

Read Free Business Intelligence Practices  
Technologies And Management

## **Business Intelligence Practices Technologies And Management**

**Up-to-date, comprehensive coverage of the Oracle database and business intelligence tools Written by a team of Oracle insiders, this authoritative book provides you with the most current coverage of the Oracle data warehousing platform as well as the full suite of business intelligence tools. You'll learn how to leverage Oracle features and how those features can be used to provide solutions to a variety of needs and**

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**demands. Plus, you'll get valuable tips and insight based on the authors' real-world experiences and their own implementations. Avoid many common pitfalls while learning best practices for: Leveraging Oracle technologies to design, build, and manage data warehouses Integrating specific database and business intelligence solutions from other vendors Using the new suite of Oracle business intelligence tools to analyze data for marketing, sales, and more Handling typical data warehouse performance challenges Uncovering initiatives by your business community, security business sponsorship, project staffing, and**

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**managing risk**

**Cloud computing provides an easier alternative for starting an IT-based business organization that requires much less of an initial investment. Cloud computing offers a significant edge of traditional computing with big data being continuously transferred to the cloud. For extraction of relevant data, cloud business intelligence must be utilized. Cloud-based tools, such as customer relationship management (CRM), Salesforce, and Dropbox are increasingly being integrated by enterprises looking to increase their agility and efficiency. Impacts and**

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**Challenges of Cloud Business Intelligence is a cutting-edge scholarly resource that provides comprehensive research on business intelligence in cloud computing and explores its applications in conjunction with other tools. Highlighting a wide range of topics including swarm intelligence, algorithms, and cloud analytics, this book is essential for entrepreneurs, IT professionals, managers, business professionals, practitioners, researchers, academicians, and students. Annotation Provides an overview of data mining technology and how it is applied in a business environment. Material is not written in a technical**

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**style, but rather addresses the applied methodology behind implementing data mining techniques in the corporate environment. Explains how the technology evolved, overviews the methodologies that comprise the data mining spectrum, and looks at everyday business applications for data mining, in areas such as marketing and advertising promotions and pricing policies using econometric-based modeling, and using the Internet to help improve an organization's performance. Kudyba is an economic consultant. Hoptroff is an independent consultant with experience in data mining software. Annotation c. Book News,**

# Read Free Business Intelligence Practices Technologies And Management

**Inc., Portland, OR (booknews.com).**

**Provides developments and research, as well as current innovative activities in data warehousing and mining, focusing on the intersection of data warehousing and business intelligence.**

**Data Virtualization for Business Intelligence Systems Opportunities, Limitations and Risks**

**Microsoft Data Mining**

**Open and Big Data Management and Innovation**

**Models, Systems and Technologies**

**Practical Business Intelligence with SQL Server 2005**

**Business Intelligence**

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Microsoft Data Mining approaches data mining from the particular perspective of IT professionals using Microsoft data management technologies. The author explains the new data mining capabilities in Microsoft's SQL Server 2000 database, Commerce Server, and other products, details the Microsoft OLE DB for Data Mining standard, and gives readers best practices for using all of them. The book bridges the previously specialized field of data mining with the new technologies and methods that are quickly making it an important mainstream tool for companies of all sizes. Data mining refers to a set of technologies and techniques by which IT professionals search large databases of information (such as those contained by SQL Server) for patterns and trends. Traditionally important in finance, telecommunication,

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and other information-intensive fields, data mining increasingly helps companies better understand and serve their customers by revealing buying patterns and related interests. It is becoming a foundation for e-commerce and knowledge management. Unique book on a hot data management topic Part of Digital Press's SQL Server and data mining clusters Author is an expert on both traditional and Microsoft data mining technologies

Learn to build and deliver SharePoint BI applications Written by a team of leading SharePoint and Business Intelligence (BI) experts, this unique book-and-DVD package shows you how to successfully build and deliver BI applications using SharePoint 2010. Assuming no previous SharePoint experience, the authors deliver a clear explanation of what



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SharePoint will do for your BI and information management capabilities. Each lesson in the book is reinforced with a helpful tutorial on the DVD and cover topics such as interactive reporting with Excel, document sharing for collaborative reporting, and controlling data sources. As you learn best practices for configuring and securing SharePoint 2010 BI applications and planning and implementing your SharePoint BI project plan, you'll be well on your way to gaining a solid foundation of understanding and working with SharePoint 2010 and BI. Provides an invaluable training book-and-DVD package that takes you through building and delivering BI applications using SharePoint 2010 Features an accompanying video tutorial for each lesson covered in the book, along with a "Try It" section at the end of each lesson

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Covers interactive reporting with excel Covers Power Pivot advanced analytics Details report and document sharing for collaborative reporting Shows how to use SharePoint lists and libraries for data sources repositories in your BI projects Explains how to control data sources, reports and business intelligence content with permissions and workflow approvals. With this unique book-and-DVD combo, you'll be well on your way to successfully building and delivering BI applications using SharePoint 2010. Note: As part of the print version of this title, video lessons are included on DVD. For e-book versions, video lessons can be accessed at [wrox.com](http://wrox.com) using a link provided in the interior of the e-book.

Design, Build, and Manage High-Value BI Solutions with SQL Server 2005 In this book, two of Microsoft's leading

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consultants illustrate how to use SQL Server 2005 Business Intelligence (BI) technologies to solve real-world problems in markets ranging from retail and finance to healthcare.

Drawing on extensive personal experience with Microsoft's strategic customers, John C. Hancock and Roger Toren offer unprecedented insight into BI systems design and step-by-step best practices for implementation, deployment, and management. Hancock and Toren introduce practical BI concepts and terminology and provide a concise primer on the Microsoft BI platform. Next, they turn to the heart of the book—constructing solutions. Each chapter-length case study begins with the customer's business goals, and then guides you through detailed data modeling. The case studies show how to avoid the pitfalls that derail many BI projects. You'll

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translate each model into a working system and learn how to deploy it into production, maintenance, and efficient operation. Whether you're a decision-maker, architect, developer, or DBA, this book brings together all the knowledge you'll need to derive maximum business value from any BI project.

- Leverage SQL Server 2005 databases, Integration Services, Analysis Services, and Reporting Services
- Build data warehouses and extend them to support very large databases
- Design effective Analysis Services databases
- Ensure the superior data quality your BI system needs
- Construct advanced enterprise scorecard applications
- Use data mining to segment customers, cross-sell, and increase the value of each transaction
- Design real-time BI applications
- Get hands-on practice with SQL Server

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2005's BI toolset

"This book provides the latest ideas and research on advancing the understanding and implementation of business intelligence within organizations"--Provided by publisher.

Profiles in Performance

Managing Data in Motion

A Practical Guide for Achieving BI Excellence

Making Better Decisions Faster

Best Practices for Deploying Cognos Business Intelligence to the IBM Cloud

Business Intelligence Strategy

Oracle Data Warehousing and Business Intelligence Solutions

**"This book summarizes current research advances**

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**in BI and the Web, emphasizing research solutions, techniques, and methodologies which combine both areas in the interest of building better BI solutions"--Provided by publisher.**

**Technological developments in recent years have been tremendous. This evolution is visible in companies through technological equipment, computerized procedures, and management practices associated with technologies. One of the management practices that is visible is related to business intelligence and analytics (BI&A). Concepts such as data warehousing, key performance indicators (KPIs), data mining, and**

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**dashboards are changing the business arena. This book aims to promote research related to these new trends that open up a new field of research in the small and medium enterprises (SMEs) area.**

**Features Focuses on the more recent research findings occurring in the fields of BI&A Conveys how companies in the developed world are facing today's technological challenges Shares knowledge and insights on an international scale Provides different options and strategies to manage competitive organizations Addresses several dimensions of BI&A in favor of SMEs Between the high-level concepts of business**

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**intelligence and the nitty-gritty instructions for using vendors' tools lies the essential, yet poorly-understood layer of architecture, design and process. Without this knowledge, Big Data is belittled – projects flounder, are late and go over budget. Business Intelligence Guidebook: From Data Integration to Analytics shines a bright light on an often neglected topic, arming you with the knowledge you need to design rock-solid business intelligence and data integration processes. Practicing consultant and adjunct BI professor Rick Sherman takes the guesswork out of creating systems that are cost-effective, reusable and**



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**essential for transforming raw data into valuable information for business decision-makers. After reading this book, you will be able to design the overall architecture for functioning business intelligence systems with the supporting data warehousing and data-integration applications. You will have the information you need to get a project launched, developed, managed and delivered on time and on budget – turning the deluge of data into actionable information that fuels business knowledge. Finally, you'll give your career a boost by demonstrating an essential knowledge that puts corporate BI projects on a fast-track to success.**

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**Provides practical guidelines for building successful BI, DW and data integration solutions. Explains underlying BI, DW and data integration design, architecture and processes in clear, accessible language. Includes the complete project development lifecycle that can be applied at large enterprises as well as at small to medium-sized businesses Describes best practices and pragmatic approaches so readers can put them into action. Companion website includes templates and examples, further discussion of key topics, instructor materials, and references to trusted industry sources.**

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**This insightful book illustrates how organizations can make better, faster decisions about their customers, partners, and operations by turning mountains of data into valuable business information that's always at the fingertips of decision makers.**

**From Data Integration to Analytics  
Encyclopedia of Organizational Knowledge,  
Administration, and Technology  
Applied Microsoft Business Intelligence  
Business Analytics for Managers  
SharePoint 2010 Business Intelligence 24-Hour  
Trainer**

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### **Applying Business Intelligence Initiatives in Healthcare and Organizational Settings Business Intelligence Success Factors**

Too many organizations invest in performance management and business intelligence projects, without first establishing the needed conditions to ensure success. But the organizations that lay the groundwork for effective change first reap the benefits. In Profiles in Performance: Business Intelligence Journeys and the Road Map for Change, Howard Dresner (author of The Performance Management Revolution) worked with several

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extraordinary organizations to understand their thriving "performance-directed culture." In doing so, he developed a unique maturity model-which served as both a filter to select candidates and as a lens to examine accomplishments. Interviews with people from all sides of the organization: business users, finance, senior management and the IT department Provides a complete picture of their progress from inception to current state The models, analyses and real world accounts from these cases will be an invaluable resource to any organization hoping to improve or initiate their own performance-directed

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culture.

Open Source Data Warehousing and Business Intelligence is an all-in-one reference for developing open source based data warehousing (DW) and business intelligence (BI) solutions that are business-centric, cross-customer viable, cross-functional, cross-technology based, and enterprise-wide. Considering the entire lifecycle of an open source DW & The Profit Impact of Business Intelligence presents an A-to-Z approach for getting the most business intelligence (BI) from a company's data assets or data warehouse. BI is not just a technology or methodology

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it is a powerful new management approach that – when done right – can deliver knowledge, efficiency, better decisions, and profit to almost any organization that uses it. When BI first came on the scene, it promised a lot but often failed to deliver. The missing element was the business-centric focus explained in this book. It shows how you can achieve the promise of BI by connecting it to your organization's strategic goals, culture, and strengths while correcting your BI weaknesses. It provides a practical, process-oriented guide to achieve the full promise of BI; shows how world-class companies used BI to become leaders in

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their industries; helps senior business and IT executives understand the strategic impact of BI and how they can ensure a strong payoff from their BI investments; and identifies the most common mistakes organizations make in implementing BI. The book also includes a helpful glossary of BI terms; a BI readiness assessment for your organization; and Web links and extensive references for more information. A practical, process-oriented book that will help organizations realize the promise of BI Written by Nancy and Steve Williams, veteran consultants and instructors with hands-on, "in the trenches" experience in government



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and corporate business intelligence applications Will help senior business and IT executives understand the strategic impact of BI and how they can help ensure a strong payoff on BI investments

This book constitutes the refereed conference proceedings of the 14th IFIP WG 6.11 Conference on e-Business, e-Services and e-Society, I3E 2015, held in Delft, The Netherlands, in October 2015. The 40 revised full papers presented together with 1 keynote panel were carefully reviewed and selected from 65 submissions. They are organized in the following topical sections: adoption; big and open data; e-

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business, e-services,, and e-society; and witness workshop.

Tools for Aligning Your Business in the Global Economy

Business Intelligence Applications and the Web

The Complete Project Lifecycle for Decision-support Applications

Business Intelligence in the Digital Economy

IBM Business Analytics and Cloud Computing

14th IFIP WG 6.11 Conference on e-Business, e-Services, and e-Society, I3E 2015, Delft, The Netherlands, October 13-15, 2015, Proceedings

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### Healthcare Business Intelligence

*For any organization to be successful, it must operate in such a manner that knowledge and information, human resources, and technology are continually taken into consideration and managed effectively. Business concepts are always present regardless of the field or industry - in education, government, healthcare, not-for-profit, engineering, hospitality/tourism, among others. Maintaining organizational awareness and a strategic frame of mind is critical to meeting goals, gaining competitive advantage, and ultimately ensuring sustainability. The Encyclopedia of Organizational Knowledge, Administration, and Technology is an inaugural five-*

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*volume publication that offers 193 completely new and previously unpublished articles authored by leading experts on the latest concepts, issues, challenges, innovations, and opportunities covering all aspects of modern organizations. Moreover, it is comprised of content that highlights major breakthroughs, discoveries, and authoritative research results as they pertain to all aspects of organizational growth and development including methodologies that can help companies thrive and analytical tools that assess an organization's internal health and performance. Insights are offered in key topics such as organizational structure, strategic leadership, information technology management, and*

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*business analytics, among others. The knowledge compiled in this publication is designed for entrepreneurs, managers, executives, investors, economic analysts, computer engineers, software programmers, human resource departments, and other industry professionals seeking to understand the latest tools to emerge from this field and who are looking to incorporate them in their practice. Additionally, academicians, researchers, and students in fields that include but are not limited to business, management science, organizational development, entrepreneurship, sociology, corporate psychology, computer science, and information technology will benefit from the research compiled within this*

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*publication.*

*As technology continues to advance, it is critical for businesses to implement systems that can support the transformation of data into information that is crucial for the success of the company. Without the integration of data (both structured and unstructured) mining in business intelligence systems, invaluable knowledge is lost. However, there are currently many different models and approaches that must be explored to determine the best method of integration. Integration Challenges for Analytics, Business Intelligence, and Data Mining is a relevant academic book that provides empirical research findings on increasing the understanding of using data mining in*

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*the context of business intelligence and analytics systems. Covering topics that include big data, artificial intelligence, and decision making, this book is an ideal reference source for professionals working in the areas of data mining, business intelligence, and analytics; data scientists; IT specialists; managers; researchers; academicians; practitioners; and graduate students.*

*Nearly every large corporation and governmental agency is taking a fresh look at their current enterprise-scale business intelligence (BI) and data warehousing implementations at the dawn of the "Big Data Era"...and most see a critical need to revitalize their current capabilities. Whether they find the*

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*frustrating and business-impeding continuation of a long-standing "silos of data" problem, or an over-reliance on static production reports at the expense of predictive analytics and other true business intelligence capabilities, or a lack of progress in achieving the long-sought-after enterprise-wide "single version of the truth" - or all of the above - IT Directors, strategists, and architects find that they need to go back to the drawing board and produce a brand new BI/data warehousing roadmap to help move their enterprises from their current state to one where the promises of emerging technologies and a generation's worth of best practices can finally deliver high-impact, architecturally evolvable enterprise-scale*



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*business intelligence and data warehousing. Author Alan Simon, whose BI and data warehousing experience dates back to the late 1970s and who has personally delivered or led more than thirty enterprise-wide BI/data warehousing roadmap engagements since the mid-1990s, details a comprehensive step-by-step approach to building a best practices-driven, multi-year roadmap in the quest for architecturally evolvable BI and data warehousing at the enterprise scale. Simon addresses the triad of technology, work processes, and organizational/human factors considerations in a manner that blends the visionary and the pragmatic. Takes a fresh look at true enterprise-scale BI/DW in the "Dawn of the Big Data*

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*Era" Details a checklist-based approach to surveying one's current state and identifying which components are enterprise-ready and which ones are impeding the key objectives of enterprise-scale BI/DW Provides an approach for how to analyze and test-bed emerging technologies and architectures and then figure out how to include the relevant ones in the roadmaps that will be developed Presents a tried-and-true methodology for building a phased, incremental, and iterative enterprise BI/DW roadmap that is closely aligned with an organization's business imperatives, organizational culture, and other considerations*

*Annotation Business Intelligence in the Digital Economy: Opportunities, Limitations and Risks*

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*describes business intelligence (BI), how it is being conducted and managed and its major opportunities, limitations, issues and risks. This book takes an in-depth look at the scope of global technological change and BI. During this transition to BI, information does not merely add efficiency to the transaction; it adds value. This book brings together high quality expository discussions from experts in this field to identify, define, and explore BI methodologies, systems, and approaches in order to understand the opportunities, limitations and risks.*

*A Guide to Productivity*

*Business Intelligence Strategy and Big Data Analytics*

*Data Mining and Business Intelligence*

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*Integrated Business Intelligence for e-Commerce and Knowledge Management*

*Business Intelligence Roadmap*

*Business Intelligence Guidebook*

*Business Intelligence and Analytics in Small and Medium Enterprises*

Leverage the integration of SQL Server and Office for more effective BI Applied Microsoft Business Intelligence shows you how to leverage the complete set of Microsoft tools—including Microsoft Office and SQL Server—to better analyze business data. This book provides best practices for building complete BI solutions using the full Microsoft toolset. You will

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learn how to effectively use SQL Server Analysis and Reporting Services, along with Excel, SharePoint, and other tools to provide effective and cohesive solutions for the enterprise. Coverage includes BI architecture, data queries, semantic models, multidimensional modeling, data analysis and visualization, performance monitoring, data mining, and more, to help you learn to perform practical business analysis and reporting. Written by an author team that includes a key member of the BI product team at Microsoft, this useful reference provides expert instruction for more effective use of

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the Microsoft BI toolset. Use Microsoft BI suite cohesively for more effective enterprisesolutions Search, analyze, and visualize data more efficiently andcompletely Develop flexible and scalable tabular and multidimensionalmodels Monitor performance, build a BI portal, and deploy and managethe BI Solution

Using Agile methods, you can bring far greater innovation, value, and quality to any data warehousing (DW), business intelligence (BI), or analytics project. However, conventional Agile methods must be carefully adapted to address the

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unique characteristics of DW/BI projects. In Agile Analytics, Agile pioneer Ken Collier shows how to do just that. Collier introduces platform-agnostic Agile solutions for integrating infrastructures consisting of diverse operational, legacy, and specialty systems that mix commercial and custom code. Using working examples, he shows how to manage analytics development teams with widely diverse skill sets and how to support enormous and fast-growing data volumes. Collier's techniques offer optimal value whether your projects involve "back-end" data management, "front-end" business analysis, or both.

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Part I focuses on Agile project management techniques and delivery team coordination, introducing core practices that shape the way your Agile DW/BI project community can collaborate toward success Part II presents technical methods for enabling continuous delivery of business value at production-quality levels, including evolving superior designs; test-driven DW development; version control; and project automation Collier brings together proven solutions you can apply right now--whether you're an IT decision-maker, data warehouse professional, database administrator,



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business intelligence specialist, or database developer. With his help, you can mitigate project risk, improve business alignment, achieve better results--and have fun along the way.

Gaining the competitive advantage Geared toward IT management and business executives seeking to excel in business intelligence initiatives, this practical guide explores creating business alignment strategies that help prioritize business requirements, build organizational and cultural strategies, increase IT efficiency, and promote user adoption. Business intelligence, together with business analytics and

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performance management, eliminates information overload by organizing the massive amounts of information available in the modern enterprise. Addressing the challenges of business intelligence operations, this resource supports the goal of better business decision making and identifying unrealized opportunities. Each chapter includes a checklist of recommended approaches and a strategy overview template.

Data analysis is an important part of modern business administration, as efficient compilation of information allows managers and business leaders

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to make the best decisions for the financial solvency of their organizations. Understanding the use of analytics, reporting, and data mining in everyday business environments is imperative to the success of modern businesses. Applying Business Intelligence Initiatives in Healthcare and Organizational Settings incorporates emerging concepts, methods, models, and relevant applications of business intelligence systems within problem contexts of healthcare and other organizational boundaries. Featuring coverage on a broad range of topics such as rise of embedded

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analytics, competitive advantage, and strategic capability, this book is ideally designed for business analysts, investors, corporate managers, and entrepreneurs seeking to advance their understanding and practice of business intelligence.

Data Integration Best Practice Techniques and Technologies

The Profit Impact of Business Intelligence

A Roadmap for IT Directors, Managers, and Architects

Revolutionizing Data Integration for Data Warehouses

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A General Management Perspective  
Integration Challenges for Analytics, Business Intelligence, and Data Mining  
A Team Approach to Maximizing Competitive Advantage

Data analysis is an important part of modern business administration, as efficient compilation of information allows managers and business leaders to make the best decisions for the financial solvency of their organizations.

Understanding the use of analytics,

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reporting, and data mining in everyday business environments is imperative to the success of modern businesses. Business Intelligence: Concepts, Methodologies, Tools, and Applications presents a comprehensive examination of business data analytics along with case studies and practical applications for businesses in a variety of fields and corporate arenas. Focusing on topics and issues such as critical success factors, technology adaptation, agile development approaches, fuzzy logic tools, and best practices in

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business process management, this multivolume reference is of particular use to business analysts, investors, corporate managers, and entrepreneurs in a variety of prominent industries.

Business professionals who want to advance their careers need to have a strong understanding of how to utilize business intelligence. This new book provides a comprehensive introduction to the basic business and technical concepts they'll need to know. It integrates case studies that demonstrate how to apply the

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material. Business professionals will also find suggested further readings that will develop their knowledge and help them succeed.

"While business analytics sounds like a complex subject, this book provides a clear and non-intimidating overview of the topic. Following its advice will ensure that your organization knows the analytics it needs to succeed, and uses them in the service of key strategies and business processes. You too can go beyond reporting!"—Thomas H. Davenport,



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President's Distinguished Professor of IT and Management, Babson College; coauthor, *Analytics at Work: Smarter Decisions, Better Results* Deliver the right decision support to the right people at the right time Filled with examples and forward-thinking guidance from renowned BA leaders Gert Laursen and Jesper Thorlund, *Business Analytics for Managers* offers powerful techniques for making increasingly advanced use of information in order to survive any market conditions. Take a look inside and find: Proven guidance on

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developing an information strategy Tips for supporting your company's ability to innovate in the future by using analytics Practical insights for planning and implementing BA How to use information as a strategic asset Why BA is the next stepping-stone for companies in the information age today Discussion on BA's ever-increasing role Improve your business's decision making. Align your business processes with your business's objectives. Drive your company into a prosperous future. Taking BA from buzzword

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to enormous value-maker, Business Analytics for Managers helps you do it all with workable solutions that will add tremendous value to your business. This book discusses and conceptualizes practices on real-time strategy, focusing on the interplay between strategy and business intelligence. Combining strategic practices and business intelligence systems, the authors demonstrate how managerial practices can be developed in the age of digitization. Also developing the concept of strategic agility, the book

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provides perspectives from a range of disciplines including strategic practices and decision making, customer relationship management, human resource management, competitive intelligence, supplier network management and business intelligence systems. Presenting managerial frameworks and guidelines, Real-time Strategy and Business Intelligence explores how to improve utilization of business intelligence systems in real-time decision making. Providing practical and future-oriented insights backed by examples and

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best practices, the authors present a clearly conceptualized theoretical framework.

Agile Analytics

Impacts and Challenges of Cloud Business Intelligence

Business Intelligence: Concepts, Methodologies, Tools, and Applications

Open Source Data Warehousing and Business Intelligence

Concepts and Competitive Analytics

Progressive Methods in Data Warehousing and Business Intelligence: Concepts and

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Competitive Analytics

Taking Business Intelligence Beyond Reporting

***Business intelligence and analytics software enable businesses to analyze performance data in order to make better decisions through the use of cloud computing—an Internet-based model for convenient, on-demand network access to a shared pool of configurable computing resources. This book is a practitioner's guide for successful evaluation and design for implementation of Cognos Business Intelligence cloud solution, for either***

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***Cognos 8 BI or Cognos Business Intelligence Version 10. With pragmatic and practical information about the best practices and guidelines, as well as specific software and configuration steps, this guide for solutions and IT architects includes detailed screen shots, code samples, and input instructions. Business Intelligence Strategy and Big Data Analytics is written for business leaders, managers, and analysts - people who are involved with advancing the use of BI at their companies or who need to better understand what BI is and how it can be used to improve profitability. It is written from a general***

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***management perspective, and it draws on observations at 12 companies whose annual revenues range between \$500 million and \$20 billion. Over the past 15 years, my company has formulated vendor-neutral business-focused BI strategies and program execution plans in collaboration with manufacturers, distributors, retailers, logistics companies, insurers, investment companies, credit unions, and utilities, among others. It is through these experiences that we have validated business-driven BI strategy formulation methods and identified common enterprise BI program execution challenges. In recent years, terms like***



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***“big data” and “big data analytics” have been introduced into the business and technical lexicon. Upon close examination, the newer terminology is about the same thing that BI has always been about: analyzing the vast amounts of data that companies generate and/or purchase in the course of business as a means of improving profitability and competitiveness. Accordingly, we will use the terms BI and business intelligence throughout the book, and we will discuss the newer concepts like big data as appropriate. More broadly, the goal of this book is to share methods and observations that will help companies achieve BI success and***

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***thereby increase revenues, reduce costs, or both. Provides ideas for improving the business performance of one's company or business functions Emphasizes proven, practical, step-by-step methods that readers can readily apply in their companies Includes exercises and case studies with road-tested advice about formulating BI strategies and program plans Over the last few decades, the growth of Business Intelligence has enabled companies to streamline many processes and expand into new markets on an unprecedented scale. New BI technologies are also enabling mass collaboration and innovation. However,***

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***implementation of these BI solutions often gives rise to new challenges. Business Intelligence Success Factors shows you how to turn those challenges into opportunities by mastering five key skills. Olivia Parr Rud shares insights gained from her two decades of experience in Business Intelligence to offer the latest practices that are emerging in organizational development. Written to help enhance your understanding of the current business climate and to provide the tools necessary to thrive in this new global economy, Business Intelligence Success Factors examines the components of chaos theory, complex adaptive systems,***

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***quantum physics, and evolutionary biology. A scientific framework for these new corporate issues helps explain why developing these key competencies are critical, given the speed of change, globalization, as well as advancements in technology and Business Intelligence. Divided into four cohesive parts, Business Intelligence Success Factors explores: The current business landscape as well as the latest scientific research: today's business realities and how and why they can lead to chaos New scientific models for viewing the global economy The five essential competencies—Communication, Collaboration,***

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***Innovation, Adaptability, and Leadership—that improve an organization's ability to leverage the new opportunities in a volatile global economy Profiles of several amazing leaders who are working to make a difference Cutting-edge research and case studies via invited contributors offering a wealth of knowledge and experience Move beyond mere survival to realize breakaway success in the global economy with the practical guidance found in Business Intelligence Success Factors.***

***Managing Data in Motion describes techniques that have been developed for significantly reducing the complexity of managing system***

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***interfaces and enabling scalable architectures. Author April Reeve brings over two decades of experience to present a vendor-neutral approach to moving data between computing environments and systems. Readers will learn the techniques, technologies, and best practices for managing the passage of data between computer systems and integrating disparate data together in an enterprise environment. The average enterprise's computing environment is comprised of hundreds to thousands computer systems that have been built, purchased, and acquired over time. The data from these various systems needs to be integrated for reporting***

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***and analysis, shared for business transaction processing, and converted from one format to another when old systems are replaced and new systems are acquired. The management of the "data in motion" in organizations is rapidly becoming one of the biggest concerns for business and IT management. Data warehousing and conversion, real-time data integration, and cloud and "big data" applications are just a few of the challenges facing organizations and businesses today. Managing Data in Motion tackles these and other topics in a style easily understood by business and IT managers as well as programmers and architects. Presents a***

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***vendor-neutral overview of the different technologies and techniques for moving data between computer systems including the emerging solutions for unstructured as well as structured data types Explains, in non-technical terms, the architecture and components required to perform data integration Describes how to reduce the complexity of managing system interfaces and enable a scalable data architecture that can handle the dimensions of "Big Data"***

***Concepts, Methodologies, Tools, and Applications***

***Business Intelligence Journeys and the***



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***Roadmap for Change***

***Modern Enterprise Business Intelligence and  
Data Management***

***Principles and Applications of Business  
Intelligence Research***

***A Guide to Empowering Successful Data  
Reporting and Analytics***

***Business Intelligence Competency Centers***

***A Value-driven Approach to Business  
Intelligence and Data Warehousing***

This software will enable the user to learn about business intelligence roadmap.

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Annotation In this book, Rick van der Lans explains how data virtualization servers work, what techniques to use to optimize access to various data sources and how these products can be applied in different projects.

Business Intelligence: The Savvy Managers Guide, Second Edition, discusses the objectives and practices for designing and deploying a business intelligence (BI) program. It looks at the basics of a BI program, from the

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value of information and the mechanics of planning for success to data model infrastructure, data preparation, data analysis, integration, knowledge discovery, and the actual use of discovered knowledge. Organized into 21 chapters, this book begins with an overview of the kind of knowledge that can be exposed and exploited through the use of BI. It then proceeds with a discussion of information use in the context of how value is created within

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an organization, how BI can improve the ways of doing business, and organizational preparedness for exploiting the results of a BI program. It also looks at some of the critical factors to be taken into account in the planning and execution of a successful BI program. In addition, the reader is introduced to considerations for developing the BI roadmap, the platforms for analysis such as data warehouses, and the concepts of

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business metadata. Other chapters focus on data preparation and data discovery, the business rules approach, and data mining techniques and predictive analytics. Finally, emerging technologies such as text analytics and sentiment analysis are considered. This book will be valuable to data management and BI professionals, including senior and middle-level managers, Chief Information Officers and Chief Data Officers, senior

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business executives and business staff members, database or software engineers, and business analysts.

Guides managers through developing, administering, or simply understanding business intelligence technology Keeps pace with the changes in best practices, tools, methods and processes used to transform an organization's data into actionable knowledge Contains a handy, quick-reference to technologies and terminology

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Following the footsteps of the first edition, the second edition of Business Intelligence is a full overview of what comprises business intelligence. It is intended to provide an introduction to the concepts to uncomplicate the learning process when implementing a business intelligence program. Over a relatively long lifetime (7 years), the current edition of book has received numerous accolades from across the industry for its straightforward

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introduction to both business and technical aspects of business intelligence. As an author, David Loshin has a distinct ability to translate challenging topics into a framework that is easily digestible by managers, business analysts, and technologists alike. In addition, his material has developed a following (such as the recent Master Data Management book) among practitioners and key figures in the industry (both



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analysts and vendors) and that magnifies our ability to convey the value of this book. Guides managers through developing, administering, or simply understanding business intelligence technology Keeps pace with the changes in best practices, tools, methods and processes used to transform an organization's data into actionable knowledge Contains a handy, quick-reference to technologies and terminology.

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Real-time Strategy and Business  
Intelligence

Practices, Technologies, and Management

Digitizing Practices and Systems

The Savvy Manager's Guide

Global Business Intelligence

Solid business intelligence guidance uniquely designed for healthcare organizations Increasing regulatory pressures on healthcare organizations have created a national conversation on data, reporting and analytics in healthcare. Behind the scenes, business intelligence (BI) and data warehousing (DW)

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capabilities are key drivers that empower these functions. Healthcare Business Intelligence is designed as a guidebook for healthcare organizations dipping their toes into the areas of business intelligence and data warehousing. This volume is essential in how a BI capability can ease the increasing regulatory reporting pressures on all healthcare organizations. Explores the five tenets of healthcare business intelligence Offers tips for creating a BI team Identifies what healthcare organizations should focus on first Shows you how to gain support for your BI program Provides tools and

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techniques that will jump start your BI Program  
Explains how to market and maintain your BI Program  
The risk associated with doing BI/DW wrong is high, and failures are well documented. Healthcare Business Intelligence helps you get it right, with expert guidance on getting your BI program started and successfully keep it going.

Global Business Intelligence refers to an organization's ability to gather, process and analyze pertinent international information in order to make optimal business decisions in a timely manner. With a challenging economic and geopolitical environment,

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companies and executives need to be adept at information gathering in order to manage emerging challenges and gain competitive advantages. This book *Global Business Intelligence* assembles a cast of international experts and thought leaders and explores the implications of business intelligence on contemporary management. *Global Business Intelligence* will be a key resource for researchers, academics, students and policy makers alike in the fields of International Business & Management, Business Strategy, and Geopolitics as well as related disciplines like Political Science, Economics, and

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Geography.

Transform data into action for competitive advantage

"The knowledge assets of an organization are becoming increasingly important for competitive advantage, and therefore, the way in which knowledge is created, renewed, and communicated is critical. This book provides practical insights into how this may be achieved through the establishment of a Business Intelligence Competency Centre and is a valuable read for 'information professionals.'" --Bill Sturman, Information Architecture Project Manager  
The Open University, United Kingdom "BI is more

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than technology and projects. BI must live in the organization--as a BICC. This book helps to make BI tangible and understandable, bringing it to life."

--Miriam Eisenmann, Project Manager (PMP) CSC Ploenzke AG, Germany "This book is a must-read for planning and implementing your BICC. It is a pragmatic guide that addresses a lot, if not all, of the questions you'll be asking yourself. Don't miss out on getting a head start from the people who thought this through from start to finish . . . Pray your competitors don't get hold of this book!" --Claudia Imhoff, President Intelligent Solutions, Inc., USA "Creating a

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BICC forces the organization to focus on the importance of centralizing the gathering, interpreting, and analyzing of information to create business insight." --Anne Ulyate, Group Manager Business Intelligence Mutual & Federal, South Africa "BI is a highly visible element in the 'business value' trend for IT investments. Initiatives, such as competency centers, should empower user organizations to drive even more value out of their BI investments."

--Marianne Kolding, Director, European Services IDC, United Kingdom