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Written by industry analyst and BI consultant Cindi Howson, Successful Business Intelligence: Secrets to Making BI a Killer App reveals how to get the most value out of your BI investments. The book draws on exclusive survey data and real-world case studies of BI success stories at Continental Airlines, The Dow Chemical Company, Corporate Express, 1-800 CONTACTS, and other companies to identify proven BI best practices you can put to use in your organization, including:*

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Cindi Howson is the founder of BIScorecard, a website for in-depth BI product reviews, and has 20 years of BI and management reporting experience. She writes and blogs for Information Week, and is...

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Cindi Howson has wrapped up the needed advice on technology, organization, strategy, and even culture in a neat package. Its required reading for quantitatively oriented strategists and the technologists who support them. Thomas H. Davenport, Presidents Distinguished Professor, Babson College and co-author, Competing on Analytics

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Cindi Howson is the President of ASK, a BI Consultancy. She has worked with Business Objects since 1994, helping customers around the world implement and optimize their deployments. As an industry analyst, she authors the BIScorecard (tm) product reviews, teaches for The Data Warehouse InstituteI, and writes for Intelligence Enterprise.

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Cindi Howson is the author of Successful Business Intelligence (3.59 avg rating, 105 ratings, 3 reviews, published 2007), SAP BusinessObjects BI 4.0 The ...

Cindi Howson (Author of Successful Business Intelligence)  
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Written by industry analyst and BI consultant Cindi Howson, Successful Business Intelligence: Unlock the Value of BI and Big Data, Second Edition reveals how to get the most value out of BI investments. The book draws on exclusive survey data and real-world case studies of BI success stories at Netflix, Medtronic, Macys.com, The Dow Chemical Company, Learning Circle, and other companies to ...

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Expanded to cover the latest in business intelligence–big data, cloud, mobile, visual data discovery, and in-memory, this fully updated bestseller by BI guru Cindi Howson provides the most modern techniques to exploit BI for the highest ROI.

This book will help business decision-makers and Business Intelligence professionals get the most value out of their BI investments. learn about the components of a BI architecture, how to choose the appropriate tools and technologies, and how to roll out a BI strategy throughout the organization. Chapters include case studies and best practices that explain how successful companies execute on the topic at hand.

You're intelligent, right? So you've already figured out that Business Intelligence can be pretty valuable in making the right decisions about your business. But you've heard at least a dozen definitions of what it is, and heard of at least that many BI tools. Where do you start? Business Intelligence For Dummies makes BI understandable! It takes you step by step through the technologies and the alphabet soup, so you can choose the right technology and implement a successful BI environment. You'll see how the applications and technologies work together to access, analyze, and present data that you can use to make better decisions about your products, customers, competitors, and more. You'll find out how to: Understand the principles and practical elements of BI Determine what your business needs Compare different approaches to BI Build a solid BI architecture and roadmap Design, develop, and deploy your BI plan Relate BI to data warehousing, ERP, CRM, and e-commerce Analyze emerging trends and developing BI tools to see what else may be useful Whether you're the business owner or the person charged with developing and implementing a BI strategy, checking out Business Intelligence For Dummies is a good business decision.

Between the high-level concepts of business intelligence and the nitty-gritty instructions for using vendors' tools lies the essential, yet poorly-understood layer of architecture, design and process. Without this knowledge, Big Data is belittled – projects flounder, are late and go over budget. Business Intelligence Guidebook: From Data Integration to Analytics shines a bright light on an often neglected topic, arming you with the knowledge you need to design rock-solid business intelligence and data integration processes. Practicing consultant and adjunct BI professor Rick Sherman takes the guesswork out of creating systems that are cost-effective, reusable and essential for transforming raw data into valuable information for business decision-makers. After reading this book, you will be able to design the overall architecture for functioning business intelligence systems with the supporting data warehousing and data-integration applications. You will have the information you need to get a project launched, developed, managed and delivered on time and on budget – turning the deluge of data into actionable information that fuels business knowledge. Finally, you'll give your career a boost by demonstrating an essential knowledge that puts corporate BI projects on a fast-track to success. Provides practical guidelines for building successful BI, DW and data integration solutions. Explains underlying BI, DW and data integration design, architecture and processes in clear, accessible language. Includes the complete project development lifecycle that can be applied at large enterprises as well as at small to medium-sized businesses Describes best practices and pragmatic approaches so readers can put them into action. Companion website includes templates and examples, further discussion of key topics, instructor materials, and references to trusted industry sources.

The definitive reference for building actionable business intelligence–completely revised for SAP BusinessObjects BI 4.0. Unleash the full potential of business intelligence with fact-based decisions, aligned to business goals, using reports and dashboards that lead from insight to action. SAP BusinessObjects BI 4.0: The Complete Reference offers completely updated coverage of the latest BI platform. Find out how to work with the new Information Design Tool to create universes that access multiple data sources and SAP BW. See how to translate complex business questions into highly efficient Web Intelligence queries and publish your results to the BI Launchpad. Learn how to create dashboards from data sourced through a universe or spreadsheet. The most important concepts for universe designers, report and dashboard authors, and business analysts are fully explained and illustrated by screenshots, diagrams, and step-by-step instructions. Establish and evolve BI goals Maximize your BI investments by offering the right module to the right user Create robust universes with the Information Design Tool, leveraging multiple data sources, derived tables, aggregate awareness, and parameters Develop a security plan that is scalable and flexible Design Web Intelligence reports from basic to advanced Create sophisticated calculations and advanced formatting to highlight critical business trends Build powerful dashboards to embed in PowerPoint or the BI Launchpad Use Explorer to visually navigate large data sets and uncover patterns

This software will enable the user to learn about business intelligence roadmap.

Revised to cover new advances in business intelligence–big data, cloud, mobile, and more–this fully updated bestseller reveals the latest techniques to exploit BI for the highest ROI. "Cindi has created, with her typical attention to details that matter, a contemporary forward-looking guide that organizations could use to evaluate existing or create a foundation for evolving business intelligence / analytics programs. The book touches on strategy, value, people, process, and technology, all of which must be considered for program success. Among other topics, the data, data warehousing, and ROI comments were spot on. The 'technobabble' chapter was brilliant!"--Bill Frank, Business Intelligence and Data Warehousing Program Manager, Johnson & Johnson "If you want to be an analytical competitor, you've got to go well beyond business intelligence technology. Cindi Howson has wrapped up the needed advice on technology, organization,

strategy, and even culture in a neat package. It's required reading for quantitatively oriented strategists and the technologists who support them." - Thomas H. Davenport, President's Distinguished Professor, Babson College and co-author, Competing on Analytics "Cindi has created an exceptional, authoritative description of the end-to-end business intelligence ecosystem. This is a great read for those who are just trying to better understand the business intelligence space, as well as for the seasoned BI practitioner." - Sully McConnell, Vice President, Business Intelligence and Information Management, Time Warner Cable "Cindi's book succinctly yet completely lays out what it takes to deliver BI successfully. IT and business leaders will benefit from Cindi's deep BI experience, which she shares through helpful, real-world definitions, frameworks, examples, and stories. This is a must-read for companies engaged in - or considering - BI." - Barbara Wixom, PhD, Principal Research Scientist, MIT Sloan Center for Information Systems Research Expanded to cover the latest advances in business intelligence such as big data, cloud, mobile, visual data discovery, and in-memory computing, this fully updated bestseller by BI guru Cindi Howson provides cutting-edge techniques to exploit BI for maximum value. Successful Business Intelligence: Unlock the Value of BI & Big Data, Second Edition describes best practices for an effective BI strategy. Find out how to: Garner executive support to foster an analytic culture Align the BI str ...

Open Source BI solutions have many advantages over traditional proprietary software, from offering lower initial costs to more flexible support and integration options; but, until now, there has been no comprehensive guide to the complete offerings of the OS BI market. Writing for IT managers and business analysts without bias toward any BI suite, industry insider Lyndsay Wise covers the benefits and challenges of all available open source BI systems and tools, enabling readers to identify the solutions and technologies that best meet their business needs. Wise compares and contrasts types of OS BI and proprietary tools on the market, including Pentaho, Jaspersoft, RapidMiner, SpagoBI, BIRT, and many more. Real-world case studies and project templates clarify the steps involved in implementing open source BI, saving new users the time and trouble of developing their own solutions from scratch. For business managers who are hard pressed to indentify the best BI solutions and software for their companies, this book provides a practical guide to evaluating the ROI of open source versus traditional BI deployments. The only book to provide complete coverage of all open source BI systems and tools specifically for business managers, without bias toward any OS BI suite A practical, step-by-step guide to implementing OS BI solutions that maximize ROI Comprehensive coverage of all open source systems and tools, including architectures, data integration, support, optimization, data mining, data warehousing, and interoperability Case studies and project templates enable readers to evaluate the benefits and tradeoffs of all OS BI options without having to spend time developing their own solutions from scratch

2016 eLIT GOLD AWARD - BEST BUSINESS REFERENCE BOOKNOMINATED FOR 2016 SMALL BUSINESS BOOK AWARDSToday, an organization's survival ultimately rests on how well (and fast!) it creates value. That's why decision-makers consistently rate business intelligence as one of their top investment priorities. They depend on information to help them compete in a world where disruption is a constant and speed an obsession. But recognizing the need for BI is one thing. Effectively using it to create value is an entirely different matter.Hyper is the essential quick-read guide for busy business and IT professionals struggling to make BI work. Packed with pragmatic advice, proven methods, and real-world tools, this book provides straight talk on how to finally deliver BI in a hyper-responsive, hyper-agile, and hyper-flexible way. Inside you will discover:\* Ways to overcome the 4 primary challenges associated with BI planning and execution\* Methods to create, validate, and communicate requirements that accelerate decision-making\* How to deliver quick wins that drive end-user adoption and long-lasting solutionsPlus, you'll find practical tips from years of hands-on field work. Hyper will change the way you think about, plan, and execute BI. For real results, real fast!TABLE OF CONTENTSForeword"The Age Of The Customer Demands A New Approach To BI Planning and Execution" by Boris Evelson, Vice President and Principal Analyst | Forrester Research, Inc.Section 1 - Understanding BI - Chapter 1 - Value Creation - Chapter 2 - The BI Value Chain - Chapter 3 - Value Enablers - Chapter 4 - The Problem with BISEction 2 - The Imperatives for Success - Chapter 5 - Addressing the Problem with BI - Chapter 6 - Unify - Chapter 7 - Simplify - Chapter 8 - Amplify - Chapter 9 - Qualify - Chapter 10 - The Importance of CollaborationSection 3 - Methods to Accelerate Planning - Chapter 11 - Building Requirements for Quick Wins and Beyond - Chapter 12 - Painting the Big Picture - Chapter 13 - Prioritizing Mission-Critical Information Needs - Chapter 14 - Building the Information Universe - Chapter 15 - Validating the Information Model - Chapter 16 - Bridging the Gap Between Business and IT - Chapter 17 - Mapping the Data - Chapter 18 - Creating the Execution Plan - Chapter 19 - Documenting Your FindingsSection 4 - Ways to Accelerate Execution - Chapter 20 - Be Quick and Nimble - Chapter 21 - Socialize, Market and Sell - Chapter 22 - Monitor, Evaluate and Evolve - Chapter 23 - Bringing It All TogetherSection 5 - Beyond Planning and Execution - Chapter 24 - Effective Group Facilitation - Chapter 25 - Thoughts On Information Delivery - Chapter 26 - Another Perspective on Big Data - Chapter 27 - Working With Consultants - Chapter 28 - Characteristics of a Hyper Mindset - Chapter 29 - A Final WordRecommended Resources - Websites - Research Community - Professional Services Organizations - Specialists

Business intelligence (BI) software provides an interface for multiple audiences to dissect, discover, and decide what the data means. These reporting tools make dynamic information available to all users, giving everyone the ability to manipulate results and further understand the business. There is significant power in reducing the data gatekeeper role in your organization so that each person can quickly interact with data and uncover additional value. SAS offers a BI solution that provides mechanisms to reach every level of the organization. Each tool in this solution provides a different amount of complexity and functionality to aid a broad deployment. Building Business Intelligence Using SAS: Content Development Examples, by Tricia Aanderud and Angela Hall, clarifies how you can fully leverage each SAS BI solution component to ensure a successful implementation. Focusing on the SAS BI Clients, the authors provide a quick-start guide loaded with examples and tips that will help users move quickly from using only one of the SAS BI Clients to using a significant portion of the system. So if you are a SAS BI or SAS Enterprise BI user, but you aren't yet using all the components of the solution, this book is the resource that you need. In addition, the tips and techniques provided in this book will prove invaluable for advanced SAS BI and SAS Enterprise BI users who are studying for SAS Certified BI Content Developer certification.

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