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Business Intelligence | ScienceDirect

The business case for business intelligence. The answer is that business intelligence (BI) is not limited to a company's interaction with customers, but instead includes knowledge accumulated from any collection of data consumers, such as internal (i.e., within the organization) and external (i.e., cross-company) business applications.

Business Intelligence: The Savvy Manager's Guide, Getting ...

For the understanding of a savvy manager, the chapter focuses on several critical factors in context to the successful planning of a business intelligence (BI) program. The first important step in achieving senior-level support and sponsorship for a BI program is to build a value proposition, and explore the partnership between the business user and the information technology development staff.

Amazon.com: Business Intelligence: The Savvy Manager's ...

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The savvy manager's guide to business intelligence: Making ...

This text describes the basic architectural components of a business intelligence environment, ranging from traditional topics such as business process modelling, data modelling, and more modern topics such as business rule systems, data profiling, information compliance and data quality, data warehousing, and data mining.

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The author of numerous books on performance computing and data management, including Master Data Management (2008) and Business Intelligence - The Savvy Manager's Guide (2003), and creator of courses and tutorials on all facets of data management best practices, David is often looked to for thought leadership in the information management industry.

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