



Business intelligence and performance management : theory, systems and industrial applications /

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<https://id.oclc.org/worldcat/entity/E39PCjHD4vvt6PkYxvGJdYQfxC>

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<https://id.oclc.org/worldcat/entity/E39PBjhxpgfvXcJfewCjgX9v73>

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Monografia

During the 21st century business environments have become more complex and dynamic than ever before. Companies operate in a world of change influenced by globalisation, volatile markets, legal changes and technical progress. As a result, they have to handle growing volumes of data and therefore require fast storage, reliable data access, intelligent retrieval of information and automated decision-making mechanisms, all provided at the highest level of service quality. Successful enterprises are aware of these challenges and efficiently respond to the dynamic environment in which their business operates. Business Intelligence (BI) and Performance Management (PM) offer solutions to these challenges and provide techniques to enable effective business change. The important aspects of both topics are discussed within this state-of-the-art volume. It covers the strategic support, business applications, methodologies and technologies from the field, and explores the benefits, issues and challenges of each. Issues are analysed from many different perspectives, ranging from strategic management to data technologies, and the different subjects are complimented and illustrated by numerous examples of industrial applications. Contributions are authored by leading academics and practitioners representing various universities, research centres and companies worldwide. Their experience covers multiple disciplines and industries, including finance, construction, logistics, and public services, amongst others. Business Intelligence and Performance Management is a valuable source of reference for graduates approaching MSc or PhD programs and for professionals in industry researching in the fields of BI and PM for industrial application

Título: Business intelligence and performance management theory, systems and industrial applications Peter Rausch, Alaa F. Sheta, Aladdin Ayesh, editors

Editorial: London Springer 2013

Descripción física: 1 online resource (xiv, 269 pages) illustrations

Mención de serie: Advanced information and knowledge processing

Documento fuente: Springer eBooks

Bibliografía: Includes bibliographical references and index

Contenido: Introduction. Business Intelligence and Performance Management: Introduction Hans-Georg Kemper, Peter Rausch, Henning Baars. -- BI/PM in Business Analytics, Strategy and Management. An Integrated Business Intelligence Framework Hans-Georg Kemper, Henning Baars, Heiner Lasi. -- Linking the Operational, Tactical and Strategic Levels by Means of CPM: An Example in the Construction Industry Peter Rausch, Michael Stumpf. -- Adaptive Business Intelligence: The Integration of Data Mining and Systems Engineering into an Advanced Decision Support as an Integral Part of the Business Strategy Zafer-Korcan Görgülü, Stefan Pickl. -- How to Introduce KPIs and Scorecards in IT Management Martin Kütz. -- BI/PM Applications to Business Development. Identifying Suspicious Activities in Company Networks Through Data Mining and Visualization Dieter Landes, Florian Otto, Sven Schumann, Frank Schlottke. -- Exploring the Differences Between the Cross Industry Process for Data Mining and the National Intelligence Model Using a Self Organising Map Case study Richard Adderley Business Planning and Support by IT-Systems Klaus Freyburger. -- Planning Purchase Decisions with Advanced Neural Networks Hans Georg Zimmermann, Ralph Grothmann, Hans-Jörg von Mettenheim. -- Methodologies. Financial Time Series Processing: A Roadmap of Online and Offline Methods Daniela Pohl, Abdelhamid Bouchachia. -- Data Supply for Planning and Budgeting Processes under Uncertainty by Means of Regression Analyses Peter Rausch, Birgit Jehle. -- Minimizing the Total Cost in Production and Transportation Planning--A Fuzzy Approach Heinrich J. Rommelfanger. -- Design and Automation for Manufacturing Processes: An Intelligent Business Modeling Using Adaptive Neuro-Fuzzy Inference Systems Alaa F. Sheta, Malik Braik, Ertan Öznergiz, Aladdin Ayesh, Mehedi Masud. -- How to Measure Efficiency in IT Organizations Martin Kütz. -- Technologies. Business Activity Monitoring (BAM) Werner Schmidt. -- Scaling up Data Mining Techniques to Large Datasets Using Parallel and Distributed Processing Frederic Stahl, Mohamed Medhat Gaber, Max Bramer. -- From Past to Present to Future. Evolution of Business Intelligence W.H. Inmon

Lengua: English

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ISBN: 9781447148661 electronic bk.) 1447148665 electronic bk.) 9781447148654 1447148657 9781299692107 MyiLibrary) 1299692109

Materia: Business intelligence Personnel management Employees- Rating of Employee Performance Appraisal Personnel Management Personnel- Direction Personnel- Évaluation Technologie de l'information information technology. BUSINESS & ECONOMICS- Corporate Governance. BUSINESS & ECONOMICS- Leadership. BUSINESS & ECONOMICS- Organizational Development. BUSINESS & ECONOMICS- Workplace Culture. Business intelligence. Employees- Rating of. Personnel management.

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Enlace a formato físico adicional: Print version Business intelligence and performance management. London : Springer, 2013 9781447148654 (OCoLC)821700552

Punto acceso adicional serie-Título: Advanced information and knowledge processing

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