

《商业智能化能力提升中心》

图书基本信息

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作者：Miller, Gloria J./ Brautigam, Dagmar/ Gerlach, Stefani V.

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内容概要

在线阅读本书

Transform data into action for competitive advantage

The knowledge assets of an organization are becoming increasingly important for competitive advantage, and therefore, the way in which knowledge is created, renewed, and communicated is critical. This book provides practical insights into how this may be achieved through the establishment of a Business Intelligence Competency Centre and is a valuable read for information professionals. "- – Bill Sturman, Information Architecture Project Manager The Open University, United Kingdom

BI is more than technology and projects. BI must live in the organization – – as a BICC. This book helps to make BI tangible and understandable, bringing it to life."- – Miriam Eisenmann, Project Manager (PMP) CSC Ploenzke AG, Germany

This book is a must – read for planning and implementing your BICC. It is a pragmatic guide that addresses a lot, if not all, of the questions you will be asking yourself. Don't miss out on getting a head start from the people who thought this through from start to finish . . . Pray your competitors don't get hold of this book!"- – Claudia Imhoff, President Intelligent Solutions, Inc., USA

Creating a BICC forces the organization to focus on the importance of centralizing the gathering, interpreting, and analyzing of information to create business insight."- – Anne Ulyate, Group Manager Business Intelligence Mutual & Federal, South Africa

BI is a highly visible element in the business value trend for IT investments. Initiatives, such as competency centers, should empower user organizations to drive even more value out of their BI investments."- – Marianne Kolding, Director, European ServicesIDC, United Kingdom

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