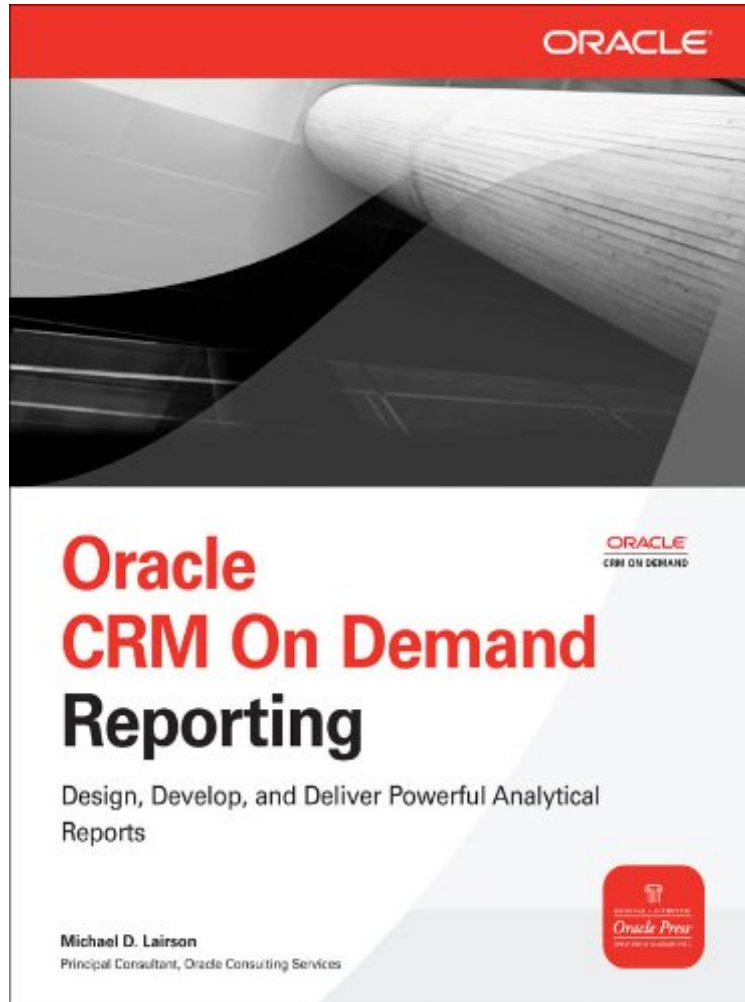


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About the AuthorMichael D. Lairson joined Siebel Systems (now Oracle) in 2001, where he developed the certification exams and study materials for the Siebel CRM On Demand product. He helped develop and regularly delivers the Advanced Analytics Workshop.