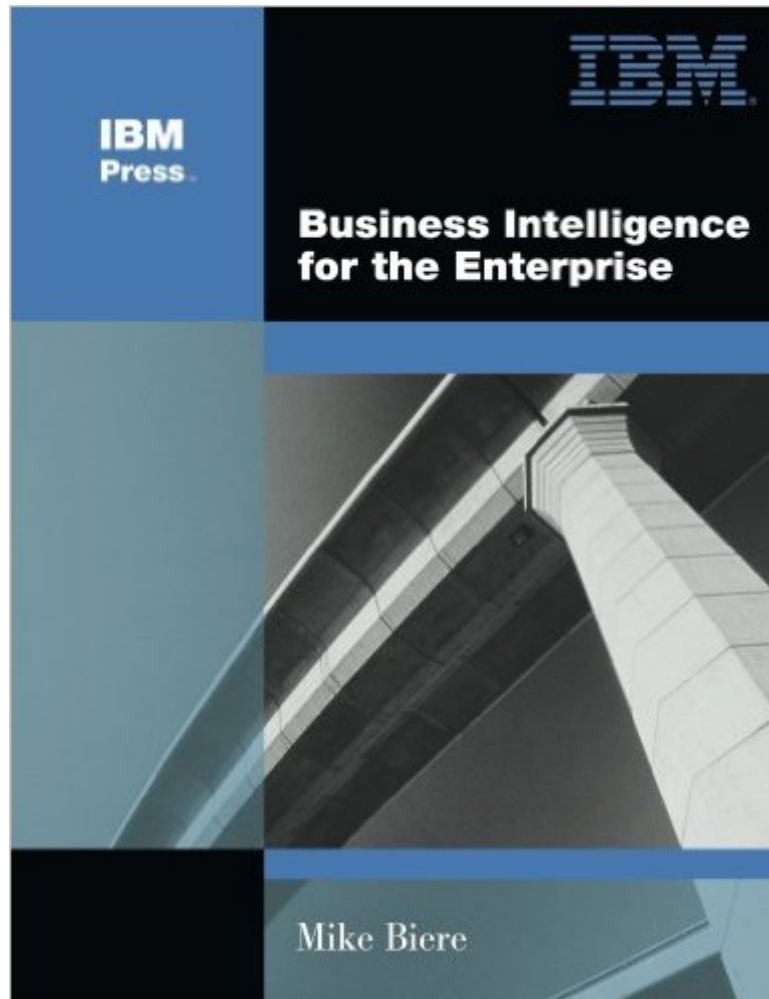


The book was found

# Business Intelligence For The Enterprise



## Synopsis

This text aims to help you to maximize the potential of Business Intelligence in your organization. It includes stories of companies that implemented BI - those that have succeeded and those that have failed.

## Book Information

Paperback: 240 pages

Publisher: IBM Press; 1 edition (June 14, 2003)

Language: English

ISBN-10: 0131413031

ISBN-13: 978-0131413030

Product Dimensions: 6.9 x 0.8 x 9 inches

Shipping Weight: 13.6 ounces (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 starsÂ Â See all reviewsÂ (5 customer reviews)

Best Sellers Rank: #3,920,536 in Books (See Top 100 in Books) #36 inÂ Books > Computers & Technology > Databases & Big Data > Other Databases #1857 inÂ Books > Computers & Technology > Business Technology > Management Information Systems #2803 inÂ Books > Textbooks > Computer Science > Database Storage & Design

## Customer Reviews

.....If you:- are tired of the increasingly unintelligible hype around corporate IT- need to get your feet on the ground about how to apply IT for creating business value- want to understand business intelligence for what it can really do for your organization (as opposed to what the product vendors tell you)then read this book.I've been in the software industry for twenty years, and this is one of those rare, honest books that speaks from long experience and with a welcome disregard for technical faddism and ivory tower theory.This book is needed because the idea of "information at your fingertips" at most companies is still just that: only an idea. Instead, most organizations still operate inefficiently and clumsily from "islands" of information scattered about in everything from spreadsheets to CRM systems to mainframe COBOL programs whose authors have long since retired.Even companies that have spent millions of dollars to correct this state of affairs have failed. Why?This book is about making information available across the board, why you would want to, and how to give your technology of choice "traction" and an impact on the bottom line.This is done from two perspectives: the technical and the human side.The author is refreshingly frank in describing corporate IT disasters, and does an excellent job of exposing the human side of where they go

wrong down in the trenches. Anyone who has been anywhere near an overbudget, underperforming, or ultimately worthless IT project (this should include most people in corporate IT by now) will read with a smile of recognition. Others should read before you spend: there is a lot of money and heartache to be saved.

The author is an IBM veteran who spent more than 20 years in the sales and product support divisions, except for a short period in a company specialized in Data Warehousing, so he naturally puts in this book a lot of his experiences and he also describes the history of BI in terms of architectures and technologies. I had the impression that the target audience is mainly made by managers involved in BI projects, on either sides (vendors, consulting companies, customers). One obvious comment from an Italian like me is that, like with many other books written in the US, the average size of the projects described in this book is rather large compared to what we are used to, and could only be applied to a handful of companies here in Italy. The best feature of the book is the large number of real life examples that it contains. This can be a real help for a manager of a company who doesn't know the risks connected with BI projects and wants to learn from the many (and sometimes very costly) errors made by other people and companies in similar situations. Under this aspect the book contains a lot of common sense and is a good reading, but don't look in it for innovative contents or for clear explanations of key technologies, buzzwords and project methodologies. In most cases the book is limited to describe different situations (usually problematic), and to give some advice, without really delving into technical details. Often I saw the author asking himself several questions about the typical problems that are encountered in a BI project, but then I couldn't find the answers.

[Download to continue reading...](#)

Communicating With Intelligence: Writing and Briefing in the Intelligence and National Security Communities (Security and Professional Intelligence Education Series) Oracle Business Intelligence Enterprise Edition 11g: A Hands-On Tutorial Business Intelligence for the Enterprise Social Data Analytics: Collaboration for the Enterprise (The Morgan Kaufmann Series on Business Intelligence) Modern Enterprise Business Intelligence and Data Management: A Roadmap for IT Directors, Managers, and Architects Home Based Business Escape Plan: How To Make \$10,000 Per Month With Your Own Part-Time, Online Lifestyle Business: Home Based Business Ideas (Home Based Business Opportunities) BUSINESS: Business Marketing, Innovative Process How To Startup, Grow And Build Your New Business As Beginner, Step By Step Online Guide How To Effective ... Grow And Build Business As Beginner) Business Process Technology: A Unified View on Business

Processes, Workflows and Enterprise Applications Enterprise Integration: An Architecture for  
Enterprise Application and Systems Integration Red Hat Enterprise Linux (RHEL) 6 Server  
Installation & Administration: Training Manual: Covering CentOS-6, OpenSUSE 11.3 Server,  
Mandriva Enterprise Server, and Fedora 14 Server Microsoft .NET - Architecting Applications for the  
Enterprise: Architecting Applications for the Enterprise (Developer Reference) Business Intelligence  
in Plain Language: A practical guide to Data Mining and Business Analytics Swift Artificial  
Intelligence: Made Easy, w/ Essential Programming; Learn to Create your \* Problem Solving \*  
Algorithms! TODAY! w/ Machine Learning & Data Structures (Artificial Intelligence Series) Emotional  
Intelligence: Master Your Emotions- Raise Your EQ, Critical Thinking and Optimize Your Life  
(Emotional Intelligence, Critical thinking, EQ) Historical Dictionary of Ian Fleming's World of  
Intelligence: Fact and Fiction (Historical Dictionaries of Intelligence and Counterintelligence)  
Emotional Intelligence: A Practical Guide For Emotional Skills And Interpersonal Communication  
(Emotional Intelligence, Emotional Skills, Interpersonal Emotions, Mindfulness) How to Start a  
Business Analyst Career: The handbook to apply business analysis techniques, select requirements  
training, and explore job roles ... career (Business Analyst Career Guide) Business Buyer's Guide:  
1998 AT&T National Toll-Free Directory Business Edition (National Toll-Free and Internet Directory :  
Business Buyer's Guide) Siblings and the Family Business: Making it Work for Business, the Family,  
and the Future (A Family Business Publication) Developing Business Systems with CORBA with  
CD-ROM: The Key to Enterprise Integration (SIGS: Managing Object Technology)

[Dmca](#)