

TechBridge



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CONTRIBUTORS



John Sucich,
Contributing Writer



Trevor Branch,
Marketing Writer



Meredith Galante,
Contributing Writer



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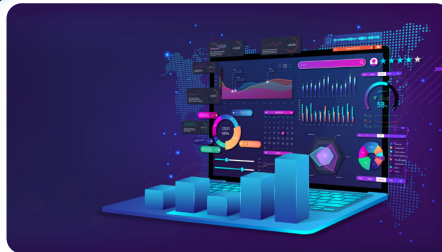
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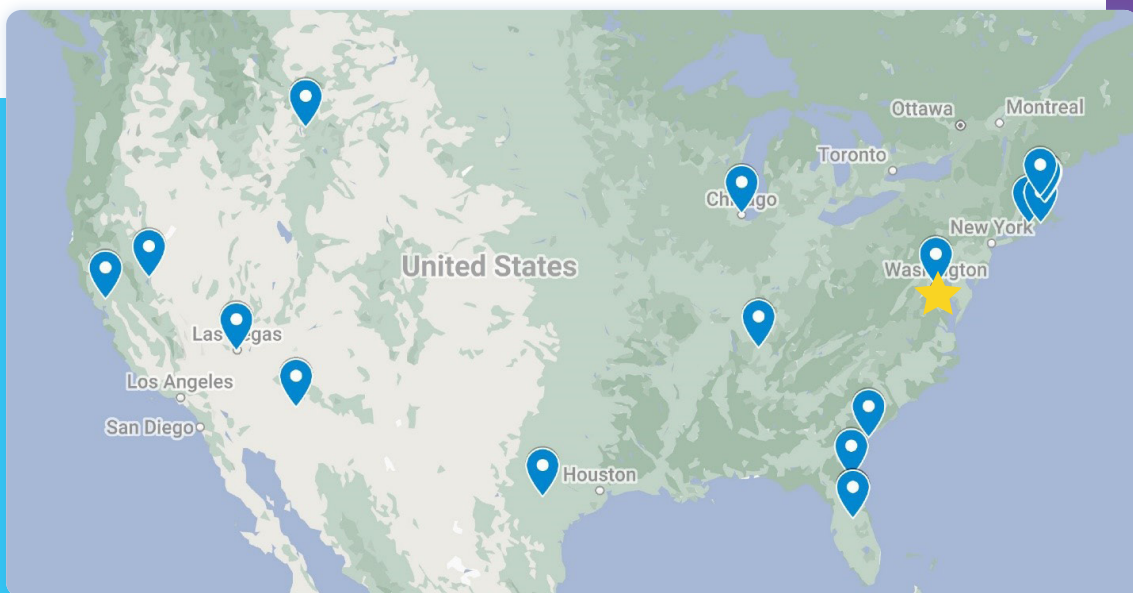
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What an Exciting Location for Our Users' Conference!

Dimensional Insight has been in business since 1989. For these 33 years, we have hosted conferences for our users to get together and benefit from the knowledge we all share about business intelligence software, data analytics, and specifically, Diver Platform. Just look at this map to see some of the fantastic sites of our past users' conferences. And now we are adding another exciting location to the list!

DIUC22 | WASHINGTON, DC
THE **DISCOVERY**
CONFERENCE

Dimensional Insight is holding our users' conference this year in Washington, DC.



News brief

There is so much to see in the nation's capital. And we will bring our customers to one of the most interesting museums, the National Air & Space Museum's Stephen F. Udvar-Hazy Center. This museum is located in a hangar at Dulles Airport and houses large airplanes, such as the Enola Gay, the Concorde, SR-71 Blackbird, and even the Space Shuttle Discovery! There are also multiple flight simulators that we'll be renting out for the event. You won't want to miss this experience!



Do some exploring!



On your own, you could visit the United States Botanic Garden. It's an excellent place to bring a book, find a bench among some beautiful plantings, and read to relax. The newest Smithsonian Institution museum is the National Museum of African American History and Culture. All told, the Smithsonian Institution consists of 17 museums and galleries.

There's plenty to see within the Smithsonian Institution. But don't forget, Washington, DC has many national monuments that are worthwhile to visit.



It is not just great museums in DC - it is excellent food! According to DC Press, there are over 2,233 restaurants in DC. Here's two other facts from DC Press:

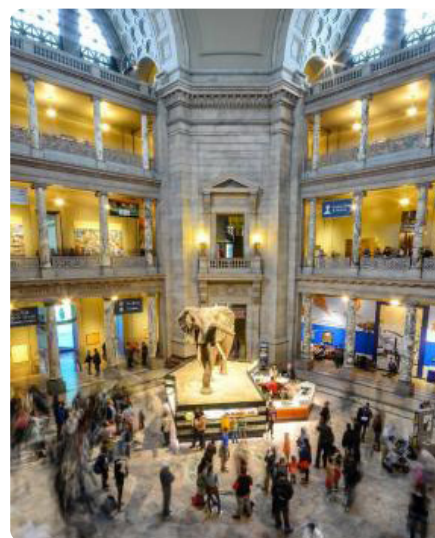
1. Seventy-two restaurants in the city received Zagat food scores of 4.5 or higher (out of a possible 5.0).
2. DC's culinary distinctions include James Beard award-winning chefs, AAA Five Diamond ratings, restaurants included on Bon Appetit's list of the "Best New Restaurants in America" and Bon Appetit's "Restaurant City of the Year" in 2016

I dare anyone to say they could not find a restaurant they like in DC!



Museums, national monuments, and restaurants, if that's not enough to raise your excitement, you can quickly look online and find other entertainment venues.

Check out Trip Advisor's Top 30 things to Do in DC, sorted by traveler favorites. There is no shortage of things to do in this exciting location.



See you there!

With DIUC fast-approaching, we're getting more and more excited to see you all again in-person!
To learn more about this year's conference, check out our DIUC22 webpage!

Check it here!

Solar Gets a New Life With Storage



by **Meredith Galante**,
Contributing Writer

Solar technology isn't a new phenomenon, but it has yet to take over as the primary power source for the country due to one major issue: storage.

Solar farms don't produce or store enough power to keep supplying [energy](#) to the grid when the sun isn't shining.

However, that soon may all change.

2022 renewable energy outlook includes storage

Deloitte released its [2022 Renewable Energy Industry Outlook](#) and has new solar configurations at the top of its list of emerging trends.

The report states that after an 85% cost decline in the last decade, solar photovoltaic (PV) systems are the most cost-competitive systems on the market.



And 2022 could finally be the year the industry grows its solar-plus-storage buildouts. Deloitte's report said it expected to see the exploration of floating solar PV modules and expanding community solar projects to new markets.

In layman's terms, rooftop solar has never been enough. Offering storage capacity can help increase access to solar in relation to how much power a person uses.

Solar storage matters because it helps keep the power either for the system owner or for the grid to use later, instead of immediately sending it back to the grid and needing to use that generated [electricity](#) immediately.

If all the large-scale battery projects planned for 2021 to 2025 become operational, the share of U.S. battery storage co-located with solar would increase from 24% to 50%. Similarly, the percentage of solar projects co-located with battery storage would increase from 3% to 14%.

"Pairing storage with solar offers cost synergies, operational efficiencies, and the opportunity to reduce storage capital costs with the solar investment tax credit. We will likely see increasing demand for solar paired with energy storage for multiple use cases, including minimizing curtailment risk and enabling solar to look more like baseload power," the report states.

Community solar will also continue to grow in 2022, with 22 states and Washington, D.C. enabling policies for community solar. Rooftop solar always had limitations, with more than half of U.S. households unable to purchase rooftop solar because of either insufficient sunlight, credit access, not owning the home, or other factors. Community solar programs enable residential customers to enjoy the benefits of shared solar power, even if you're in an apartment or the shaded woods.





Private investments expand solar technologies

Politicians have long championed solar and wind projects, but that hasn't helped the sector grow quickly enough.

Private investment and pilot projects could help expedite the commercialization of emerging technologies such as green hydrogen, advanced batteries, and other forms of long-duration storage.

"These technologies can provide zero-carbon electricity and longer-term seasonal electricity storage, ease grid congestion, stem renewable curtailment, boost reliability, and facilitate integration of solar and wind into the grid while supporting goals for 100% clean energy," Deloitte's report states.

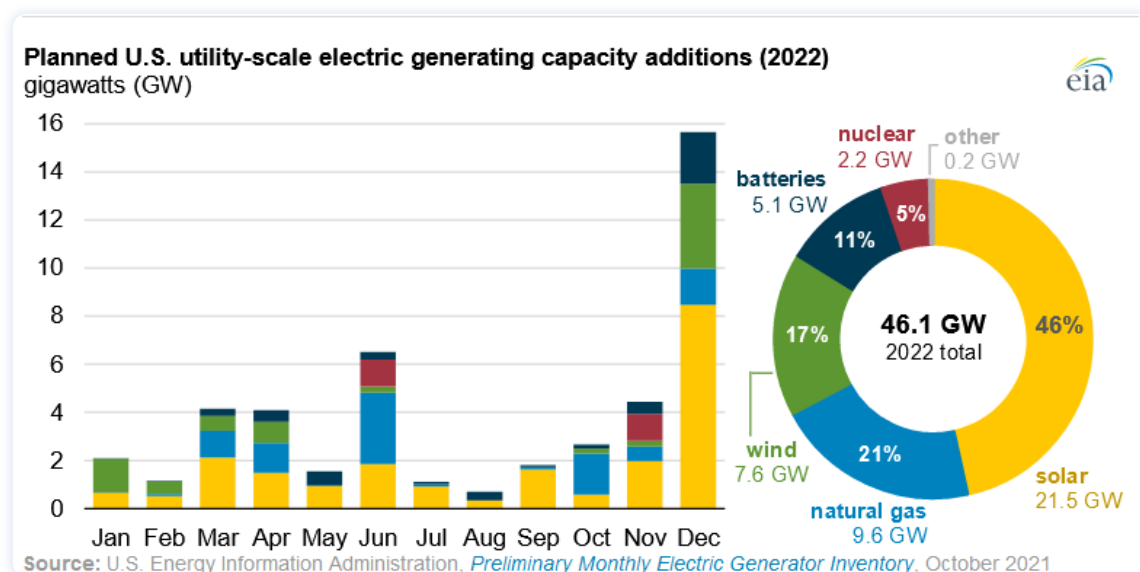
One private company to look out for is Form Energy, which recently unveiled a massive breakthrough in its long-duration energy storage iron-air battery. Its battery can provide more than 100 hours of energy at the cost of \$20/kWh—about 1/10 the cost of the most commonly used lithium-ion batteries. Form Energy received a \$240 million financing round with investors, including steel company ArcelorMittal, to expand its work.

How storage and data can help utility companies

The [U.S. Energy Information Administration](#) expects U.S. utility-scale solar generating capacity to grow by 21.5 GW in 2022.

Most planned solar additions in 2022 will be in Texas (6.1 GW, or 28% of the national total), followed by California (4.0 GW).

Adding more storage to the mix would only increase this capacity. Understanding the data and figures behind what projects are scheduled to come online and how much energy those projects generate will help utility companies plan for how much energy the grid needs and can produce. [□](#)



This Year's Hottest Vintage? NFTs



by **Meredith Galante**,
Contributing Writer

Nearly half of millennial millionaires place 25% of their wealth in cryptocurrencies, according to CNBC's 2021 Millionaire Survey. And since all the "cool kid" investors are turning to wine, NFTs have become a natural extension to grab this market.

Even Brad Pitt's new rosé Champagne is getting into the NFT game. Pitt's latest venture isn't the first NFT wine club, but it has the potential to be splashy.

Pitt's Fleur de Miraval rosé Champagne already sells for north of \$350 a bottle, and the NFT will be an additional cost. What will the NFT be? No one knows yet.

What are NFTs?

Non-fungible tokens, or NFTs, are smart contracts tied to digital (sometimes physical) goods by way of a QR code that's recorded on a blockchain. For example, an NFT might be a GIF, video, photo, or even a piece of land in the metaverse.

"Well, besides being the hottest trend in crypto meets art and culture, NFT stands for a non-fungible token, which means a unique digital asset registered on a blockchain. Much of NFTs are 100% digital, but each is unique, unlike a currency like Bitcoin, where every coin is the same and thus fungible," Jacob Ner-David, founder of Hello Fam, an NFT wine club, told Fortune.

Global NFT sales volume totaled \$24.9 billion in 2021, compared to just \$94.9 million the year before.

According to the report, the average NFT price also rose sharply in 2021, coming in at \$807.52, compared to \$49.18 in 2020. In addition, the length of ownership plummeted. The report finds that NFTs were kept 48 days on average in 2021 before being sold, compared with 156 days before.



How does an NFT wine club work?

Club dVin opened itself up to membership on May 15 with an initial offering of 4,000 NFT memberships for 1.5 ETH to 3 ETH. What this translates to in dollars changes too quickly for publication.

Club dVin released its white paper explaining the concept. The [white paper](#) states,

"Whether you are a seasoned collector or a new enthusiast, Club dVIN has a tailored way for you to find community, experiences, and rare finds. Technology is not the point, but it is a key enabler, with NFTs and blockchain used every step of the way to manage memberships, authenticate wines and experiences, manage commerce, and commemorate and share every step."

Each bottle has a Digital Cork, which is immutable and has a transparent record on the blockchain. The NFT serves as proof of provenance for collectible bottles and a chain of custody as those bottles are traded in the aftermarket.

Club dVin says, "this transparency is a strong disincentive against fraud and counterfeiting and provides buyers and sellers with confidence."

When a club member opens a bottle and consumes the wine, the NFT is converted (or burned), so it is no longer valid for sale, and the bottle is shown as consumed on the public record.

"NFTs will be a way for fine wines to find a new source of growth with younger generations. No one can ignore it," Guillaume Jourdan of France-based luxury marketing consultancy VitaBell told [Fortune](#). "When traditional wine estates understand this, the market will explode. But good platforms have to be set up and launched."



How can winemakers and disruptors use NFTs?

Even [Robert Mondavi](#) ventured into NFTs this year, looking for a new way to attract the younger generation and keep the brand fresh.

NFTs have the added allure of the seller getting a portion of the proceeds, so the upside for potential profit helps the venture make sense for vineyards and disruptors. The downside is implementing the digital infrastructure to allow NFT sales and convincing new NFT investors that it's worth it.

For brands that want to start offering NFTs, a wine club or "tasting tokens" can help wine collectors and affluent wine lovers be privy to unique experiences. Creating these exclusive tastings or vintages associated with NFTs can increase interest and loyalty to your brand.

"Investing in wine is becoming more and more popular through all different pathways," says Jacob Ner-David. "Combining NFTs with wine allows for real value to support the NFT. Many digital art NFTs have shot up in price. Wine-backed NFTs will ensure that there is a 'floor' as well, which is the market value of the wine." [□](#)



To learn more about recent trends in the wine industry, check out our [whitepaper](#)—
"5 Trends Shaping the Wine & Spirits Industry in 2022."

[HERE!](#)



5 Business Intelligence and Analytics Trends that Are Shaping 2022

Trevor Branch

Marketing Writer
LinkedIn



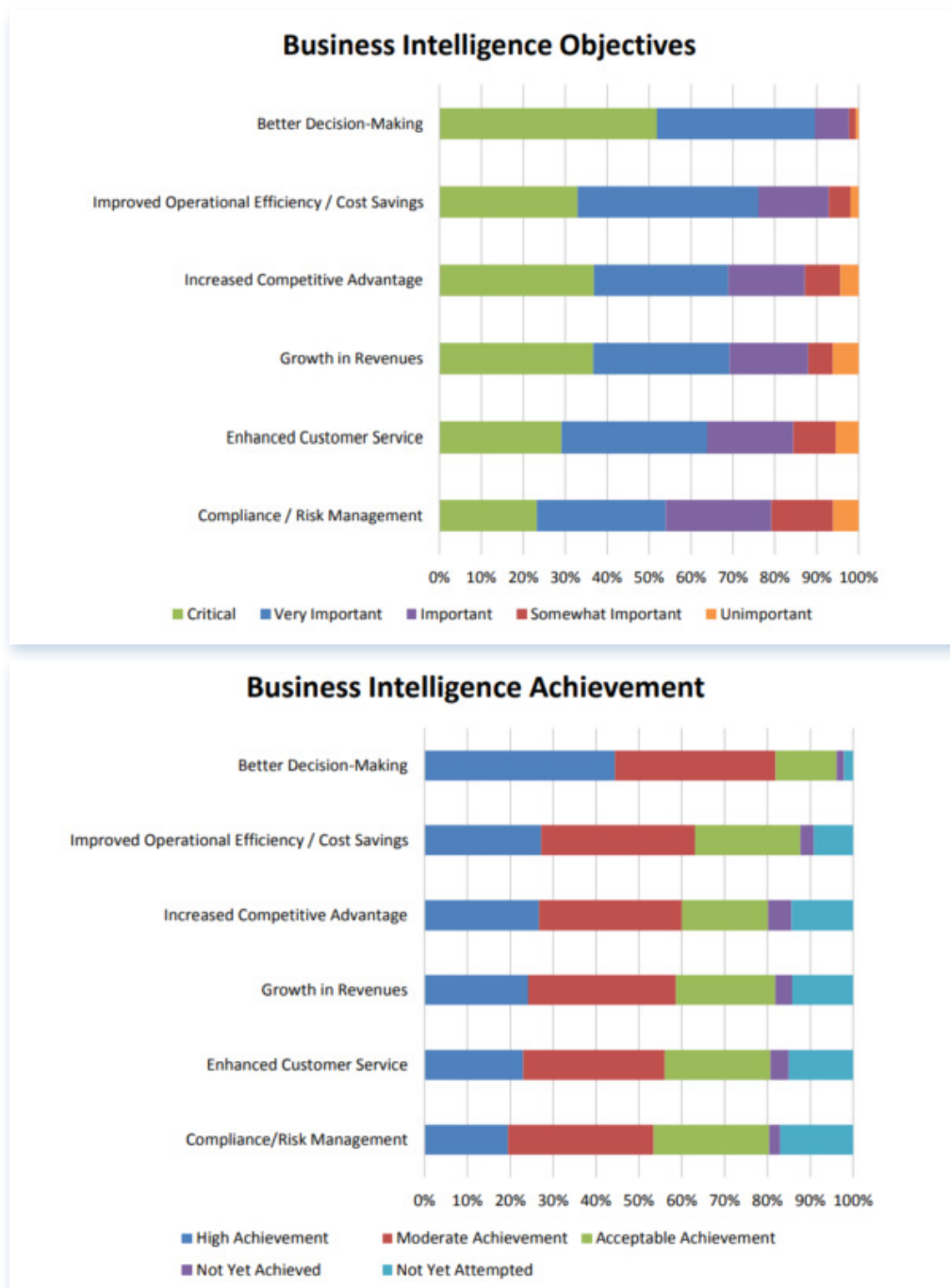
With the worst days of the pandemic (knock on wood) behind us and lockdown orders lifted, the world has finally started to adjust to the “new normal.” Now that organizations have begun to reorient their strategies to reflect the novel circumstances, new trends have begun to emerge in the field of data analytics and business intelligence (BI).

Howard Dresner, one of the leading industry analysts in business intelligence, identifies many of these trends in his recent release of Dresner Advisory Services’ [2022 Wisdom of Crowds® Business Intelligence Market Study](#). With each year presenting new challenges and opportunities, it’s critical that businesses stayed informed on trends in the industry so that we can better adapt to the ever-changing market.

1. Companies are meeting their BI goals

It appears that over the past few years, companies' investments in BI have been paying off. According to the 2022 Wisdom of Crowds® report, top BI achievements are mirroring top goals within organizations. Depending on the individual objectives of each company, realizing these goals can translate to a substantial ROI. This success rate will likely only continue to improve as businesses gain a better understanding of the obstacles and challenges disrupting their current BI strategies.

As far as what these goals look like, better decision-making is by far the most popular target for 2022, having been rated as critical by 52% of businesses. Following that, the next top three goals for 2022 are increased competitive advantage (rated as critical by 37% of organizations), growth in revenues (37% of organizations), and improved operational efficiency / cost savings (33% of organizations). At the end of the day, most companies are simply hoping to improve ROI and streamline how they run their business.

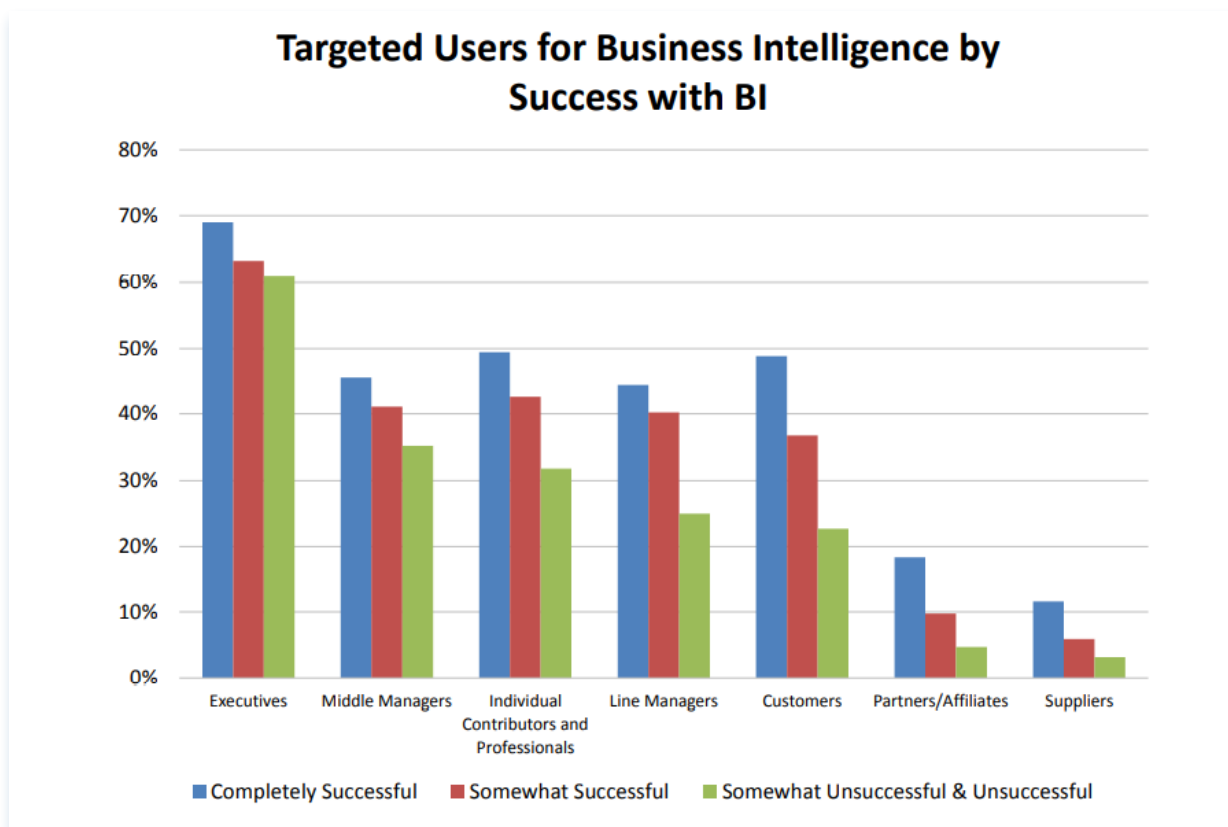


2. Successful BI organizations target broad audiences

Responsible for high-level decision-making and overall strategy development, it's no surprise that executives are the most targeted audience for BI organizations. According to the 2022 Wisdom of Crowds report, executive and administrator positions are the most likely primary (65%) and potential (96%) targeted users for BI. Following senior management, mid-level managers are about 80% likely to be primary or secondary targeted users.

However, despite the continued emphasis placed on higher-level roles, there's been an increasing interest in the customer demographic. According to the report, customer primary targeting jumped from 32 to 40 percent this year. With technology advancing at an alarming rate, many businesses are seeking to capitalize on the potential of untapped market audiences.

To build on this, the report also found that businesses who make BI accessible to all potential target audiences are more likely to be completely successful with BI. As a matter of fact, high levels of customer targeting is more than twice as likely to occur at completely successful rather than somewhat unsuccessful and unsuccessful BI organizations.

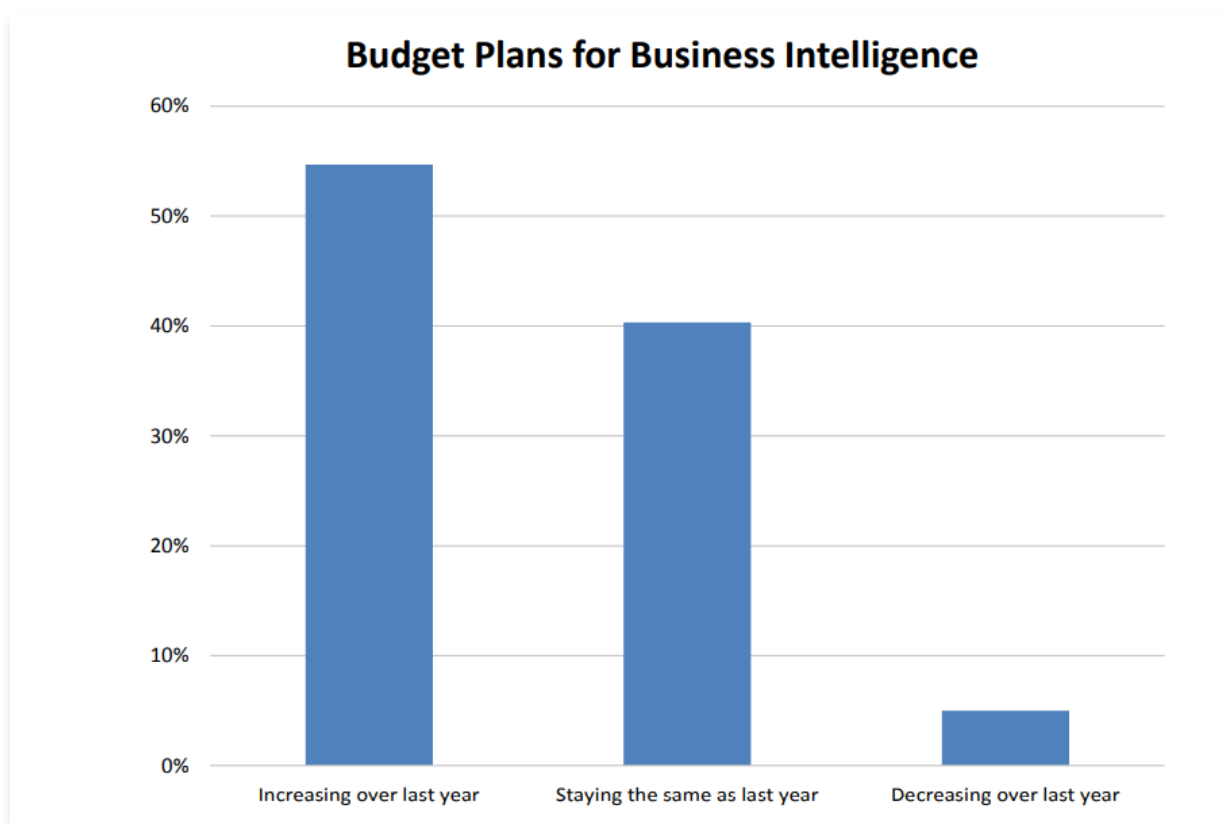


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3. Organizations are spending more

As businesses grow, so do their reporting and analytic needs. According to the 2022 Wisdom of Crowds report, the percentage of organizations using four or more tools has increased from 23 to 29 percent over the past four years. Likewise, the percentage of organizations using just two or fewer tools has decreased from 49 to 37 percent over the same time frame.

The increased number of tools has also fueled an increase in spending. The report found that about 55% of organizations plan to increase their BI investment, with another 40% planning to at least maintain their current budget. Unsurprisingly, high-achieving businesses are more likely to increase their budgets across the board as they seek to continue building upon their already successful foundation. As the market continues to grow (and along side it, companies' needs), likely so will their budgets.

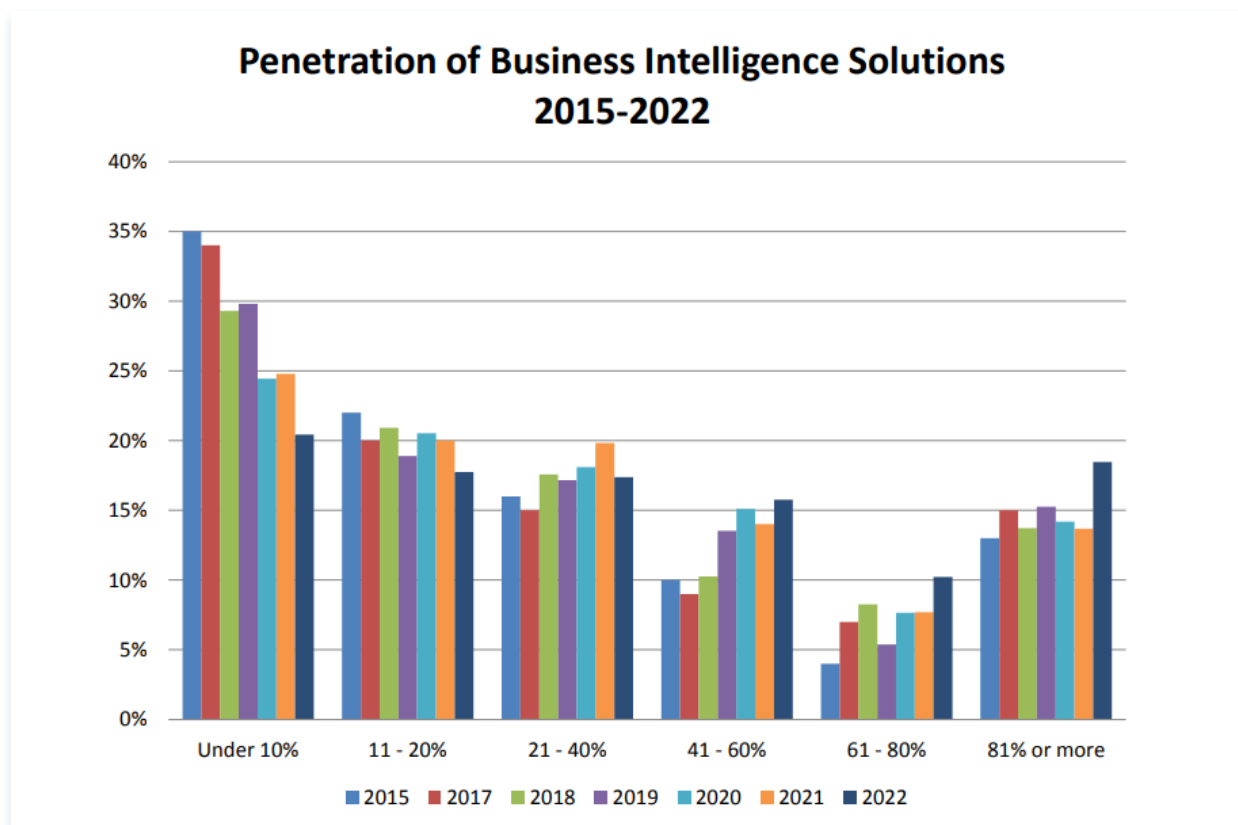


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4. BI penetration is improving

More spending and more tools also means more employees utilizing BI in their functions. BI penetration levels have grown substantially over the past seven years, according to the 2022 Wisdom of Crowds report. Since 2015, 61-80% penetration levels have grown from 4 to 10% of organizations, and penetration levels greater than 80% have grown from 13 to 18%.

And it's not stopping there. Over the next twelve months, businesses expect to reduce sub-10% penetration by half (from about 20 to 10%), and for higher penetration levels to continue improving. Three years from now, businesses expect sub-10% penetration to be reduced to as low as 8%, with levels above 80% to nearly double to a whopping 32%. Overall, businesses are witnessing the benefits of enabling data-driven decision-making at all levels of operation. As budgets continue to grow, organizations will likely place increasing emphasis on democratizing their data.



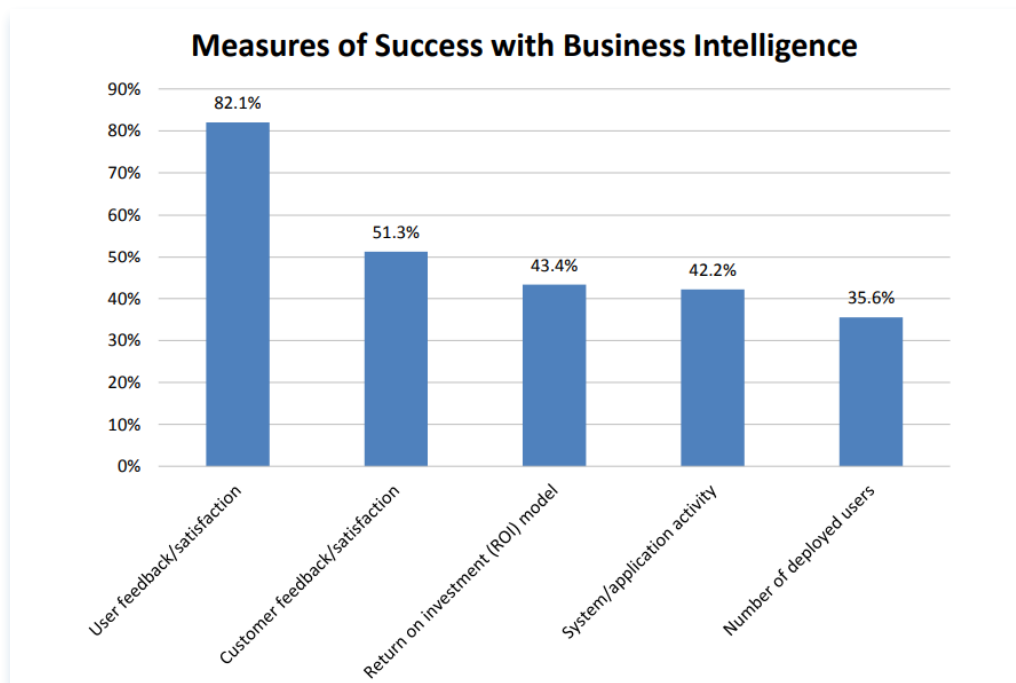
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5. Success is best measured with user feedback

An organization's success with BI is a frequent means of evaluating how certain trends and practices translate to meaningful results. But to understand how these results compare, we must first ask ourselves, how do we measure "success with business intelligence?"

According to the 2022 Wisdom of Crowds® report, the greatest measure of success is user feedback/satisfaction, coming in at an impressive 82% of organizations. This is 31% higher than the second-best measure—customer feedback/satisfaction—which tops out at only 51% of organizations.

According to respondents, the greatest contributors to success with BI are support from senior management, a culture that understands and values fact based decision-making, and good communication between those who develop BI solutions and those who use it. Likewise, the greatest obstacles to success with BI are a lack of expert resources, a culture that doesn't fully understand or value fact-based decision-making, and a lack of data-literacy education.



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Learn more

With how much the world has changed over the past two years, it's more important now than ever that businesses stay informed on emerging trends within the business intelligence market. Every day presents new opportunities and challenges that can only be approached through continuous education and a willingness to adapt. [□](#)

To learn more about these and other business analytics trends, download the full 2022 Wisdom of Crowds® report below.

[Click HERE!](#)

How Analytics Can Make a Difference in the Radiology Department

In a radiology department, the amount of data that is collected can be overwhelming. From the coordination with other departments to the images that are produced to simply scheduling machine usage, everything revolves around data.

With the right tools, though, that data can be used to help the department work at an optimal level, without adding to the burden on the department's employees. Here are some of the ways analytics can be applied to the work that happens in a healthcare system's radiology department.



by **John Sucich**,
Contributing Writer

AI helps image identification

One of the ways analytics is making the greatest strides in the area of radiology is through artificial intelligence (AI). AI can be used in a few different ways, some of which are farther along in technology than others.

AI can be used to classify data, sorting through images that show anomalies while leaving out the parts of images that do not show anything that would be helpful to practitioners. Similarly, AI can pull out parts of images that show something like a tumor, allowing physicians to look at the image and determine how large a tumor might be. It can also zero in on a problem's exact location in the body. All of this can save time for the people working in the radiology department—they are not the ones who have to carefully look through all of the images that come through in a day. A lot of the work is done for them, allowing them to focus on other tasks, or leaving them less bleary-eyed for the images that need more attention from a set of human eyes.



Upkeep of machines

Another key part of radiology analytics is for the machines that are used in procedures. [Machine learning](#), [AI](#), and [predictive analytics](#) can all be used to monitor medical equipment like MRI machines and CT scanners. They can give real-time updates on the condition of the equipment, and anticipate if any repairs are needed. Maintenance can then be scheduled proactively during the times that the demand is the least. In this way, patient care can continue uninterrupted, and everyone can be sure that the machines are in top condition. More importantly, because the machines are working in ideal fashion, the data they are producing is accurate and can be trusted.





Saving time, money, and resources

Just like in any other area of a hospital, analytics can be used in radiology to help the department work more efficiently. The data can be studied to figure out where cost savings can happen, as well as any opportunities to reduce waste or better use employees' or patients' time.

A recent shortage of the iodinated contrast media (ICM) used at many places in the United States forced those healthcare systems to look at data around ICM usage in their facilities. The shortage was caused due to a COVID outbreak in China, where a factory that produces ICM was shut down. Some of the U.S. facilities were able to cut down their contrast use by 50% through the mitigation strategies put in place after analyzing the data.

Like most other aspects of healthcare, the pandemic has forced medical professionals to look at problems in a way that they might not have a couple of years ago. "Navigating the COVID-19 pandemic has helped radiology departments become nimbler and develop rapid response functionality to manage crises," says Mahmud Mossa-Basha, MD, Professor, Vice Chair, Quality and Safety, and Medical Director, MRI, Department of Radiology at the University of North Carolina at Chapel Hill. Often, the way radiology departments have done that is by using the data to make better decisions.



Data requirements

The right tool to help make those decisions needs to be able to handle large amounts of data. The images produced by a radiology department are just one piece of the puzzle. Other aspects to consider are:

- The cost of equipment
- Exam and report turnaround times
- Patient satisfaction scores

For many organizations, that kind of data is looked at for both the department itself and as part of the performance of the healthcare system overall. In some cases, radiology might be outsourced to a different company. So the ability for that solution to integrate with other data sources is also very important. ▣

Upcoming Events

Cannabis Conference

August 23-25 | Las Vegas, NV | Paris Las Vegas Hotel & Casino

Booth #716

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CANNABIS
CONFERENCE

CannaCon Midwest Chicago

August 26-27 | Rosemont, IL | Donald E Stephens
Convention Center

Booth #510

[Learn more](#)

 CannaCon®

Dimensional Insight Users Conference 2022 (DIUC22)

Sep 15-16 | Washington, DC | Washington Marriott Georgetown

[Learn more](#)

DIUC22 | WASHINGTON, DC
THE DISCOVERY
CONFERENCE

MJBizCon 2022

November 15-18 | Las Vegas, NV | Las Vegas Convention Center

Booth #2719

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