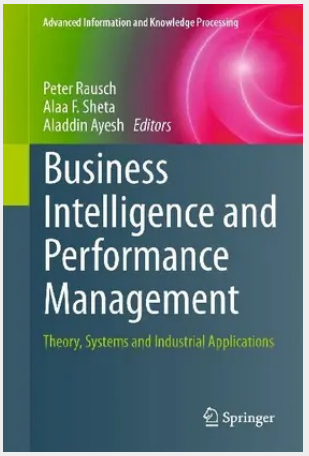
Rausch / Sheta / Ayesh

Business Intelligence and Performance Management

Theory, Systems and Industrial Applications



During the 21 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.

Preface.- Part I: Introduction.- Business Intelligence and Performance Management: An Introduction.- Part II: BI/PM in Business Analytics, Strategy and Management.- An Integrated Business Intelligence Framework: Closing the Gap between IT Support for Management and for Production.- Linking the Operational, Tactic and Strategic Level by Means of CPM: An Example of the Construction Industry.- Adaptive Business Intelligence: The Integration of Data Mining and Systems Engineering into an Advanced Decision Support as an Integral Part of the Business Strategy.- How to Introduce KPIs and Scorecards in IT Management.- Part III: BI/PM Applications to Business Development.- Data Mining Detection of Incidents in Networks.- Exploring the Differences Between the Cross Industry Process for Data Mining and the National Intelligence Model Using a Self Organizing Map Case Study.- Business Planning and Support by IT-Systems.- Planning Purchase Decisions with Advanced Neural Networks.- Part IV: Methodologies.- Financial Time Series Processing: A Roadmap of Online and Offline Methods.- Data Supply for Planning and Budgeting Processes under Uncertainty.- Minimizing the Total Cost in Production and Transportation Planning - A Fuzzy Approach.- Design and Automation for Manufacturing Processes: An Intelligent Business Modeling Using Adaptive Neuro-Fuzzy Inference Systems.- How to Measure Efficiency in IT Organizations.- Part V: Technologies.- Business Activity Monitoring (BAM).- Scaling up Data Mining Techniques to Large Datasets Using Parallel and Distributed Processing.- Part VI: From Past to Present to Future.- Evolution of Business Intelligence.

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