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Written by industry analyst and BI consultant Cindi Howson,
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Expanded to cover the latest in business intelligence-big data, cloud, mobile, visual data discovery, and in-memory, this fully updated bestseller by BI guru Cindi Howson provides the most modern techniques to exploit BI for the highest ROI.

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, 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 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 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 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

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 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 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 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 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

You're intelligent, right? So you've already figured out that Business Intelligence can be pretty valuable in making the right decisions about your business. But you've heard at least a dozen definitions of what it is, and heard of at least that many BI tools. Where do you start? Business Intelligence For Dummies makes BI understandable! It takes you step by step through the technologies and the alphabet soup, so you can choose the right technology and implement a successful BI environment. You'll see how the applications and technologies work together to access, analyze, and present data that you can use to make better decisions about your products, customers, competitors, and

more. You'll find out how to: Understand the principles and practical elements of BI Determine what your business needs Compare different approaches to BI Build a solid BI architecture and roadmap Design, develop, and deploy your BI plan Relate BI to data warehousing, ERP, CRM, and e-commerce Analyze emerging trends and developing BI tools to see what else may be useful Whether you're the business owner or the person charged with developing and implementing a BI strategy, checking out Business Intelligence For Dummies is a good business decision.

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

Revised to cover new advances in business intelligence-big data, cloud, mobile, and more-this fully updated bestseller reveals the latest techniques to exploit BI for the highest ROI. "Cindi has created, with her typical attention to details that matter, a contemporary forward-looking guide that organizations could use to evaluate existing or create a foundation for evolving business intelligence /analytics programs. The book touches on strategy, value, people, process, and technology, all of which must be considered for program success. Among other topics, the data, data warehousing, and ROI comments were spot on. The 'technobabble' chapter was brilliant!"--Bill Frank, Business Intelligence and Data Warehousing Program Manager, Johnson & Johnson "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, 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 "Cindi has created an exceptional, authoritative description of the end-to-end business intelligence ecosystem. This is a great read for those who are just trying to better understand the business intelligence space, as well

as for the seasoned BI practitioner." - Sully McConnell, Vice President, Business Intelligence and Information Management, Time Warner Cable "Cindi's book succinctly yet completely lays out what it takes to deliver BI successfully. IT and business leaders will benefit from Cindi's deep BI experience, which she shares through helpful, real-world definitions, frameworks, examples, and stories. This is a must-read for companies engaged in - or considering - BI." - Barbara Wixom, PhD, Principal Research Scientist, MIT Sloan Center for Information Systems Research Expanded to cover the latest advances in business intelligence such as big data, cloud, mobile, visual data discovery, and in-memory computing, this fully updated bestseller by BI guru Cindi Howson provides cutting-edge techniques to exploit BI for maximum value. Successful Business Intelligence: Unlock the Value of BI & Big Data, Second Edition describes best practices for an effective BI strategy. Find out how to: Garner executive support to foster an analytic culture Align the BI str ...

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) 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 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.

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 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 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 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.

Adaptive business intelligence systems combine prediction and optimization techniques to assist decision makers in complex, rapidly changing environments. These systems address fundamental questions:

What is likely to happen in the future? What is the best course of action? Adaptive Business Intelligence explores elements of data mining, predictive modeling, forecasting, optimization, and adaptability. The book explains the application of numerous prediction and optimization techniques, and shows how these concepts can be used to develop adaptive systems. Coverage includes linear regression, time-series forecasting, decision trees and tables, artificial neural networks, genetic programming, fuzzy systems, genetic algorithms, simulated annealing, tabu search, ant systems, and agent-based modeling.

"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, 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 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 to enormous value-maker, Business Analytics for Managers helps you do it all with workable solutions that will add tremendous value to your

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