

1. Record Nr.	UNINA9910820102203321
Autore	Gendron Michael S. <1957->
Titolo	Business intelligence applied [[electronic resource]] : implementing an effective information and communications technology infrastructure // Michael S. Gendron
Pubbl/distr/stampa	Hoboken, N.J., : Wiley, 2013
ISBN	1-119-20373-2 1-118-47831-2 1-283-70045-X 1-118-47834-7
Edizione	[1st edition]
Descrizione fisica	1 online resource (274 p.)
Collana	Wiley and SAS Business Series
Disciplina	658.4/72
Soggetti	Business intelligence
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Foreword -- Preface -- Acknowledgments -- Introducing ICT strategy -- Defining information and communication technology infrastructure -- Introductory business and technology strategy concepts -- Why build ICT infrastructure to support business processes? -- Understanding how ICT produces value -- Understanding your organization and its competitive environment -- Process improvement or innovation? -- Measuring the business value of ICT -- Best practices for documenting process change -- Best practices for documenting technology recommendations -- The business-driven infrastructure design (BDID) cycle -- Appendix ticket sales, Inc.: a fictitious business case -- About the author -- Index.
Sommario/riassunto	Expert guidance for building an information communication 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 2000's. 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...
