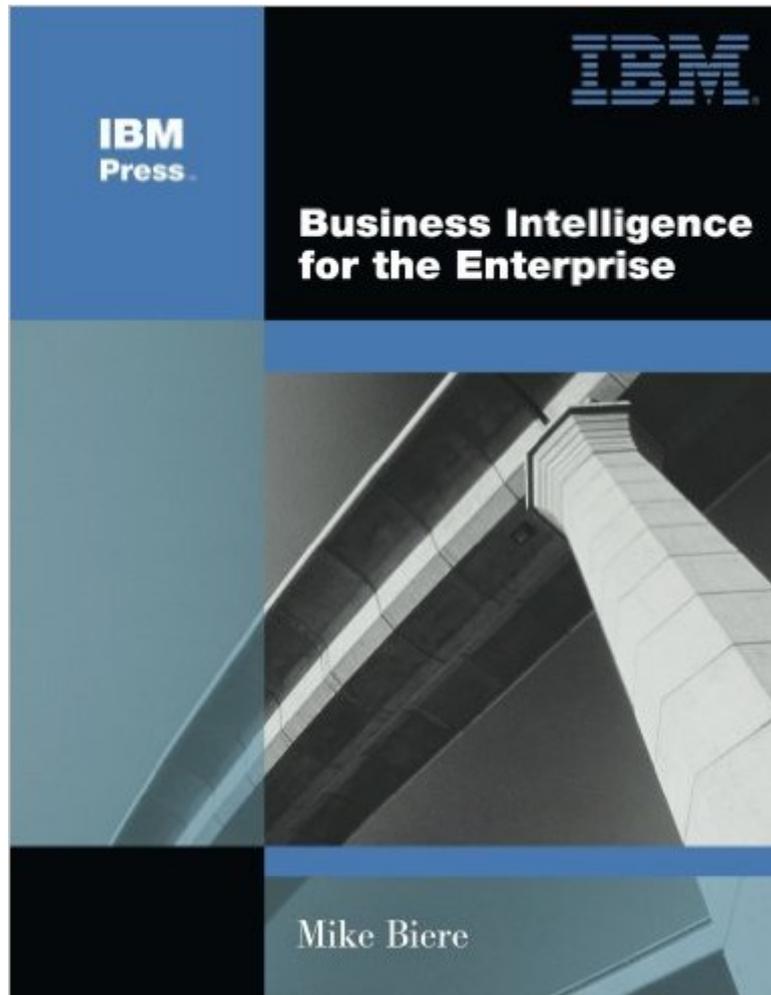


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# Business Intelligence For The Enterprise



## 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

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## 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.

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