

Business Intelligence - Der Prozess: Der Prozess - , Alexandra Trefz

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In Deutschland, wie sicherlich auch in anderen Ländern, wird Information zu einem der wichtigsten Wachstumsfaktoren. Nach der Optimierung der Produktionsmethoden wird die Optimierung des Informationsmanagements die kommenden Jahre prägen. Business Intelligence ist ein maßgeschneiderter, dynamischer Prozess, der aufgrund dessen den individuellen Bedürfnissen jedes Unternehmens gerecht werden kann. Dabei werden Daten so analysiert, dass man daraus wichtige Informationen für strategische Entscheidungen, die das Unternehmen zu treffen hat, ziehen kann. Um mit der Globalisierung Schritt zu halten, sowie wettbewerbsfähig zu bleiben, wird der Prozess der Datensammlung und -auswertung für Unternehmen immer wichtiger. (vgl. Institut für Business Intelligence. Modul 1, 2003, S. 4f) Author: Wollgandt, Ulrike Author: Trefz, Alexandra Publisher: GRIN Verlag Illustration: N Language: GER Title: Business Intelligence - der Prozess: der Prozess Pages: 00022 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638387767 Category: Business & Economics : Management - General

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