



## Invitation to Participate in "The Current BI Practice in Hong Kong" Survey

Conducted by Hong Kong Computer Society - Business Intelligence Special Interest Division  
and City University of Hong Kong - Department of Information Systems

Dear business users, IT professionals and BI practitioners,

As Hong Kong is entering into the era of a Knowledge-Based Economy, increasingly more organizations (local or multi-national) have adopted, or planning to adopt, Business Intelligence (BI) solutions to improve their competitive advantages. The HKCS Business Intelligence Special Interest Division (BISID) and the Department of Information Systems of City University of Hong Kong have jointly developed a large-scale BI survey to identify the current trend of BI applications and practice in Hong Kong. The survey called "**The Current BI Practice in HK**" focuses on identifying the main reasons driving organizations to adopt BI solutions, the obstacles encountered when BI solutions are adopted, the BI adoption methodology, and the awareness of major BI solution vendors.

**We would like to invite you to participate in this survey.** The survey results are beneficial for both BI users and BI vendors for developing their future BI strategies. All the responses collected will be treated confidentially and anonymously. This survey will be used for academic research purpose. Only aggregated information will be used after collecting data from individual respondents. What you need to do is simply **clicking the following link to complete the online survey on or before Dec 31, 2008.** <http://survey.cityu.net/survey.php?sid=75>

Please feel free to invite and encourage your colleagues and customers who are involved in BI to participate in this survey as well. Just forwarding this email invitation to them is fine. To express our gratitude to you in participating in this survey, you will be provided with our survey result (the intelligence) and will be entitled for a lucky draw to win great gifts if you can complete the survey on or before Dec 31, 2008. Thanks in advance for your active participation in this BI survey which will help advance the BI practice in Hong Kong and the Region.

*Remarks: We have asked different sources to invite their networks to participate in this survey. Chances are you might receive more than one invitation to request your participation in this survey. Please make sure that you fill out the online survey form just once. Appreciate your attention.*

Toa Charm  
Chairperson, Business Intelligence Special Interest Division  
Hong Kong Computer Society  
[http://www.hkcs.org.hk/en\\_hk/sg/bisid/index.asp](http://www.hkcs.org.hk/en_hk/sg/bisid/index.asp)

Dr. Raymond Y. K. Lau  
Assistant Professor, Department of Information Systems  
City University of Hong Kong  
<http://www.cityu.edu.hk/cityu/dpt-acad/fb-is.htm>