



FOR IMMEDIATE RELEASE

Contact:

Lauren Curley

718 383 6406

lcurley@iianalytics.com

New Industry Research Organization – International Institute for Analytics (IIA) – Formed to Focus on the Strategic Value of Business Analytics across the Enterprise

CEO appointed; founding underwriters, faculty members and new services introduced

CHESTNUT HILL, Mass., December 15, 2010 – [The International Institute for Analytics \(IIA\)](#), a technology and market research organization focused exclusively on serving the business analytics industry, today announced the appointment of Jack Phillips as CEO, and relationships with 20 industry-leading analytics faculty members led by world-renowned analytics researcher and author [Tom Davenport](#).

Since its inception in early 2010, IIA has grown to serve an impressive client base of nearly 400 analytics specialists – managers and executives representing multiple disciplines including marketing, sales, human resources, and customer service – across approximately 100 enterprises, as well as 12 analytics vendor companies. Responding to the growing interest in analytics specific to the health care and retail industries, the company recently launched discrete research councils focused in these two markets, and will follow them with others. Additionally, IIA will launch role-based councils in 2011 focused on enterprise roles that are most affected by the application of analytics.

“The demand for high-quality insights into the vast world of business analytics is growing at an enormous rate and the opportunity for IIA to build upon the collective knowledge of its faculty members to serve both the vendor and end-user communities is strong,” said Tom Davenport, co-founder, lead faculty member, and director of research, IIA. “Attracting someone of Jack’s caliber with the operational knowledge and experience needed to build IIA into a leading research organization is paramount to our success.”

IIA Leadership & Faculty

Earlier this year, Jack Phillips sold his interest in [IANS](#), an information security research firm and remains an advisor to the company through the end of the year. Prior to IANS, Phillips was part of the founding teams of two other information publishing companies, CCBN (acquired by [Thomson Reuters](#)) and Internet Securities (acquired by [Euromoney](#)). “After eight years of growing IANS from a simple idea in 2001 into one of the security industry’s most-respected research firms, it was a good time for me to move on. My talents and expertise lie in driving growth in the early phases of new ventures, particularly in new, high-growth areas like analytics,” said Phillips about joining IIA. In his role as CEO, Phillips is responsible for the day-to-day operations of IIA.

IIA also announced today that it now has relationships with 20 analytics faculty members drawn from various industries and job functions (see <http://iianalytics.com/why-iaa/iaa-faculty/>). Davenport continues to direct all of IIA's research activities and manage the faculty group.

Use of Analytics Ready to Explode

Earlier this month, IIA [predicted](#) substantial growth in the use of analytics across certain industries and in particular organizational roles as a competitive differentiator for 2011. Specifically IIA sees eight industries – banking, insurance, health care & life sciences, telecommunications, retail, energy/utilities, media/entertainment, transportation – being most affected by the use of analytics in 2011, and predicts the naming of 15 Chief Analytics Offices (CAOs) by the end of the year. Other predictions for 2011 include:

- The gap between analytical innovators and those who do not invest in analytics will widen in high-profile ways
- The roles of marketing, sales, human resources, IT management, and finance will continue to be transformed by the use of analytics
- The availability of strong business-focused analytical talent will be the greatest constraint on organizations' analytics capabilities
- Database capacity, processor speeds, and software enhancements will continue to drive even more sophisticated applications of analytics
- Newer analytical methods in the areas of text analytics, survival mining, time series mining, net-lift modeling, and data visualization will grow
- Consolidation of analytics software players will continue; entry of specialized analytics software and service providers will accelerate
- Regulatory and privacy constraints will continue to hamper growth of marketing analytics

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, organizational role, and analytics competencies. 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 conversations, 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, Intel, and Teradata have jointly supported IIA's initial operations, and help IIA set its original research agenda and focus. For more information about IIA visit <http://iianalytics.com>.