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#### COVER

16 Increasing campaign response rates at Staples ... that was easy!

Jim Foreman on how the office superstore achieved a 137 percent rate of return on marketing.



### **FEATURES**

Marketing: art or science?
Learn to balance the art of customer relationships with the quantitative analysis of customer data.

Banking on analytics
Banks worldwide are saving millions
by detecting fraud, automating processes
and forecasting risk.

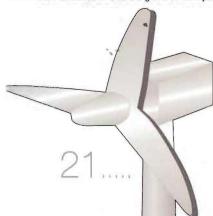
Building a smarter grid
A modernized electrical delivery system is
on the way – what will smart grid mean for you?

25 Telstra digs down under data
Find out how Australia's leading telco reduced processing times from 11 hours to 10 seconds.

# 28 10 steps to a greener supply chain

Tips from manufacturers like MillerCoors and POSCO to help you become leaner and greener.

Bringing down the house
Former professional card counter Jeff Ma tells
how he used statistics to beat the game of blackjack.



On the cover: Jim Foreman Photo by Steve Muir



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