



Raus aus der BI-Falle (German Edition)

Ronald Bachmann

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- **Praxiswissen von Insidern**
- **Erkenntnisse aus realen Projekten**
- **Kompakt, verständlich, pointiert**

Raus aus der BI-Falle - Wie Business Intelligence zum Erfolg wird
Aus dem Inhalt:

- Business Intelligence & Business Intuition
- IT-Verantwortliche in der Defensive
- Strukturelle Ursachen für das Scheitern von BI-Initiativen
- Der BI-Killer: By-Pass-Reporting und die Folgen
- Von der Unternehmensstrategie zum Enterprise Data Warehouse
- Vom Enterprise Data Warehouse zum Business Enabler BI
- Closed Loops der BI
- Business Intelligence auf Projektebene umsetzen
- Business Intelligence erfolgreich managen
- Wege aus der BI-Falle
- Klassische Zielkonflikte und deren Auflösung in BI-Projekten
- BI Quick Check

IT-Verantwortliche in Unternehmen aller Größenordnungen agieren heute im Spannungsfeld kurzfristig benötigter Quick Wins und langfristiger Konsolidierungserfordernisse. Nach Jahren hoher Investitionen in Technologie ohne wirkliche Mehrwerte wird heute aufgrund zunehmenden Kostenbewusstseins von der IT eine positive Rendite gefordert. Angesichts historisch gewachsener, heterogener Systemlandschaften bilden diese Anforderungen an IT-Abteilungen jedoch die Pole eines permanenten Konfliktes: Wie können IT-Systeme heute schon das liefern, was sie aufgrund laufender Optimierungsmaßnahmen erst morgen können werden?

Dieses Buch beschreibt auf Basis der langjährigen Erfahrung der Autoren in der Umsetzung von **Business Intelligence-Projekten** einen möglichen und praktikablen Weg aus dem Dilemma mittels Aufbau von Business Intelligence. Kernaspekt: **Schluss mit der Technikgläubigkeit!** Im Mittelpunkt von Business Intelligence stehen Menschen in Prozessen, die bei Ihren Entscheidungen durch optimierte IT-Systeme unterstützt werden. Die IT-Systeme selbst sind aus diesem Blickwinkel betrachtet lediglich Bestandteile eines auf permanenten Wandel ausgerichteten, lebendigen Organismus. Dieser Organismus braucht zur Ausschöpfung seiner Potentiale mehr denn je den **Dialog zwischen Management und Technologie**. Nur so können Unternehmen sich zukünftig in Märkten mit Verdrängungswettbewerb behaupten.

Business Intelligence ist ein Unternehmensprozess!

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William Levitt:

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