Business Intelligence Strategy: A Practical Guide for Achieving Bi Excellence

By John Boyer, Frank Bill, Brian Green, Tracy Harris, Kay Van De Vanter

MC Press, LLC. Paperback. Book Condition: new. BRAND NEW, Business Intelligence Strategy: A Practical Guide for Achieving Bi Excellence, John Boyer, Frank Bill, Brian Green, Tracy Harris, Kay Van De Vanter, Gaining the competitive advantage Geared toward IT management and business executives seeking to excel in business intelligence initiatives, this practical guide explores creating business alignment strategies that help prioritize business requirements, build organizational and cultural strategies, increase IT efficiency, and promote user adoption. Business intelligence, together with business analytics and performance management, eliminates information overload by organizing the massive amounts of information available in the modern enterprise. Addressing the challenges of business intelligence operations, this resource supports the goal of better business decision making and identifying unrealized opportunities. Each chapter includes a checklist of recommended approaches and a strategy overview template.

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Reviews

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