



Becoming a Real-Time Enterprise: Harnessing the Power of RTE to Maximize Competitive Advantage

Behnam Tabrizi

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The only step-by-step guide to transforming any company into a highly efficient, responsive, and profitable organization

Real-time enterprise (RTE) refers to the seamless fusion of IT and business operations to foster event-driven marketing, process automation, just-in-time provisioning, and readily available business intelligence. By ensuring that the right information flows to the right people at the right time, RTE allows companies superior efficiency and quicker response time to both problems and opportunities. Drawing on five years of research at more than 30 leading companies, *Becoming a Real-Time Enterprise* fills a gaping hole in the business literature by bringing RTE down to earth for business readers and providing a complete blueprint for achieving real-time status.

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