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

Presents a fact-based, benefits-focused methodology aimed at ensuring the sustainability of GIS initiatives by demonstrating the success of the investment. This book provides a framework with supplemental case studies, interactive digital tools, and templates.

Reviews planning and designing architecture and implementing the data warehouse. Includes discussions on how and why to apply IBM tools. Offers tips, tricks, and workarounds to ensure maximum performance. Companion Web site includes technical notes, product updates, corrections, and links to relevant

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material and training.

Organizations generate and collect large volumes of textual data. Unfortunately, many companies are unable to capitalize fully on the value of this data because information implicit within it is not easy to discern. Primarily intended for business analysts and statisticians across multiple industries, this book provides an introduction to the types of problems encountered and current available text mining solutions.

The ROI of Pricing

Principles and Applications of Business Intelligence Research

An Executive's Guide

Strategic Implementation Guide

Extreme Scoping

BusinessObjects XI (Release 2): The Complete Reference

The Complete Guide to Business Analytics (Collection)

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*The Internet Encyclopedia
in a 3-volume reference
work on the internet as a
business tool, IT
platform, and
communications and
commerce medium.*

*A brand new collection of
business analytics
insights and actionable
techniques... 3*

*authoritative books, now
in a convenient e-format,
at a great price! 3*

*authoritative eBooks
deliver comprehensive
analytics knowledge and
tools for optimizing every
critical business
decision! Use business*

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analytics to drive maximum value from all your business data! This unique 3 eBook package will help you harness your information, discover hidden patterns, and successfully act on what you learn. In Enterprise Analytics, analytics pioneer Tom Davenport and the world-renowned experts at the International Institute for Analytics (IIA) bring together the latest techniques, best practices, and research on large-scale analytics strategy, technology, implementation, and

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management. Using real-world examples, they cover everything from building better analytics organizations to gathering data; implementing predictive analytics to linking analysis with organizational performance. You'll find specific insights for optimizing supply chains, online services, marketing, fraud detection, and many other business functions; plus chapter-length case studies from healthcare, retail, and financial services. Next, in the up-

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*to-the-minute Analysis
Without Paralysis, Second
Edition, Babette E.*

*Bensoussan and Craig S.
Fleisher help you succeed
with analysis without
getting mired in advanced
math or arcane theory.*

*They walk you through the
entire business analysis
process, and guide you
through using 12 core
tools for making better
decisions about strategy
and operations --*

*including three powerful
tools covered for the
first time in this new
Second Edition. Then, in
Business and Competitive*

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Analysis, Fleisher and Bensoussan help you apply 24 leading business analysis models to gain deep clarity about your business environment, answer tough questions, and make tough choices. They first walk you through defining problems, avoiding pitfalls, choosing tools, and communicating results. Next, they systematically address both “classic” techniques and the most promising new approaches from economics, finance, sociology, anthropology, and the intelligence and

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futurist communities. For the first time, one book covers Nine Forces, Competitive Positioning, Business Model, Supply Chain Analyses, Benchmarking, McKinsey 7S, Shadowing, Product Line, Win/Loss, Strategic Relationships, Corporate Reputation, Critical Success Factors, Driving Forces, Country Risk, Technology Forecasting, War Gaming, Event/Timeline, Indications, Warning Analyses, Competitor Cash Flow, ACH, Linchpin Analyses, and more.

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Whether you're an executive, strategist, analyst, marketer, or operations professional, this eBook collection will help you make more effective, data-driven, profitable decisions! From world-renowned analytics and competitive/business intelligence experts Thomas H. Davenport, Babette E. Bensoussan, and Craig S. Fleisher

This book is a must read for anyone deploying BusinessObjects. It covers everything from planning your upgrade to the latest release, to best practices

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in universe design, and powerful report creation that maximizes business insight. This book covers the most frequently used features for the full BI suite, in one comprehensive book.

There's in depth coverage of Designer, security via the Central Management Console, InfoView, Web Intelligence, and Desktop Intelligence. It goes beyond step-by-step instructions to cover how and why in a business context. Transition notes are interspersed for version 5 and 6 customers

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*to understand the biggest
changes in XI Release 2.*

*If you drive BI
requirements in your
company or are a data
warehouse program manager,
Business Objects
administrator, report
author or consumer, this
book is for you.*

*Praise for Successful
Business Intelligence "If
you want to be an
analytical competitor,
you've got to go well
beyond business
intelligence technology.
Cindi Howson has wrapped
up the needed advice on
technology, organization,*

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strategy, and even culture in a neat package. It's required reading for quantitatively oriented strategists and the technologists who support them." --Thomas H.

Davenport, President's Distinguished Professor, Babson College and co-author, Competing on Analytics "When used strategically, business intelligence can help companies transform their organization to be more agile, more competitive, and more profitable. Successful Business Intelligence offers

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valuable guidance for companies looking to embark upon their first BI project as well as those hoping to maximize their current deployments."

--John Schwarz, CEO, Business Objects "A thoughtful, clearly written, and carefully researched examination of all facets of business intelligence that your organization needs to know to run its business more intelligently and exploit information to its fullest extent." --Wayne Eckerson, Director, TDWI Research

"Using real-world

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examples, Cindi Howson shows you how to use business intelligence to improve the performance, and the quality, of your company." --Bill Baker, Distinguished Engineer & GM, Business Intelligence Applications, Microsoft Corporation "This book outlines the key steps to make BI an integral part of your company's culture and demonstrates how your company can use BI as a competitive differentiator." --Robert VanHees, CFO, Corporate Express "Given the trend to expand the business

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analytics user base, organizations are faced with a number of challenges that affect the success rate of these projects. This insightful book provides practical advice on improving that success rate." --Dan Vesset, Vice President, Business Analytics Solution Research, IDC

*What You Really Need to Know About the Numbers
A Guide to Empowering Successful Data Reporting and Analytics
A Team Approach to Maximizing Competitive Advantage*

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Healthcare Business

Intelligence

*Opportunities, Limitations
and Risks*

Business Intelligence

Roadmap

Successful Business

Intelligence: Secrets to

Making BI a Killer App

*Between the high-level
concepts of business
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*

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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 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

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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. Provides practical guidelines for building successful BI, DW and data

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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.
Transform data into action
for competitive advantage

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"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 than technology and projects. BI must live in the

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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 BICC forces

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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

Expert guidance for building an information communication

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and technology infrastructure that provides best in business intelligence Enterprise performance management (EPM) technology has been rapidly advancing, especially in the areas of predictive analysis and cloud-based solutions. Business intelligence caught on as a concept in the business world as the business strategy application of data warehousing in the early 2000s. With the recent surge in interest in data analytics and big data, it has seen a renewed level of interest as the ability of a business to find the valuable data in a

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*Solutions In
timely-and*

competitive-fashion.

Business Intelligence

*Applied reveals essential
information for building an
optimal and effective
information and*

*communication technology
(ICT) infrastructure.*

Defines ICT infrastructure

*Examines best practices for
documenting business change
and for documenting*

technology recommendations

*Includes examples and cases
from Europe and Asia Written*

*for business intelligence
staff, CIOs, CTOs, and*

*technology managers With
examples and cases from*

*Europe and Asia, Business
Intelligence Applied*

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expertly covers business intelligence, a hot topic in business today as a key element to business and data analytics.

The advent of the Information Society is marked by the explosive penetration of information technologies in all aspects of life and by a related fundamental transformation in every form of the organization. Researchers, business people and policy makers have recognized the importance of addressing technological, economic and social impacts in conjunction. For example, the rise and fall of the dot-com hype depended a lot on

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the strength of the business model, on the technological capabilities available to firms and on the readiness of the society and economy at large sustain a new breed of business activity.

However, it is notoriously difficult to examine the cross-impacts of social, economic and technological aspects of the Information Society. This kind of work requires multidisciplinary work and collaboration on a wide range of skills. Social and Economic Transformation in the Digital Era addresses this challenge by assembling the latest thinking of leading researchers and policy makers. The book

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*covers all key subject areas
of the Information Society
and presents innovative
business models, case
studies, normative theories
and social explanations*

*The Profit Impact of
Business Intelligence*

*A Perspective from
Accounting and Finance*

*Business Intelligence
Techniques*

Data Warehousing

*Business Intelligence
Guidebook*

*Effective Call Center: Soft
Skills*

*Business Intelligence
Demystified*

Data analysis is an
important part of modern
business administration, as

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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, 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

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issues such as critical success factors, technology adaptation, agile development approaches, fuzzy logic tools, and best practices in business process management, this multivolume reference is of particular use to business analysts, investors, corporate managers, and entrepreneurs in a variety of prominent industries. "International Institute for Analytics"--Dust jacket.

How to measure cloud computing options and benefits to impact business intelligence infrastructure

This book is a guide for managers and others involved in using cloud computing to

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create business value. It starts with a discussion of the media hype around cloud computing and attempt to pull together what industry experts are saying in order to create a unified definition. Once this foundation is created—assisting the reader's understanding of what cloud computing is—the discussion moves to getting business benefits from cloud computing. Lastly, the discussion focuses on examples of cloud computing, public clouds, private clouds, and virtualization. The book emphasizes how these technologies can be used to create business

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value and how they can be integrated into an organizations business intelligence system. It helps the user make a business case for cloud computing applications—applications that are used to gather/create data, which in turn are used to generate business intelligence. Annotation Business Intelligence in the Digital Economy: Opportunities, Limitations and Risks describes business intelligence (BI), how it is being conducted and managed and its major opportunities, limitations, issues and risks. This book takes an in-

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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.

Using Open Source Platforms
for Business Intelligence

Effective Business
Intelligence Systems

Proven Methods for Measuring

Access Free Calculating Roi For Business Intelligence Solutions In Web Site Success

Business Intelligence in the
Digital Economy

Optimize Performance,
Process, and Decisions
Through Big Data

Measuring the Impact and
Making the Business Case

" This book examines the
implications of pervasive
computing from an operational,
legal and ethical perspective, so
that current and future e-
business managers can make
responsible decisions about
where, when and how to use this
technology"--Provided by
publisher.

This unique book helps business

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executives to improve their company's business performance by showing how to build an effective and future-proof distribution channel, and adopt effective commercial policies and value-based pricing strategies. For the first time, an ex-McKinsey consultant and general manager reveals the methodology adopted by successful Fortune 100 multinationals, offering readers a concise, informative and pragmatic guide to the core principles, with an abundance of concrete examples and visual frameworks. Every good business manager needs to have

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a microscope on one eye and a telescope on the other eye – this practical, easy to follow book, anchored in solid analytic principles, allows for fast and solid transitions between diagnosis, long-term strategic thinking, and short-term execution. Bruno Barcelos, General Manager Sandoz, a Novartis Company

Proven strategy for reducing production and operating costs while increasing profits As the growth of the Internet shifts power to consumers, the pressure on companies to keep prices low will continue to mount. Increasingly

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corporations are relying on "margin management" and supply chain management as a means of keeping prices low while raising profits. Activity-based costing and management (ABC/M) data is key to succeeding in both these critical management strategies. This book explains how executives can effectively use the information furnished by cutting-edge ABC/M systems. The author, an acknowledged expert in the field, clearly defines the ABC/M system and explains how to use the information it provides for best results. He provides a rational framework

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for understanding the fifteen key
defining characteristics of
ABC/M and arms readers with
an ABC/M Readiness
Assessment test along with
extremely user-friendly exhibits.
Business Intelligence
Demystified Understand and
Clear All Your Doubts and
Misconceptions About BI
(English Edition)BPB
Publications
An ROI Approach
Innovations in Digital Economy
IBM Data Warehousing
Performance Dashboards
Avoid Pitfalls and Maximize ROI
Implementing an Effective
Information and

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Communications Technology
Infrastructure

The Internet Encyclopedia,
Volume 1 (A - F)

This book constitutes the revised selected papers of the Third International Conference on Innovations in Digital Economy, SPBU IDE 2021, held in St. Petersburg, Russia, in October 2021. The 23 papers presented were thoroughly reviewed and selected for publication from 153 submissions. The papers are organized according the following topical sections: economic efficiency and social consequences of digital innovations implementation;

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regional innovation systems and clusters as drivers of the economic growth during the Fourth Industrial Revolution; industrial, service and agricultural digitalization; response of an educational system and labor market to the digital-driven changes in the economic system; digital transformation trends in the government and financial sector. As an IT manager, you're expected to make key decisions and recommend major investments. And that means understanding your decisions' financial impact on your company. But if you're like many

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information technology practitioners, you may feel uncomfortable incorporating the financials into your day-to-day work. Using the groundbreaking formula they introduced in their book *Financial Intelligence: A Manager's Guide to Knowing What the Numbers Really Mean*, Karen Berman and Joe Knight present the essentials of finance specifically for IT experts. Drawing on their work training tens of thousands of managers and employees at leading organizations worldwide, the authors illuminate the basics of financial management and measurement and provide hands-

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on activities for practicing what you are reading. You'll discover:

- Why the assumptions behind financial data matter
- What your company's income statement, balance sheet, and cash flow statement reveal
- How to use ratios to assess your company's financial health
- How to calculate return on IT investments
- Ways to use financial information to support your company's business units and do your own job better
- How to instill financial intelligence throughout your team

Authoritative and accessible, *Financial Intelligence for IT Professionals* empowers you to

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"talk numbers" confidently with your boss, colleagues, and direct reports -- and understand how the financials affect your part of the business.

Clear your doubts about Business Intelligence and start your new journey

KEY FEATURES Includes successful methods and innovative ideas to achieve success with BI. Vendor-neutral, unbiased, and based on experience. Highlights practical challenges in BI journeys. Covers financial aspects along with technical aspects. Showcases multiple BI organization models and the

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structure of BI teams.

DESCRIPTION The book demystifies misconceptions and misinformation about BI. It provides clarity to almost everything related to BI in a simplified and unbiased way. It covers topics right from the definition of BI, terms used in the BI definition, coinage of BI, details of the different main uses of BI, processes that support the main uses, side benefits, and the level of importance of BI, various types of BI based on various parameters, main phases in the BI journey and the challenges faced in each of the phases in the BI journey. It clarifies myths

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about self-service BI and real-time BI. The book covers the structure of a typical internal BI team, BI organizational models, and the main roles in BI. It also clarifies the doubts around roles in BI. It explores the different components that add to the cost of BI and explains how to calculate the total cost of the ownership of BI and ROI for BI. It covers several ideas, including unconventional ideas to achieve BI success and also learn about IBI. It explains the different types of BI architectures, commonly used technologies, tools, and concepts in BI and provides clarity about the boundary of BI

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w.r.t technologies, tools, and concepts. The book helps you lay a very strong foundation and provides the right perspective about BI. It enables you to start or restart your journey with BI.

WHAT YOU WILL LEARN

Builds a strong conceptual foundation in BI. Gives the right perspective and clarity on BI uses, challenges, and architectures. Enables you to make the right decisions on the BI structure, organization model, and budget. Explains which type of BI solution is required for your business. Applies successful BI ideas. WHO THIS BOOK IS FOR This book is a

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must-read for business managers, BI aspirants, CxOs, and all those who want to drive the business value with data-driven insights. TABLE OF CONTENTS 1. What is Business Intelligence? 2. Why do Businesses need BI? 3. Types of Business Intelligence 4. Challenges in Business Intelligence 5. Roles in Business Intelligence 6. Financials of Business Intelligence 7. Ideas for Success with BI 8. Introduction to IBI 9. BI Architectures 10. Demystify Tech, Tools, and Concepts in BI

There now exists a wealth of tools and techniques that can

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determine if and how a Web site is providing business value to its owners. This book is a survey of those metrics and is as important to IT executives as it is to marketing professionals. Jim Sterne is recognized worldwide as a leading Internet business expert and is the author of several Wiley books, including WWW Marketing, Third Edition (0-471-41621-5) Explains the criteria for building a successful site, surveying the tools, services, techniques, and standards for Web measurement, and fully integrating those metrics with the customer experience Companion

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Web site contains links to online tools, resources, and white papers

The Complete Project Lifecycle for Decision-support Applications

Enterprise Analytics

Financial Intelligence for IT

Professionals

Trends and Applications

Web Metrics

An Agile Approach to Enterprise Data Warehousing and Business Intelligence

Pervasive Computing for

Business: Trends and

Applications

Open Source BI solutions have many advantages over traditional proprietary software, from

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offering lower initial costs to more flexible support and integration options; but, until now, there has been no comprehensive guide to the complete offerings of the OS BI market. Writing for IT managers and business analysts without bias toward any BI suite, industry insider Lyndsay Wise covers the benefits and challenges of all available open source BI systems and tools, enabling readers to identify the solutions and technologies that best meet their business needs. Wise compares and contrasts types of OS BI and proprietary tools on the market, including Pentaho, Jaspersoft, RapidMiner, SpagoBI,

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BIRT, and many more. Real-world case studies and project templates clarify the steps involved in implementing open source BI, saving new users the time and trouble of developing their own solutions from scratch. For business managers who are hard pressed to indentify the best BI solutions and software for their companies, this book provides a practical guide to evaluating the ROI of open source versus traditional BI deployments. The only book to provide complete coverage of all open source BI systems and tools specifically for business managers, without bias toward any OS BI suite A

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practical, step-by-step guide to implementing OS BI solutions that maximize ROI Comprehensive coverage of all open source systems and tools, including architectures, data integration, support, optimization, data mining, data warehousing, and interoperability Case studies and project templates enable readers to evaluate the benefits and tradeoffs of all OS BI options without having to spend time developing their own solutions from scratch

Solid business intelligence guidance uniquely designed for healthcare organizations

Increasing regulatory pressures

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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) 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

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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 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. Modern businesses generate huge volumes of accounting data on a daily basis. The recent

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advancements in information technology have given organizations the ability to capture and store data in an efficient and effective manner. However, there is a widening gap between this data storage and usage of the data. Business intelligence techniques can help an organization obtain and process relevant accounting data quickly and cost efficiently. Such techniques include: query and reporting tools, online analytical processing (OLAP), statistical analysis, text mining, data mining, and visualization. Business Intelligence Techniques is a compilation of chapters written by

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experts in the various areas. While these chapters stand on their own, taken together they provide a comprehensive overview of how to exploit accounting data in the business environment.

Unlike Torts and Contracts, in which the facts are relatively consistent, cases that arise under the Constitution spring from a vast array of activities and appear to have little or no common thread.

Text Mining and its Applications
to Intelligence, CRM and
Knowledge Management
Third International Scientific
Conference, SPBPU IDE 2021,
Saint Petersburg, Russia, October

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Solutions In

14-15, 2021, Revised Selected
Papers

Strategies for Information

Technology Governance

Activity-Based Cost Management

Distribution Strategy

Measuring, Monitoring, and

Managing Your Business

The Ultimate Guide to Building

Corporate Business Intelligence

Do your business

intelligence (BI) projects

take too long to deliver? Is

the value of the

deliverables less than

satisfactory? Do these

projects propagate poor data

management practices? If you

screamed “yes” to any of

these questions, read this

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book to master a proven approach to building your enterprise data warehouse and BI initiatives. Extreme Scoping, based on the Business Intelligence Roadmap, will show you how to build analytics applications rapidly yet not sacrifice data management and enterprise architecture. In addition, all of the roles required to deliver all seven steps of this agile methodology are explained along with many real-world examples. From Wayne Eckerson's Foreword I've read many books about data warehousing and business intelligence (BI). This book by Larissa Moss is

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one of the best. I should not be surprised. Larissa has spent years refining the craft of designing, building, and delivering BI applications. Over the years, she has developed a keen insight about what works and doesn't work in BI. This book brings to light the wealth of that development experience. Best of all, this is not some dry text that laboriously steps readers through a technical methodology. Larissa expresses her ideas in a clear, concise, and persuasive manner. I highlighted so many beautifully written and insightful paragraphs in her

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manuscript that it became comical. I desperately wanted the final, published book rather than the manuscript so I could dog-ear it to death and place it front-and-center in my office bookshelf! From David Well's Foreword Extreme Scoping is rich with advice and guidance for virtually every aspect of BI projects from planning and requirements to deployment and from back-end data management to front-end information and analytics services. Larissa is both a pragmatist and an independent thinker. Those qualities come through in the style of this book.

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Extreme Scoping is a well-written book that is easy to absorb. It is not full of surprises. It is filled with a lot of common sense and lessons learned through experience.

Aligning business intelligence (BI) infrastructure with strategy processes not only improves your organization's ability to respond to change, but also adds significant value to your BI infrastructure and development investments. Until now, there has been a need for a comprehensive book on business analysis for BI that starts with a macro view and

If your objective in

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business intelligence reporting is Business Objects success, this is the resource for you. Gives a thorough run-down of the software, plus coverage of Web intelligence, complex queries, multidimensional analysis, and more. Author Cindi Howson has plenty of hands-on experience with the product.

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, it is a powerful new management

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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

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BI; shows how world-class companies used BI to become leaders in 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

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Written by Nancy and Steve Williams, veteran consultants and instructors with hands-on, "in the trenches" experience in government 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

Business Intelligence

Competency Centers

Improving Performance with

Business Intelligence

Data Mining and Analysis in
the Engineering Field

From Data Integration to
Analytics

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Business Intelligence

Applied

Business Objects: The

Complete Reference

Business Analysis for

Business Intelligence

As with executives and managers in so many other business functions, pricing specialists are being challenged more and more to substantiate the added value of their activities. Pricing is a core function of every business, and needs not only to contribute positively to short- and long-term results, but also to document its impact to the bottom line. A fundamental part of this is the pricing ROI calculations. This book, edited by globally renowned

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thought leaders Andreas Hinterhuber and Stephan Liozu, is the first to outline contemporary theories and best practices of documenting pricing ROI. It provides proven methods, practices and theories on how to calculate the impact of pricing activities on performance. Marketing ROI is now a common concept: this collection proves to do the same for pricing. Hinterhuber & Liozu introduce the concept of pricing ROI, documenting and quantifying the return on pricing activities and on the pricing function itself is of increasing relevance today and in the future – in times of budget constraints. 20 world class specialists

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explore the concept of pricing ROI under both a theoretical perspective and a managerial perspective to shed much-needed light on how to measure and increase pricing ROI. This groundbreaking book will enlighten students and specialists of marketing and sales, pricing managers and executives alike. This book demonstrates how an improved strategic management approach, leveraging established management concepts in conjunction with the innovative technology solutions offered by business intelligence, can lead to better performance. It presents the three main barriers to effective strategy execution and explains how

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they can be overcome. Creating a shared understanding of the strategy at all levels of the organization using a Value Scorecard™ and following the Strategic Alignment Process™ allow organizations to measure and monitor performance. Strategic Alignment Remote Control™ is presented as the ultimate tool for managers to remain in control of their business. Seven case studies from different industries across the globe provide examples of how the organizational performance can be improved. They include companies like Daimler, Tetra-Pak, Würth, Germany's Federal Employment Agency, the city of Aix-Les-Bains, and Giesecke & Devrient.

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Additional examples from organizations like Disney, Marriott, Volkswagen, Avis, FedEx, and Harrahs help to demonstrate how applying the concepts introduced adds unique value. The second edition of this book has been updated and improved. Additionally it includes a separate section on decision-making under uncertainty and the results of a survey on the adoption of business intelligence. "This book provides the latest ideas and research on advancing the understanding and implementation of business intelligence within organizations"--Provided by publisher.

Particularly in the fields of software

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engineering, virtual reality, and computer science, data mining techniques play a critical role in the success of a variety of projects and endeavors. Understanding the available tools and emerging trends in this field is an important consideration for any organization. Data Mining and Analysis in the Engineering Field explores current research in data mining, including the important trends and patterns and their impact in fields such as software engineering. With a focus on modern techniques as well as past experiences, this vital reference work will be of greatest use to engineers, researchers, and practitioners in scientific-,

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performance management is a hot new management disciplinethat delivers tremendous value when supported by informationtechnology. Through case studies and industry research, this bookshows how leading companies are using performance dashboards toexecute strategy, optimize business processes, and improveperformance. Wayne W. Eckerson (Hingham, MA) is the Director of Research for TheData Warehousing Institute (TDWI), the leading association ofbusiness intelligence and data warehousing professionals worldwidethat provide high-

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quality, in-depth education, training, and research. He is a columnist for SearchCIO.com, DM Review, Application Development Trends, the Business Intelligence Journal, and TDWI Case Studies & Solution.

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