Business Intelligence Applied: Implementing an Effective Information and Communications Technology Infrastructure (Wiley and SAS Business Series)

Michael S. Gendron

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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 2000s. 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 in a timely—and competitive—fashion. *Business Intelligence Applied* reveals essential information for building an optimal and effective information and communication technology (ICT) infrastructure.

- Defines ICT infrastructure
- Examines best practices for documenting business change and for documenting technology recommendations
- Includes examples and cases from Europe and Asia
- Written for business intelligence staff, CIOs, CTOs, and technology managers

With examples and cases from Europe and Asia, *Business Intelligence Applied* expertly covers business intelligence, a hot topic in business today as a key element to business and data analytics.

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