach**- Extend learning to a wider audience, one which may have previously been restricted by geographic location or scheduling conflicts.

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