

Lauren Curley, Public Relations
lcurley@iianalytics.com
office. 781.383.6406
cell. 617 529 6463

FOR IMMEDIATE RELEASE

International Institute for Analytics (IIA) Gains Momentum as Strategic Use of Analytics Remains Critical to Business Growth and Competitive Differentiation

New office opened in Portland, Oregon, the addition of new services and key management hires supports growing demand for research

PORTLAND, Ore., December 14, 2011 – [The International Institute for Analytics \(IIA\)](http://iianalytics.com), a technology and market research firm focused exclusively on serving the business analytics industry, today announced significant growth in membership and service offerings. This includes an expected 201% growth in revenue from 2010 to 2011 based on strong demand from enterprises for research assistance as they build out their analytics programs. To meet this demand and prepare for future growth, IIA has increased staff, opened an office in Portland, Oregon for bi-coastal support of its members, and embarked on a fundraising effort.

“In this highly competitive global environment, analytics is fast becoming the most compelling competitive differentiator for companies today,” said Jack Phillips, CEO, IIA. “We help organizations define the path to analytical excellence by guiding enterprises on how best to fund, staff, manage, evaluate, and improve their analytics programs. The adoption of analytics as a strategic business initiative is evident in the growth of our services and membership base.”

IIA – a New Breed of Research Firm

While analytics is a compelling business differentiator, few organizations are confident in their ability to successfully build, fund, and prioritize a competitive analysis initiative. As the only paid research firm dedicated exclusively to the study of analytics, IIA’s unique approach ensures objectivity in meeting the needs of practitioner organizations through peer-based and faculty-sourced insights delivered through phone briefings, online resources, and live activities. The firm’s proven methodology respects the unique spirit of collaboration among participants, faculty, and the IIA team.

Key Achievements and Growth Metrics

Driving the growth of IIA’s research offerings is the executive-level understanding of the value of analytics to establish, strengthen, and protect market leadership. IIA studies how leading enterprises use analytics to achieve industry dominance. In 2011, IIA focused efforts on two key vertical markets – retail, healthcare – and the IT function. Growth in the use of analytics and acceptance of analytics among C-suite executives is evidenced by IIA’s work in the following markets:

Retail – the gathering of 19 organizations for IIA’s first symposium dedicated to the application of analytics by leading retailers. Ten percent of the organizations who participated in retail council activities came from outside the U.S. and virtually all retail categories were represented

including grocery, department store, apparel, health & drug, membership clubs, gas stations and convenience, and a strong mix of online and physical store retailers.

Health Care and Life Sciences – IIA’s launch of the year-round Health Care Analytics Research Council (HARC), which built upon the success of its initial six-month Health Care Analytics Research Council (HARC) study. The study brought together approximately 50 individuals from the largest health care and life sciences organizations for a peer-sourced review of health care and life sciences analytics. Now a permanent subscription based service, HARC uses an experience-based research approach to uncover the strategic value obtained by payers, providers, and pharmaceutical companies from using analytics.

Information Technology – IIA launched its first functional Analytics Research Council for IT (ITARC) designed to support technical teams that best understand the role of IT in the overall enterprise analytics programs. Team members typically include CIOs, business intelligence managers, and information architects.

While the world economy remains volatile, the need for a deeper, more analytical view of market dynamics, competitive positioning, and growth opportunities have encouraged an increase in technology spending and investments by enterprise clients in specialized research and consulting in the area of analytics. IIA’s existing service offerings include:

Enterprise Research Subscription (ERS) – This annual research service is structured to support the range from emerging to well-formed analytics teams with IIA’s guidance helping organizations decide the best approach to fund, staff, manage, evaluate, and refine their analytics programs.

Analytics Research Councils (ARCs) – Exclusive to IIA, this service offers focused environments that address the impact of analytics on specific industries and functional roles. The intimate format and specificity of research content allows IIA to serve two to four executives per enterprise. Council seats are by invitation only and all proceedings – conference calls, group discussions and meetings – are governed by strict adherence to IIA’s confidentiality standards.

Custom Research – IIA offers a variety of custom education, research, and advisory activities. The company’s reputation as a market leader means its staff and faculty are called upon to provide strategic guidance, custom research, and unique insights as requested.

In response to feedback from faculty, underwriters, and customers, IIA continually adjusts its research offerings to ensure delivery of the most relevant and up-to-date information and content. These efforts include conducting industry and functional area specific research studies within ARCs, and services geared toward enterprise clients seeking a robust community of analytics professionals.

New Office and Expanded Management Team Supports Research and Member Services

Support of the greater than anticipated growth in membership necessitated a bi-coastal presence. Recently IIA extended its East Coast presence by moving its headquarters to Portland, Oregon while

keeping its presence in Boston, Mass., and Atlanta, Georgia. Key management functions – sales, marketing, research, finance – operate from the new office in Portland.

Recent additions to the management team in the Portland office include Catherine Youssi and Laurie Perdue. Youssi comes to IIA with experience at the Corporate Executive Board and Evanta, and Perdue's most recent experience was at Evanta. Youssi fills a research operations role and Perdue a marketing and demand generation role.

Phillips notes, "Expanding our management team ensures we remain focused on providing our members the highest level of service possible, while the support from underwriters and growth in faculty members gives IIA critical insight and access to the most cutting-edge information and products related to the analytics industry."

About IIA

The International Institute for Analytics (IIA) was created to bring a common organizing language and 'experience-based' research to the growing business analytics industry. Research is organized by vertical industry and organizational role. IIA's mission is to meet the research and decision-support needs of business and analytics leaders and their teams as the focus on analytics as a competitive differentiator increases.

IIA's offerings include annual research subscriptions for individuals and enterprises, faculty-moderated analytics research councils, executive roundtables and phone briefings, and advisory services for both analytics teams and vendor companies. To drive the organization's insights, curriculum, and dialogues, IIA serves its clients through a unique 'experience-based' research methodology that uses a combination of world-class faculty and a closed community of end-users.

SAS, Accenture, Dell, Intel, Teradata & SAP have jointly supported IIA as underwriters. For more information about IIA visit <http://iianalytics.com/>.

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