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BFG Knowledge Exchange

October 2006

Dear Alyssa,

Welcome to the October 2006 edition of BFG Knowledge Exchange. We know its been a while since our last edition, but we are hoping to start sending this to you on a more regular basis. With that being said, we would really appreciate your feedback and if there are any subject areas or topics you would like us to address in future editions, please let us know.

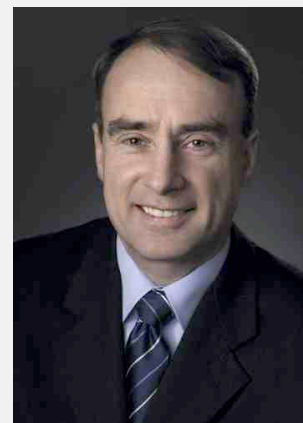
You can email your feedback or ideas to us at kfeedback@boirefillergroup.com or click on the email link at the bottom of this newsletter.

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What's New @ BFG

The Future of Data Mining in Marketing – Part 2



In our previous newsletter, we featured part 1 of a series of three articles written by Richard Boire discussing the future role of data mining. In part 2, Richard takes this discussion even further by examining specific

The Boire Filler Group continues to grow

We would like to welcome Alyssa Ali as the newest member to join The Boire Filler team. Alyssa joins the Boire Filler Group as an honours graduate of the Marketing Analysis program at George Brown College. Prior to attending George Brown, she attended Ryerson University where she earned a Bachelor of Commerce Degree in Business Management, majoring in Marketing and minoring in E-business.

Alyssa will take on the role of Business Analyst assisting in client management and working closely with our analytical team to develop backend analysis and segmentation reports in the creation of data mining strategies and analytical solutions for our clients.

Congratulations Michael!

We would like to congratulate Michael Levinshtein, our Senior Consultant/SAS Analyst, on 6 years with The Boire Filler Group. Michael joined us as our very first employee on September 13, 2000 and his hard work and dedication throughout the years has proven to be a fundamental ingredient in our success.

New Clients

We would like to welcome our new clients:

- ING Direct
- CDW Canada
- Ceridian
- Staples Business Depot
- CAA South Central Ontario

We look forward to working with you!

Building a Business Case for Customer-Centric Master Data Management

The management of customer data is becoming a critical aspect in achieving increased profitability and reduced costs in many of today's businesses. This article outlines the components of building a winning business case for master data management (MDM), including guidelines on conducting a "Data Lifecycle Audit", "MDM ROI Analysis" and a "Build vs. Buy" Analysis.

[Read the Full Article...](#)

factors such as organizational change and the advancement of people and software within marketing and data mining, which are destined to have a significant impact over the next few years.

To read part 1, please visit our [website](#).

[Read the Full Article...](#)

Upcoming Events...

[AARM 2-Day Professional CRM Certification Program - Nov 1 & 2](#)

[CMA Intermediate Data Mining Seminar - Nov 14](#)

[CMA Advanced Data Mining Seminar \(Half Day\) - Nov 15](#)

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Data Mining Tools: Which One is Best for CRM?

With the growing number of data mining tools available for marketers, this article is the first in a two-part evaluation intended to help marketers select the most appropriate tool for direct marketing campaigns.

[Read the Full Article...](#)

Best Practices in Data Management

This guide for marketers developed by the Canadian Marketing Association provides best practices in four areas of data management, which include collecting, using, safeguarding and sharing data.

[View this guide...](#)

Transitioning to the NetGen Environment

In the next decade, the Internet Generation or "NetGen" are going to have a significant impact on the business world. They will become the buyers and suppliers that companies will need to attract in order to remain competitive. The following article outlines a six-step protocol that companies can follow to ease the transition into this new environment.

[Read the Full Article...](#)

Survey Finds B2B Marketers not walking the talk and lacking accountability tools

A survey conducted on 60 B2B sales and marketing executives from several Fortune 2000 companies reveal that B2B marketers are still not up to par when it comes to qualifying leads and measuring campaign results.

[Read All Survey Results...](#)

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