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Nota di contenuto	Machine generated contents note: Figures -- Preface -- Abbreviations -- PART I : Improving Decision-Making Effectiveness Using Business Intelligence Systems -- 1. Introduction to Effective Business Intelligence Systems -- 2. Creativity Underlies Effective Business Intelligence Systems -- PART II : Underlying Structure of Effective Business Intelligence Systems -- 3. Effective Decision Making in a Business Intelligence Environment -- 4. Effective Systems and Software Found in Business Intelligence Systems -- 5. Data Warehousing and Computer Networking Found in Business Intelligence Systems -- PART III : Building Effective Business Intelligence Systems -- 6. Development and Implementation of Successful Business Intelligence Systems -- PART IV : Effective Business Intelligence Systems Found in a Company's Functional Areas -- 7. Strategic Intelligence in Corporate Planning -- 8. Tactical Intelligence in Marketing -- 9. Operational Intelligence in Manufacturing -- 10. Financial Intelligence in Accounting.
Sommario/riassunto	One step above knowledge management systems are business

intelligence systems. Their purpose is to give decision makers a better understanding of their organization's operations, and thus another way to outmaneuver the competition, by helping to find and extract the meaningful relationships, trends, and correlations that underlie the organization's operations and ultimately contribute to its success. Thierauf also shows that by tying critical success factors and key performance indicators into business intelligence systems, an organization's most important financial ratios can also be improved. Comprehensive and readable, Thierauf's book will advance the knowledge and skills of all information systems providers and users. It will also be useful as a text in upper-level courses covering a wide range of topics essential to an understanding of executive business systems generally, and specifically their creation and management. The theme underlying Thierauf's unique text is that a thorough understanding of a company's operations is crucial if the company is to be moved to a higher level of competitive advantage. Although data warehousing, data mining, the Internet, the World Wide Web, and other electronic aids have been in place for at least a decade, it is the remarkable and unique capability of business intelligence systems to utilize them that has in turn revolutionized the ability of decision makers to find, accumulate, organize, and access a wider range of information than was ever before possible. Effective business intelligence systems give decision makers a means to keep their fingers on the pulse of their businesses every step of the way. From this it follows that they are thus able to develop new, more workable means to cope with the competition successfully. Comprehensive and readable, Thierauf's book will advance the knowledge and skills of all information systems providers and users. It will also be useful as a text in upper-level courses covering a wide range of topics essential to an understanding of executive business systems generally, and specifically their creation and management.
