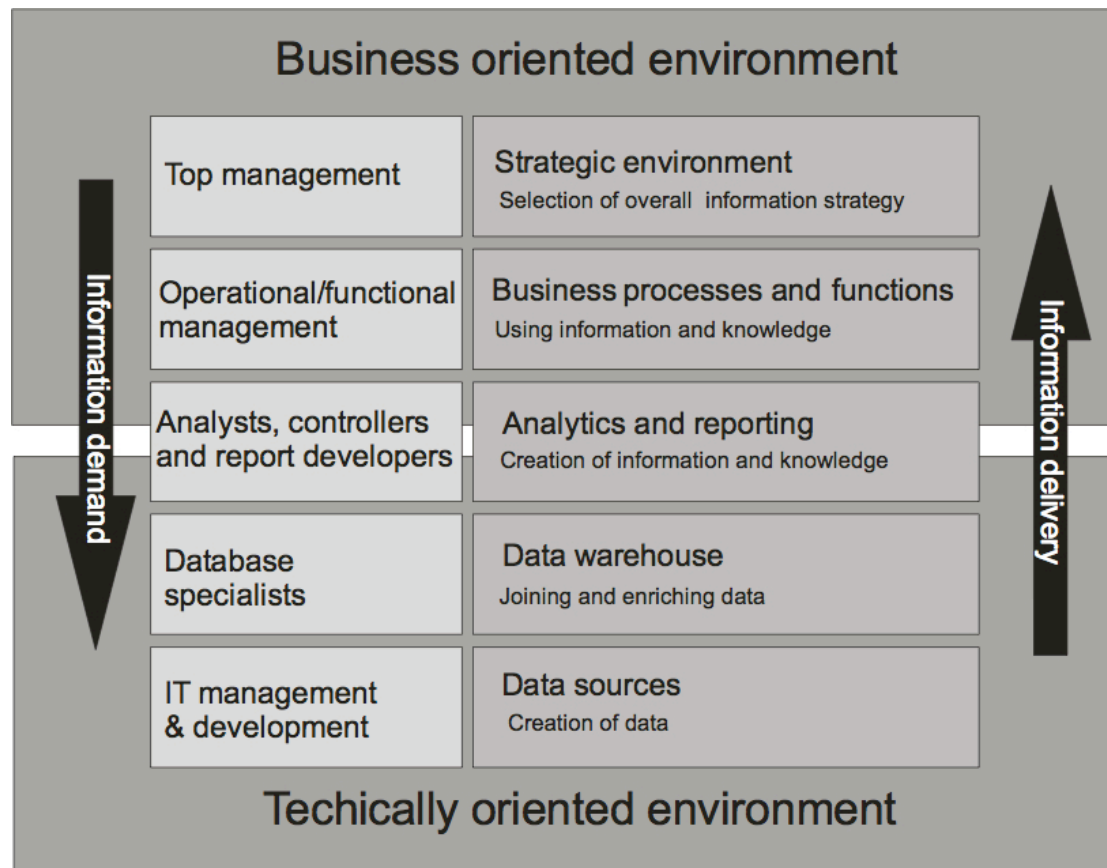


The Lost-Trade System

Jesper Thorlund



The BI Model

This is a complete and holistic overview that explains the parameters within which BI creates value. It shows all the processes that move between the Business-oriented and the IT-oriented environments.

The chart cf. *Business Intelligence* (Copenhagen: Børsens Forlag 2008) by Jesper Thorlund and Gert Laursen, forthcoming August 2009 in English as *Business Analytics* (SAS Institute Business Series).