

Atre Group Whitepapers

Whitepapers from Atre Group Evangelize Your Area of Business Intelligence

Gain competitive advantage through sponsored whitepapers that provide objective insight into the benefits of business intelligence most relevant to your products and services.

The purpose of whitepapers, written by Atre Group analysts, is to educate key IT and business decision makers about the benefits of BI and critical challenges surrounding BI. The whitepapers provide in-depth information about key BI areas related to your products and services, as well as help the readers navigate through the complex phases of any BI solution deployment project.

Benefits and Value

The sponsored whitepapers, based on Atre BI methodology phases, map your product functionality to key BI application components.

The focus of the whitepaper is normally on providing the benefits of deploying BI products to fulfill the requirements for at least one of the five drivers for business change.

Overall, the whitepaper provides:

Insight into trends and issues related to BI implementations

Tactical guidance on creating and proving ROI related to BI initiatives

Overview of key requirements for deploying BI applications and solutions

Subjective look at strengths and weaknesses of highlighted products and services

Comprehensive evaluation of functionality of the highlighted products



Key Drivers for Business Change

Whitepapers to Fit Your Budget and Suit Your Needs

Each whitepaper gives you the ability to attract business and technical decision makers by providing credible insights into your products during BI product evaluation and procurement phases. For more information and to receive sample whitepapers created by Atre Group, contact us at info@atre.com or 831-460-9300.



www.atre.com