

Business intelligence: Tools of trade for decision makers

In this age of hype and hysteria, nearly every IT product peddled comes with the dire warning "if you do not buy, you die." On a few occasions, however, that claim proves true in the biggest, most unmistakable ways.

By [Pam Baker](#) 9 Mar 2009

"It can easily be argued that our current world economic crisis can be partially blamed on poor business intelligence," Boris Evelson, an analyst at Forrester, told *CRM Buyer*. "Government and business leaders ignored the information, made decisions based on wrong information, or made wrong decisions based on right information."

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