



## EDITOR'S NOTE



The world is seeing a shift where businesses demand more innovation and advanced technologies in order to maintain competitiveness in a tough market, due to the global economic crisis.

Companies are seeing the value in terms of productivity and cost-saving in integrating Web 2.0 tools with BI platforms. In addition, the mobile workforce is booming and staff are demanding that information and analytics be available to them at all times. BI is evolving, becoming more collaborative and we are set to see some exciting times in the months ahead.

On another note, there is an ICT skills shortage in SA and last year, ITWeb's ICT Skills Survey showed most respondents expected their ICT staff numbers to grow by between 10% and 50%. It also identified a dire shortage in a number of critical ICT skills, but has the recent economic downturn affected this situation?

Now in its second year, the survey targets both individual IT practitioners, who must stay in touch with the market trends and manage their careers, and corporate decision-makers, who are interested in how their organisations compare with the rest of the industry in dealing with skilled resources - how are they recruited, trained, measured and retained?

Stay tuned for next week, as ITWeb will be unveiling the IDC Insights newsletter.

In this week's BI newsletter: APP fast-tracked for 2010, price wars heat up, and mobile marketing 2.0 hits SA.

Happy reading!

Alex Kayle  
[alex@itweb.co.za](mailto:alex@itweb.co.za)

## QUICK Q&A!



Gerrit-Jan  
Albers, BI  
consultant at  
RDB Consulting

**Q:** What are the major benefits of BI?

**A:** The major benefits of BI are the transparency and availability of business information to help management and various levels within the business to make decisions.

**Q:** What are the challenges surrounding BI?

**A:** One of the biggest challenges is getting management and business buy-in to the product and the way in which information is delivered. Data needs to be of the highest quality as it is the basis of important business decisions.