

Business Intelligence Roadmap Moss Larissa T Atre Shaku

Analytische Informationssysteme Von der Strategie zum Business Intelligence Competency Center (BICC) Management vernetzter Produktionssysteme Gestaltung effizienter BI-Prozesse in informationsintensiven Dienstleistungsunternehmen Business Intelligence and Agile Methodologies for Knowledge-Based Organizations: Cross-Disciplinary Applications The CRM Handbook Software Assessments, Benchmarks, and Best Practices Economic Computation and Economic Cybernetics Studies and Research *Geschichte Griechenlands The British National Bibliography A Brief History of Ancient Peoples A Popular Atlas of Comparative Geography Comprehending a Chronological Series of Maps of Europe and Other Lands at Successive Periods, from the Fifth to the Later Half of the Nineteenth Century Dance Research Journal Bacon's 'Excelsior' scholarship atlas A Classical Dictionary The New Yorker Brockhaus' kleines konversations-lexikon The Gramophone Theatre Record Gramophone Peter Chamoni Tom Gansor Hans-Georg Kemper David Thomas Rahman El Sheikh, Asim Abdel Jill Dyché Capers Jones Arthur James Wells Joel Dorman Steele William Hughes George Washington Bacon Charles Anthon Harold Wallace Ross

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neben den operativen informationssystemen welche die abwicklung des betrieblichen tagesgeschäftes unterstützen treten heute verstärkt informationssysteme für die analytischen aufgaben der fach und führungskräfte in den vordergrund in fast allen unternehmen werden derzeit begriffe und konzepte wie data warehouse on line analytical processing und data mining diskutiert und die zugehörigen produkte evaluiert vor diesem hintergrund bietet das buch einen aktuellen Überblick über technologien produkte und trends in den genannten bereichen als entscheidungsgrundlage für den praktiker beim aufbau und einsatz derartiger analytischer informationssysteme können die unterschiedlichen beiträge aus wirtschaft und wissenschaft wertvolle hilfestellung leisten für die neuauflage wurde der praxisbezug durch neue beiträge und die aktualisierung technologischer aspekte vergrößert

business intelligence bi stellt in unternehmen die versorgung mit entscheidungsorientierten informationen sicher fachanwender und it spezialisten beklagen allerdings häufig die qualität der informationen die in der regel auf eine fehlende gesamtstrategie oder die unzureichende organisation zurückzuführen ist die autoren erörtern in diesem buch die verschiedenen probleme im einsatz von bi und zeigen praktische lösungsansätze auf sie entwickeln ein vorgehensmodell das inhalte architektur und organisation berücksichtigt dabei werden die verschiedenen varianten eines business intelligence competency center bicc deren organisatorische verankerung sowie rollen und aufgaben beschrieben behandelt werden im einzelnen konzeptioneller rahmen einer bi strategie entwicklung einer bi strategie organisation eines bicc funktionen und personal aufbau und einbettung im unternehmen planung und einföhrung eines bicc laufende bicc prozesse werkzeuge für den erfolgreichen einsatz von bi die 2 auflage vertieft neue wesentliche aspekte des bicc wie big data mobile bi agile bi und visual bi das buch kann somit gleichermaßen bi praktikern empfohlen werden die u a die konkreten checklisten die klaren best practices und konkreten beispiele schätzen werden wie auch lesern aus forschung und lehre die einen Überblick über die relevanten ansätze im kontext der bi strategie und bi organisation suchen aus dem geleitwort von dr henning baars universität stuttgart in der edition tdwi erscheinen titel die vom dpunkt verlag gemeinsam mit dem tdwi germany e v ausgewählt und konzipiert werden inhaltliche schwerpunkte dieser reihe sind business intelligence und data warehousing

die erfolgsfaktoren vernetzter produktionssysteme die globale vernetzung von produktionssystemen eröffnet einerseits große chancen andererseits aber auch erhebliche risiken dadurch dass hochinterdependente und verschlankte lieferketten anfälliger gegen störungen werden so z b die lieferengpässe die in der folge des erdbebens in japan am 11 märz 2011 weltweit in unterschiedlichen branchen auftraten produktionssysteme erfolgsfaktoren erkennen dieses werk beleuchtet detailliert und praxisnah das management von vernetzten produktionssystemen aus verschiedenen betriebswirtschaftlichen blickwinkeln und zeigt die erfolgsfaktoren auf im

mittelpunkt stehen strategien in produktionsnetzwerken optimierung des produktionsverbundes innovation und dienstleistungen risiko und resilienzmanagement erfahrene experten zu vernetzten produktionssysteme herausgegeben von prof dr hans georg kemper inhaber des lehrstuhls für informationsmanagement prof dr burkhard pedell inhaber des lehrstuhls für controlling und prof dr henry schäfer inhaber des lehrstuhls für finanzwirtschaft an der universität in stuttgart

technischer fortschritt und globale märkte haben den bedarf nach entscheidungsunterstützung in unternehmen stark befördert insbesondere der technische fortschritt ermöglicht heute die anwendung mächtiger methoden und ansätze zur entscheidungsunterstützung und damit zur analyse komplexer sachverhalte der tatsächliche nutzen entsprechender it lösungen und prozesse zur entscheidungsunterstützung lässt sich aber nur schwer bis gar nicht ermitteln um sich dieser bewertung anzunähern nutzt der autor effizienz als erfolgsersatzgröße und greift die frage nach der effizienten gestaltung von bi prozessen auf hierbei fokussiert er sich auf von it systemen unabhängige prozesse der informationslogistik zur bereitstellung von informationen zur entscheidungsunterstützung im rahmen dieser arbeit verbindet der autor ansätze der entscheidungstheorie mit erprobten ansätzen des supply chain managements und entwickelt ein theoretisch fundiertes referenzmodell für bi prozesse das zusammenhänge zwischen informationsbedarfen von entscheidern und eigenschaften von prozessen abbildet zudem wird sowohl fachlich als auch methodisch durch eine umfangreiche literaturrecherche und definition zentraler begriffe sowie durch die theoriegeleitete untersuchung und den stringenten einsatz der fallstudienmethodik eine lücke in der literatur zu business intelligence geschlossen

business intelligence applications are of vital importance as they help organizations manage develop and communicate intangible assets such as information and knowledge organizations that have undertaken business intelligence initiatives have benefited from increases in revenue as well as significant cost savings business intelligence and agile methodologies for knowledge based organizations cross disciplinary applications highlights the marriage between business intelligence and knowledge management through the use of agile methodologies through its fifteen chapters this book offers perspectives on the integration between process modeling agile methodologies business intelligence knowledge management and strategic management

crm is an integrated information system that is used to plan schedule and control the pre sales and post sales activities in an organization this text is a manager s guide to making the most of crm techniques for enhancing customer service sales force effectiveness and marketing strategy

teaching software professionals how to combine assessments qualitative information and benchmarking quantitative information this text aims to encourage better

software analysis

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