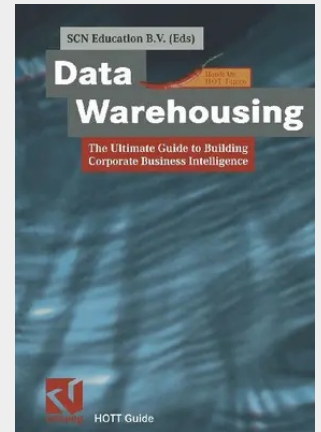


Data Warehousing

The Ultimate Guide to Building Corporate Business Intelligence

Data: from acquisition to interpretation Historically, the major challenge for organizations was capturing data. Years ago, businesses were able to leverage the information they could get, but weren't very good at getting detailed information across a range of business processes. In the business environment of today, virtually every transaction and minute business data is recorded in databases to enable better, more effective decision making throughout the organization. Most of the technology emphasis has been on storing data, with less attention paid to tools for transforming data into meaningful information which can be easily accessed and shared by executives. A data warehouse system can take meaningless data and, using intense analytical processing, offer insight into changing market conditions before they occur. The capability to optimize customer interactions and supply chain operations is becoming a source of great competitive advantage. This Hon Guide will give you access to all the essential information about the newest was to store and interpret data: through articles by expert trendwachters on strategic considerations, how-to reports defining the various ways to extract the data needed for critical business decisions, technical papers clarifying technologies and tools, business cases and key concepts that will provide the reader with a comprehensive overview of a business solution that is already indispensable.

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