

Data Visualization For Oracle Business Intelligence 11g

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[Data Visualization for Oracle Business Intelligence 11g](#) - Dan Vlamis
2015-02-13

The only Oracle Press guide to creating effective visual presentations of business intelligence data quickly and easily Data Visualization for Oracle Business Intelligence 11g reveals the best practices for creating graphs, tables, maps, and other methodologies for presenting data-driven insights using one of the most common business intelligence front-end systems in the world, Oracle Business Intelligence 11g. This information-rich guide offers clear instructions for building top-quality dashboards, analyses, and visualizations from real-world implementers and respected data visualization experts. You'll learn everything from improving the readability of your tables to implementing the latest Advanced Trellis Chart features and from adding native map views of BI data to designing optimal dashboard layout strategies. You'll see how to produce accurate, compelling, and professional graphics that will immediately enhance corporate decision making. Shows proven steps for extracting maximum impact from native features that are little known to the majority of BI users Covers dashboard strategy, including layout, design, navigation, master detail linking, action links, and prompts Addresses how to extend Oracle Business Intelligence 11g with advanced languages and visualization systems such as JavaScript-based D3 and JQuery, R, and

Oracle Application Development Framework Includes an associated web gallery showcasing the colors and graphics that render best digitally
Oracle Business Intelligence Discoverer 11g Handbook - Michael Armstrong-Smith 2013-11-05

Provide secure, immediate access to critical business information from relational and multidimensional data sources across your organization. Optimize this intuitive ad hoc query, reporting, analysis, and web publishing tool for maximum performance. Real-world examples illustrate the powerful analysis, security, and reporting capabilities. Enable business users at all levels to make faster, more-informed decisions with help from this Oracle Press guide--Cover.

[Oracle Business Intelligence 11g Developers Guide](#) - Mark Rittman
2012-09-22

Master Oracle Business Intelligence 11g Reports and Dashboards Deliver meaningful business information to users anytime, anywhere, on any device, using Oracle Business Intelligence 11g. Written by Oracle ACE Director Mark Rittman, Oracle Business Intelligence 11g Developers Guide fully covers the latest BI report design and distribution techniques. Find out how to execute effective queries, build accurate models, use scorecards and KPIs, create dynamic reports, set up dashboards, and publish to smartphones and wireless devices. This Oracle Press guide

contains comprehensive details on Oracle Exalytics In-Memory Machine, the best-in-class, preintegrated BI platform. Install or upgrade to Oracle Business Intelligence 11g Develop and manage custom Oracle Business Intelligence repositories Access relational, file, and multidimensional data sources Design print-quality reports with Oracle Business Intelligence Publisher Create web-enabled analyses, dashboards, and visualizations Integrate with other applications using Oracle Business Intelligence 11g Action Framework Employ authentication, authorization, and row-level security Configure and deploy Oracle Exalytics In-Memory Machine

Oracle Business Process Management Suite 11g Handbook - Manoj Das 2011-10-21

Master Oracle Business Process Management Suite 11g Written by Oracle business process management experts, Oracle Business Process Management Suite 11g Handbook is a balanced combination of essential BPM concepts, best practices, and a detailed treatment of all the powerful features and functionalities of Oracle BPM Suite 11g. The book explains how to plan, develop, and deploy process-based business applications and enable enterprise-wide continuous process improvement. Implement successful BPM projects with help from this Oracle Press guide. Understand the architecture and functionalities of Oracle BPM Suite 11g Master BPMN 2.0 for business process modeling and implementation Address agility, business control, and transparency requirements with Oracle Business Rules 11g Develop rich interfaces with Oracle Application Development Framework (Oracle ADF) Work with the human task component of Oracle BPM 11g Plan a BPM initiative using the Oracle roadmap approach Apply the Oracle process engineering method to identify, select, define, and refine appropriate processes Implement a business process application using proven technical design and project delivery strategies

Management Information Systems - Kenneth C. Laudon 2004

Management Information Systems provides comprehensive and integrative coverage of essential new technologies, information system applications, and their impact on business models and managerial

decision-making in an exciting and interactive manner. The twelfth edition focuses on the major changes that have been made in information technology over the past two years, and includes new opening, closing, and Interactive Session cases.

Aligning Technology with Business for Digital Transformation - Ashish Pachory 2019-11-27

This book focuses on developing alignment as the foundation for a successful digital enterprise. Over the last decade, digital technology has made deep inroads into every walk of life, but perhaps nowhere more than in the world of business. Technology now plays an enhanced role in driving business success, creating an entirely new paradigm in which business and technology are inseparable. Enterprises must ride the digital wave without losing their grip on the business basics to stay afloat. In this environment, business outcome is heavily dependent on the close alignment between business and technology. Aligning Technology with Business for Digital Transformation is a guide to discovering the power of business-technology alignment. Gleaned from decades of experience with global corporations that have shaped the current business-technology landscape, it covers an indispensable organizational requirement in a simple and relatable way. The book focuses on developing alignment as the foundation for a successful digital enterprise. Interlaced with real-life examples and anecdotes, it should help not only organizations in unlocking their true potential but also individuals in building the skills and aptitude necessary for succeeding in the digital world.

Managing Multimedia and Unstructured Data in the Oracle Database - Marcelle Kratochvil 2013-03-21

This book is written in simple, easy to understand format with lots of screenshots and step-by-step explanations. If you are an Oracle database administrator, Museum curator, IT manager, Developer, Photographer, Intelligence team member, Warehouse or Software Architect then this book is for you. It covers the basics and then moves to advanced concepts. This will challenge and increase your knowledge enabling all those who read it to gain a greater understanding of multimedia and how

all unstructured data is managed.

Pro Oracle Spatial for Oracle Database 11g - Ravikanth Kothuri

2012-01-03

Now available in paperback— Pro Oracle Spatial for Oracle Database 11g shows how to take advantage of Oracle Databases built-in feature set for working with location-based data. A great deal of the information used in business today is associated with location in some way, and analysis of that data is becoming ever more important in today's mobile and highly connected world. In Pro Oracle Spatial for Oracle Database 11g, authors Ravi Kothuri and Albert Godfrind address: The special nature of spatial data and its role in professional and consumer applications Issues in spatial data management such as modeling, storing, accessing, and analyzing spatial data The Oracle Spatial solution and the integration of spatial data into enterprise databases How spatial information is used to understand business and support decisions, to manage customer relations, and to better serve private and corporate users When you read Pro Oracle Spatial for Oracle Database 11g, you're learning from the very best. Ravi Kothuri is a key member of Oracle's Spatial development team. Albert Godfrind consults widely with Oracle clients on the implementation of Oracle Spatial, develops training courses, and presents frequently at conferences. Together they have crafted a technically sound and authoritative fountain of information on working with spatial data in the Oracle database.

Oracle Business Intelligence 11g Developers Guide - Mark Rittman

2012-09-18

Master Oracle Business Intelligence 11g Reports and Dashboards Deliver meaningful business information to users anytime, anywhere, on any device, using Oracle Business Intelligence 11g. Written by Oracle ACE Director Mark Rittman, Oracle Business Intelligence 11g Developers Guide fully covers the latest BI report design and distribution techniques. Find out how to execute effective queries, build accurate models, use scorecards and KPIs, create dynamic reports, set up dashboards, and publish to smartphones and wireless devices. This Oracle Press guide contains comprehensive details on Oracle Exalytics In-Memory Machine,

the best-in-class, preintegrated BI platform. Install or upgrade to Oracle Business Intelligence 11g Develop and manage custom Oracle Business Intelligence repositories Access relational, file, and multidimensional data sources Design print-quality reports with Oracle Business Intelligence Publisher Create web-enabled analyses, dashboards, and visualizations Integrate with other applications using Oracle Business Intelligence 11g Action Framework Employ authentication, authorization, and row-level security Configure and deploy Oracle Exalytics In-Memory Machine

Oracle Business Intelligence Enterprise Edition 12c - Adrian Ward

2017-04-20

A comprehensive guide from Oracle experts, that will act as your single point of reference for building an Oracle BI 12c system that turns data in actionable insight. About This Book Come, start your first Oracle Business intelligence system and excel in BI with this exhaustive guide An all-encompassing guide for your Oracle business intelligence needs Learn from the self-paced professional guidance and implement Oracle business intelligence using this easy-to-follow guide by our experts Who This Book Is For If your job includes working on data, improving the financial or operational performance of your organization or you are a consultant for the above, then this book is for you. If you have been placed on a business intelligence project, then this book is for you. If you are the Project Manager, Business Analyst or Data Scientist then this book is for you. If you are an end user of Oracle Business Intelligence, then this book is for you too. Having a basic understanding of databases and the use of Business Intelligence is expected, but no knowledge of Oracle BI is required. What You Will Learn Install OBIEE in Windows, including how to create the underlying Weblogic Application server and the required database Build the BI system repository, the vital engine connecting your data to the front end of Oracle BI Develop effective analysis, draw out meaning from the data, and present it to end users on interactive dashboards Build pixel-perfect, printable reports using the embedded BI Publisher feature Build agents for actionable insight and enable your users to act on Business Intelligence at their desktop or on

the move Understand the various aspects of securing the Oracle BI system, from data restrictions to whole dashboard access rights Get acquainted with the system management tools and methods available for the continuous improvement of your system In Detail Oracle Business Intelligence Enterprise Edition (OBIEE) 12c is packed full of features and has a fresh approach to information presentation, system management, and security. OBIEE can help any organization to understand its data, to make useful information from data, and to ensure decision-making is supported by facts. OBIEE can focus on information that needs action, alerting users when conditions are met. OBIEE can be used for data analysis, form production, dashboarding, and workflow processes. We will introduce you to OBIEE features and provide a step-by-step guide to build a complete system from scratch. With this guide, you will be equipped with a good basic understanding of what the product contains, how to install and configure it, and how to create effective Business Intelligence. This book contains the necessary information for a beginner to create a high-performance OBIEE 12c system. This book is also a guide that explains how to use an existing OBIEE 12c system, and shows end users how to create. Style and approach This book will take you from one feature to another in a step-by-step manner and will teach how you can create effective business intelligence using Oracle Business Intelligence Enterprise Edition. You will be taught how to create BI solutions and dashboards from scratch. There will be multiple modules in the book, each module spread in chapters, that will cover one aspect of business intelligence in a systematic manner.

Interactive Data Visualization - Matthew O. Ward 2015-06-11

An Updated Guide to the Visualization of Data for Designers, Users, and Researchers Interactive Data Visualization: Foundations, Techniques, and Applications, Second Edition provides all the theory, details, and tools necessary to build visualizations and systems involving the visualization of data. In color throughout, it explains basic terminology and concepts, algorithmic and software engineering issues, and commonly used techniques and high-level algorithms. Full source code is provided for completing implementations. New to the Second Edition

New related readings, exercises, and programming projects Better quality figures and numerous new figures New chapter on techniques for time-oriented data This popular book continues to explore the fundamental components of the visualization process, from the data to the human viewer. For developers, the book offers guidance on designing effective visualizations using methods derived from human perception, graphical design, art, and usability analysis. For practitioners, it shows how various public and commercial visualization systems are used to solve specific problems in diverse domains. For researchers, the text describes emerging technology and hot topics in development at academic and industrial centers today. Each chapter presents several types of exercises, including review questions and problems that motivate readers to build on the material covered and design alternate approaches to solving a problem. In addition, programming projects encourage readers to perform a range of tasks, from the simple implementation of algorithms to the extension of algorithms and programming techniques. Web Resource A supplementary website includes downloadable software tools and example data sets, enabling hands-on experience with the techniques covered in the text. The site also offers links to useful data repositories and data file formats, an up-to-date listing of software packages and vendors, and instructional tools, such as reading lists, lecture slides, and demonstration programs.

Getting Started With Oracle Bpm Suite 11gr1 - Heidi Buelow 2010-09-13

This fully illustrated step-by-step tutorial is based on proven training content that has been highly praised by hundreds of developers in product training courses given as part of the BPM Suite 11g rollout. You will learn how to build a business process application project iteratively with each chapter introducing new technology components and adding a functional increment. Each chapter comes with a working solution for your reference. You can use the solution to start the tutorial at any point or to jump around to the chapters most interesting to you. This clear and detailed tutorial is perfect for both new and experienced business process developers, process architects, and process analysts looking for

a pragmatic and hands-on approach to learning Oracle BPM Suite 11g. *Mastering the 7 Dimensions of Business-Technology Alignment* - Ashish Pachory 2019-11-26

The force-multiplying power of business-technology alignment is acknowledged among the biggest contributors to enterprise success in the digital age. Even so, it is a missed opportunity in most organizations, or at best, restricted to a unidimensional coalition. Successful digital enterprises define alignment between business and technology along multiple dimensions. They invest in this alignment at the level of their culture, strategy, structure, process, intellect (innovation), function, and tactics. A systematic understanding and embracement of these seven dimensions of business technology alignment is at the core of a successful digital enterprise. Using familiar workplace paradigms and relatable examples, this book builds on each dimension of business-technology alignment towards strengthening the foundation on which a successful digital enterprise stands, using tricks and tips not found in textbooks and classrooms. If you are, or aspire to be, in an organization that relies on a convergence of business and technology to achieve success, this book is meant for you. It builds upon fundamental ideas in a manner designed to strike a chord in everyone—from interns to entrepreneurs.

Oracle BI 11g - Sideris Courseware Corp 2012

This textbook offers an exhaustive, step-by-step guide through the powerful features of the Oracle Business Intelligence (BI) product suite. One will learn the concepts, methods and techniques for building sophisticated data analytic modules. Analytic results are then organized into interactive dashboards. A solid foundation is laid for one to progress onto the latest and most advanced data analytic capabilities. The following specific topics are included in this guide book: Background discussion of data warehousing, business intelligence (BI) and data analytics presented in a form that business professionals can readily understand; Background concepts regarding logical data models, star schema and snowflake schema warehouse models; How to build analytical models using fact tables, dimensions, dimension hierarchies,

cubes, measures and other multidimensional data model objects; Use interactive Dashboards to analyze data, uncover trends and make strategic business decisions; Export BI results to productivity software such as Microsoft Office or other external systems; Design customized Dashboards to reflect an individual's role, perspective or business interest; Creating data analyses and dynamically interact with results produced from Oracle BI; Format analyses using sorts, filters and prompts; Format column output, subtotaling, customization of column properties and transforming column data using formulas; Create results with compound layouts, including views such as tabular, chart, pivot table, gauge and others; Manage content, permissions and access within the Presentation Catalog. This textbook includes dozens of learning exercises, with detailed point-and-click solutions also provided.

Oracle BPM Suite 11g Developer's Cookbook - Vivek Acharya 2012-01-01

This book is written in simple, easy to understand format with lots of screenshots and step-by-step explanations. If you are a BPM developer, looking to develop robust BPM solutions without impediments, then this is the best guide for you. This book assumes that you have a fundamental knowledge of BPM.

Oracle Business Intelligence Applications - Simon Miller 2013-06-28
Implement Oracle Business Intelligence Applications Provide actionable business intelligence across the enterprise to enable informed decision-making and streamlined business processes. Oracle Business Intelligence Applications: Deliver Value Through Rapid Implementations shows how to justify, configure, customize, and extend this complete package of BI solutions. You'll get a technical walkthrough of Oracle Business Intelligence Applications architecture--from the dashboard to the data source--followed by best practices for maximizing the powerful features of each application. You will also find out about stakeholders critical to project approval and success. Optimize performance using Oracle Exalytics In-Memory Machine Deliver timely financial information to managers with Oracle Financial Analytics Enable a streamlined, demand-driven supply chain via Oracle Supply Chain and Order Management Analytics Provide end-to-end visibility into manufacturing operations with

Oracle Manufacturing Analytics Optimize supply-side performance through Oracle Procurement and Spend Analytics Use Oracle Human Resources Analytics to provide key workforce information to managers and HR professionals Track the costs and labor required to maintain and operate assets with Oracle Enterprise Asset Management Analytics Maintain visibility into project performance via Oracle Project Analytics Provide actionable insight into sales opportunities using Oracle Sales Analytics Enable superior customer service with Oracle Service Analytics Data Science For Dummies - Lillian Pierson 2017-03-06

Discover how data science can help you gain in-depth insight into your business - the easy way! Jobs in data science abound, but few people have the data science skills needed to fill these increasingly important roles. Data Science For Dummies is the perfect starting point for IT professionals and students who want a quick primer on all areas of the expansive data science space. With a focus on business cases, the book explores topics in big data, data science, and data engineering, and how these three areas are combined to produce tremendous value. If you want to pick-up the skills you need to begin a new career or initiate a new project, reading this book will help you understand what technologies, programming languages, and mathematical methods on which to focus. While this book serves as a wildly fantastic guide through the broad, sometimes intimidating field of big data and data science, it is not an instruction manual for hands-on implementation. Here's what to expect: Provides a background in big data and data engineering before moving on to data science and how it's applied to generate value Includes coverage of big data frameworks like Hadoop, MapReduce, Spark, MPP platforms, and NoSQL Explains machine learning and many of its algorithms as well as artificial intelligence and the evolution of the Internet of Things Details data visualization techniques that can be used to showcase, summarize, and communicate the data insights you generate It's a big, big data world out there—let Data Science For Dummies help you harness its power and gain a competitive edge for your organization.

Indian National Bibliography - 2016-04

Oracle Exalytics Revealed - Mark Rittman 2012-10-05

An in-depth Oracle Press guide to Oracle Exalytics In-Memory Machine Written by Oracle ACE Director Mark Rittman, this e-book offers comprehensive coverage of Oracle Exalytics In-Memory Machine, the best-in-class, preintegrated BI platform. After an overview of the product and its capabilities, you'll get complete details on installation, configuration, administration, maintenance, and creation of the in-memory adaptive data mart that powers the "speed-of-thought" dashboards. Expert tips for integrating with both Oracle and non-Oracle enterprise data sources are included. Enable your organization to analyze large amounts of data via rich, visual dashboards using Oracle Exalytics In-Memory Machine and this Oracle Press guide.

SPSS Statistics for Data Analysis and Visualization - Keith McCormick 2017-04-20

Dive deeper into SPSS Statistics for more efficient, accurate, and sophisticated data analysis and visualization SPSS Statistics for Data Analysis and Visualization goes beyond the basics of SPSS Statistics to show you advanced techniques that exploit the full capabilities of SPSS. The authors explain when and why to use each technique, and then walk you through the execution with a pragmatic, nuts and bolts example. Coverage includes extensive, in-depth discussion of advanced statistical techniques, data visualization, predictive analytics, and SPSS programming, including automation and integration with other languages like R and Python. You'll learn the best methods to power through an analysis, with more efficient, elegant, and accurate code. IBM SPSS Statistics is complex: true mastery requires a deep understanding of statistical theory, the user interface, and programming. Most users don't encounter all of the methods SPSS offers, leaving many little-known modules undiscovered. This book walks you through tools you may have never noticed, and shows you how they can be used to streamline your workflow and enable you to produce more accurate results. Conduct a more efficient and accurate analysis Display complex relationships and create better visualizations Model complex interactions and master predictive analytics Integrate R

and Python with SPSS Statistics for more efficient, more powerful code. These "hidden tools" can help you produce charts that simply wouldn't be possible any other way, and the support for other programming languages gives you better options for solving complex problems. If you're ready to take advantage of everything this powerful software package has to offer, SPSS Statistics for Data Analysis and Visualization is the expert-led training you need.

Data Mining - Mehmed Kantardzic 2019-10-23

Presents the latest techniques for analyzing and extracting information from large amounts of data in high-dimensional data spaces. The revised and updated third edition of Data Mining contains in one volume an introduction to a systematic approach to the analysis of large data sets that integrates results from disciplines such as statistics, artificial intelligence, data bases, pattern recognition, and computer visualization. Advances in deep learning technology have opened an entire new spectrum of applications. The author—a noted expert on the topic—explains the basic concepts, models, and methodologies that have been developed in recent years. This new edition introduces and expands on many topics, as well as providing revised sections on software tools and data mining applications. Additional changes include an updated list of references for further study, and an extended list of problems and questions that relate to each chapter. This third edition presents new and expanded information that:

- Explores big data and cloud computing
- Examines deep learning
- Includes information on convolutional neural networks (CNN)
- Offers reinforcement learning
- Contains semi-supervised learning and S3VM
- Reviews model evaluation for unbalanced data

Written for graduate students in computer science, computer engineers, and computer information systems professionals, the updated third edition of Data Mining continues to provide an essential guide to the basic principles of the technology and the most recent developments in the field.

Tableau 10 Business Intelligence Cookbook - Donabel Santos
2016-11-30

Create powerful, effective visualizations to help analyze your data with

Tableau 10 by your side. About This Book. Cook your favorite Tableau 10 business intelligence recipe with the help of this easy-to-follow book. Build beautiful, interactive dashboards and visualizations in Tableau 10 that help you make informed decisions. This rich collection of independent recipes cover everything needed to become an advanced Tableau user and get an edge over other Tableau users. Who This Book Is For. This book is targeted to business, data, and analytics professionals who want to build rich interactive visualizations using Tableau.

Familiarity with previous versions of Tableau would be helpful, but is not necessary. What You Will Learn. Become familiar with the Tableau interface. Build basic to more advanced charts with step-by-step recipes. Use filters, calculated fields, parameters, and actions to add interactivity to charts and dashboards. Prepare and transform data for analysis using Tableau's built-in tools and functions. Create effective and compelling dashboards and story points. Leverage Tableau's mapping capabilities to visualize location and shape data. Integrate analytics and forecasting to enhance data analysis. Get to know tips and tricks to work more quickly and effectively in Tableau. Increase your confidence and competence in creating rich, interactive visualizations in Tableau. In Detail. Tableau is a software tool that can speed up data analysis through its rich visualization capabilities, and help uncover insights for better and smarter decision making. This book is for the business, technology, data and analytics professionals who use and analyze data and data-driven approaches to support business operations and strategic initiatives in their organizations. This book provides easy-to-follow recipes to get the reader up and running with Tableau 10, and covers basic to advanced use cases and scenarios. The book starts with building basic charts in Tableau and moves on to building more complex charts by incorporating different Tableau features and interactivity components. There is an entire chapter dedicated to dashboard techniques and best practices. A number of recipes specifically for geospatial visualization, analytics, and data preparation are also covered. By the end of this book, you'll have gained confidence and competence to analyze and communicate data and insights more efficiently and effectively by creating compelling

interactive charts, dashboards, and stories in Tableau. Style and approach This book is a collection of independent recipes that cover a wide range of options for data visualization on offer with Tableau. With the help of the recipes in this book, you can explore Tableau and pick the business intelligence solution that's best suited for your needs.

Oracle Data Integrator 11g Cookbook - Christophe Dupupet 2013-05-15
Written as a practical Cookbook, the recipes in this essential guide will help you make the most out of Oracle Data Integrator 11g. This book is meant for people who already possess a basic understanding of Oracle Data Integrator and want to take it to the next level by learning how to better leverage advanced ODI features and functionality as they continue to develop and manage their data integration projects.

Oracle Business Intelligence with Machine Learning - Rosendo Abellera 2017-12-18

Use machine learning and Oracle Business Intelligence Enterprise Edition (OBIEE) as a comprehensive BI solution. This book follows a when-to, why-to, and how-to approach to explain the key steps involved in utilizing the artificial intelligence components now available for a successful OBIEE implementation. Oracle Business Intelligence with Machine Learning covers various technologies including using Oracle OBIEE, R Enterprise, Spatial Maps, and machine learning for advanced visualization and analytics. The machine learning material focuses on learning representations of input data suitable for a given prediction problem. This book focuses on the practical aspects of implementing machine learning solutions using the rich Oracle BI ecosystem. The primary objective of this book is to bridge the gap between the academic state-of-the-art and the industry state-of-the-practice by introducing you to machine learning with OBIEE. What You Will Learn See machine learning in OBIEE Master the fundamentals of machine learning and how it pertains to BI and advanced analytics Gain an introduction to Oracle R Enterprise Discover the practical considerations of implementing machine learning with OBIEE Who This Book Is For Analytics managers, BI architects and developers, and data scientists.

Customer Data Integration - Jill Dyché 2011-01-31

"Customers are the heart of any business. But we can't succeed if we develop only one talk addressed to the 'average customer.' Instead we must know each customer and build our individual engagements with that knowledge. If Customer Relationship Management (CRM) is going to work, it calls for skills in Customer Data Integration (CDI). This is the best book that I have seen on the subject. Jill Dyché is to be complimented for her thoroughness in interviewing executives and presenting CDI." -Philip Kotler, S. C. Johnson Distinguished Professor of International Marketing Kellogg School of Management, Northwestern University "In this world of killer competition, hanging on to existing customers is critical to survival. Jill Dyché's new book makes that job a lot easier than it has been." -Jack Trout, author, Differentiate or Die "Jill and Evan have not only written the definitive work on Customer Data Integration, they've made the business case for it. This book offers sound advice to business people in search of innovative ways to bring data together about customers-their most important asset-while at the same time giving IT some practical tips for implementing CDI and MDM the right way." -Wayne Eckerson, The Data Warehousing Institute author of Performance Dashboards: Measuring, Monitoring, and Managing Your Business Whatever business you're in, you're ultimately in the customer business. No matter what your product, customers pay the bills. But the strategic importance of customer relationships hasn't brought companies much closer to a single, authoritative view of their customers. Written from both business and technical perspectives, Customer Data Integration shows companies how to deliver an accurate, holistic, and long-term understanding of their customers through CDI.

MASTER DATA MANAGEMENT AND DATA GOVERNANCE, 2/E - Alex Berson 2010-12-06

The latest techniques for building a customer-focused enterprise environment "The authors have appreciated that MDM is a complex multidimensional area, and have set out to cover each of these dimensions in sufficient detail to provide adequate practical guidance to anyone implementing MDM. While this necessarily makes the book rather long, it means that the authors achieve a comprehensive

treatment of MDM that is lacking in previous works." -- Malcolm Chisholm, Ph.D., President, AskGet.com Consulting, Inc. Regain control of your master data and maintain a master-entity-centric enterprise data framework using the detailed information in this authoritative guide. Master Data Management and Data Governance, Second Edition provides up-to-date coverage of the most current architecture and technology views and system development and management methods. Discover how to construct an MDM business case and roadmap, build accurate models, deploy data hubs, and implement layered security policies. Legacy system integration, cross-industry challenges, and regulatory compliance are also covered in this comprehensive volume. Plan and implement enterprise-scale MDM and Data Governance solutions Develop master data model Identify, match, and link master records for various domains through entity resolution Improve efficiency and maximize integration using SOA and Web services Ensure compliance with local, state, federal, and international regulations Handle security using authentication, authorization, roles, entitlements, and encryption Defend against identity theft, data compromise, spyware attack, and worm infection Synchronize components and test data quality and system performance

Microsoft Business Intelligence For Dummies - Ken Withee
2010-03-05

Learn to create an effective business strategy using Microsoft's BI stack Microsoft Business Intelligence tools are among the most widely used applications for gathering, providing access to, and analyzing data to enable the enterprise to make sound business decisions. The tools include SharePoint Server, the Office Suite, PerformancePoint Server, and SQL Server, among others. With so much jargon and so many technologies involved, Microsoft Business Intelligence For Dummies provides a much-needed step-by-step explanation of what's involved and how to use this powerful package to improve your business. Microsoft Business Intelligence encompasses a broad collection of tools designed to help business owners and managers direct the enterprise effectively This guide provides an overview of SharePoint, PerformancePoint, the

SQL Server suite, Microsoft Office, and the BI development technologies Explains how the various technologies work together to solve functional problems Translates the buzzwords and shows you how to create your business strategy Examines related technologies including data warehousing, data marts, Online Analytical Processing (OLAP), data mining, reporting, dashboards, and Key Performance Indicators (KPIs) Simplifies this complex package to get you up and running quickly Microsoft Business Intelligence For Dummies demystifies these essential tools for enterprise managers, business analysts, and others who need to get up to speed.

Pro Oracle Spatial - Ravikanth Kothuri 2004-11-15

* With Oracle 10g, for the first time, much of the Spatial functionality is provided for free (rather than as a priced option) in the database, thus massively increasing the potential audience. * Shows how any Oracle application that has a spatial element (e.g. postcode) can take advantage of Spatial functionality. * Contains case studies of more advanced applications of Spatial in healthcare, telecom ,retail, and distribution . * Oracle Spatial is recognized to be the standard platform for enterprise land management, mapping, telecom, transportation, and utility applications. Every major GIS tool vendor supports Oracle Spatial and all major map data providers deliver their data in Oracle Spatial format. * The book will be based on extensive feedback from training courses, discussion lists, and customers. It will recommend best practice approaches to the most common problems with which developers struggle. * The authors are all experienced and well-respected experts. The Oracle personnel contributing have a decade of experience with Spatial and in helping partners and customers fully leverage its capabilities. The technical reviewers include lead developers of the product. * Rather than simplified code snippets, the book provides real solutions that people can then build upon themselves.

Oracle Data Guard 11g Handbook - Larry Carpenter 2009-07-22

Master Oracle Data Guard 11g Provide superior data protection, availability, and disaster recovery using the tested techniques in this Oracle Press guide. Cowritten by a team of Oracle experts, Oracle Data

Guard 11g Handbook provides a sound architectural foundation along with best practices for configuration, monitoring, maintenance, and troubleshooting. You will get full details on implementing deployment architectures to address requirements that extend beyond disaster recovery. This invaluable resource also includes a complete set of monitoring scripts available for download. Develop a disaster recovery plan for your Oracle database to meet your organization's requirements Configure and deploy Oracle Data Guard for your environment Tune and troubleshoot your physical and logical standby databases Implement the Oracle Data Guard Broker management framework Integrate with Oracle Grid Control Monitor your Oracle Data Guard environment Enable read-only services and disaster recovery with Oracle Active Data Guard Configure seamless database and application failover Minimize planned downtime using Oracle Data Guard switchover Handle backup and recovery with Oracle Recovery Manager

Oracle SOA Suite 12c Handbook - Lucas Jellema 2015-09-01

Master Oracle SOA Suite 12c Design, implement, manage, and maintain a highly flexible service-oriented computing infrastructure across your enterprise using the detailed information in this Oracle Press guide. Written by an Oracle ACE director, Oracle SOA Suite 12c Handbook uses a start-to-finish case study to illustrate each concept and technique. Learn expert techniques for designing and implementing components, assembling composite applications, integrating Java, handling complex business logic, and maximizing code reuse. Runtime administration, governance, and security are covered in this practical resource. Get started with the Oracle SOA Suite 12c development and run time environment Deploy and manage SOA composite applications Expose SOAP/XML REST/JSON through Oracle Service Bus Establish interactions through adapters for Database, JMS, File/FTP, UMS, LDAP, and Coherence Embed custom logic using Java and the Spring component Perform fast data analysis in real time with Oracle Event Processor Implement Event Drive Architecture based on the Event Delivery Network (EDN) Use Oracle Business Rules to encapsulate logic and automate decisions Model complex processes using BPEL, BPMN,

and human task components Establish KPIs and evaluate performance using Oracle Business Activity Monitoring Control traffic, audit system activity, and encrypt sensitive data

Expert Oracle Database Architecture - Thomas Kyte 2014-11-10

Now in its third edition, this best-selling book continues to bring you some of the best thinking on how to apply Oracle Database to produce scalable applications that perform well and deliver correct results. Tom Kyte and Darl Kuhn share a simple philosophy: "you can treat Oracle as a black box and just stick data into it, or you can understand how it works and exploit it as a powerful computing environment." If you choose the latter, then you'll find that there are few information management problems that you cannot solve quickly and elegantly. This fully revised third edition covers the developments up to Oracle Database 12c. Significant new content is included surrounding Oracle's new cloud feature set, and especially the use of pluggable databases. Each feature is taught in a proof-by-example manner, not only discussing what it is, but also how it works, how to implement software using it, and the common pitfalls associated with it. Don't treat Oracle Database as a black-box. Get this book. Get under the hood. Turbo-charge your career. Revised to cover Oracle Database 12c Proof-by-example approach: Let the evidence be your guide Dives deeply into Oracle Database's most powerful features

Oracle BI Publisher 11g - Daniela Bozdoc 2011-11-07

This is a practical guide with step-by step instructions for enhancing your application of Oracle BI Publisher 11g for enterprise reporting. If you are an Oracle BI Publisher 11g end user, be it a report developer, business analyst or consultant, this book is for you. You should have good knowledge of general reporting practices and XML/XSL programming, though experience of using BI/XML publisher is not essential.

Oracle Business Intelligence Enterprise Edition 11g - C. Screen 2012

The Oracle Business Intelligence Enterprise Edition 11g (OBIEE) suite delivers a full range of analytic and reporting capabilities, coupled with powerful user experience for creating reports, dashboards and more with your business data. "Oracle Business Intelligence Enterprise Edition 11g:

A Hands-On Tutorial" will have you unleashing that power in no time, helping you to take action and make the right decisions at a glance. "Oracle Business Intelligence Enterprise Edition 11g: A Hands-On Tutorial" provides you with valuable insight and the step-by-step know-how you need to take advantage of everything the Oracle BI suite has to offer you, all utilizing real world case studies for a true implementation in action. "Oracle Business Intelligence Enterprise Edition 11g: A Hands-on Tutorial" takes you on a journey right from inception to a full working OBI 11g System. Using a real-world data walkthrough you'll explore topics like architecture, reporting and leveraging Essbase as a data source, as well as building the Oracle BI 11g metadata repository (RPD), and developing reports and dashboards in the new Fusion Middleware interface. This practical implementation guide equips you with from the coalface advice which will help you achieve a successful working application by journey's end. Approach "Oracle Business Intelligence Enterprise Edition 11g: A Hands-On Tutorial" is a practical, from the coalface tutorial for beginner to intermediate readers. You'll benefit from plenty of emphasis on the introduction of new features of the suite and go further with step by step instructions from the experts. Who this book is for If you are a BI developer or analyst who wants to get practical with your OBIEE 11g knowledge, "Oracle Business Intelligence Enterprise Edition 11g: A Hands-On Tutorial" is for you. You will also find it helpful as a technical administrator, consultant or end user. You should already have a good command of general BI practices and Oracle database, but no knowledge of Oracle BI 11g is required.

Business Intelligence Cookbook - John Heaton 2012-07-17

Over 80 quick and advanced recipes that focus on real world techniques and solutions to manage, design, and build data warehouse and business intelligence projects with this book and ebook.

Mastering Business Intelligence with MicroStrategy - Dmitry Anoshin 2016-07-29

Build world-class enterprise Business Intelligence solutions with MicroStrategy 10 About This Book Fix the gap between BI tools and implementation/integration processes with big data and predictive

analytics using this comprehensive guide to MicroStrategy 10 Highly practical, example-rich guide that lets you implement business intelligence with MicroStrategy 10 in your organization Create the best user experience with BI dashboards using MicroStrategy using this up-to-date, comprehensive guide Who This Book Is For This book is intended for BI, DWH, ETL developers, BI/DWH/Analytics managers, analysts, and business users who already have MicroStrategy in their organization and want to take it to the next level in order to increase performance and improve user experience. In addition, it helps the reader to migrate from MicroStrategy 9 to MicroStrategy 10 and to start using the new capabilities. What You Will Learn Explore various visualization techniques for presenting analyzed data Customize MicroStrategy in order to meet your business requirements Develop and design mobile dashboards Use the advanced techniques such as designing reports, documents and interactive dashboards for building dashboards Understand the concepts of data discovery and Desktop capabilities Explore the best practices for Microstrategy system administration Find and fix issues based on connections, environment or documents Integrate third party ESRI map tools with MicroStrategy to create geo based reports In Detail Business intelligence is becoming more important by the day, with cloud offerings and mobile devices gaining wider acceptance and achieving better market penetration. MicroStrategy Reporting Suite is an absolute leader in the BI market and offers rich capabilities from basic data visualizations to predictive analytics. It lets you various delivery methods such as the Web, desktops, and mobiles. Using real-world BI scenarios, this book helps you to implement Business Analytics solutions in big e-commerce companies. It kicks off with MicroStrategy 10 features and then covers schema design models and techniques. Building upon your existing knowledge, the book will teach you advanced techniques for building documents and dashboards. It further teaches various graphical techniques for presenting data for analysis using maps, graphs, and advanced charts. Although MicroStrategy has rich functionality, the book will show how to customize it in order to meet your business requirements. You will also

become familiar with the native analytical functions that will help you to maximize the impact of BI solutions with powerful predictive analytics. Furthermore, the book will focus on MicroStrategy Mobile Analytics along with data discovery and desktop capabilities such as connecting various data sources and building interactive dashboards. The book will also uncover best practices, troubleshooting techniques for MicroStrategy system administration, and also security and authentication techniques. Lastly, you will learn to use Hadoop for MicroStrategy reporting. By the end of the book, you will become proficient in evaluating any BI software in order to choose the best one that meets all business requirements. Style and approach This book will be focusing on providing extensive guide to plan how to design and develop complex BI architecture for real world scenario, using Microstrategy 10, best practices and collected experience working with BI, predictive analytics, and Microstrategy and big data.

Data Visualization for Oracle Business Intelligence 11g - Tim Vlamis
2015-02-12

Publisher's Note: Products purchased from Third Party sellers are not guaranteed by the publisher for quality, authenticity, or access to any online entitlements included with the product. Design and Deliver Effective Visual Solutions of BI Data Cowritten by an Oracle ACE Director and an expert in data visualization design specializing in BI and analytics, *Data Visualization for Oracle Business Intelligence 11g* reveals best practices for presenting data-driven insights with graphs, tables, maps, dashboards, and other methods that will immediately enhance corporate decision-making. Throughout the book, the principles of effective design are emphasized. Leverage the power of this comprehensive business intelligence platform to deliver rich visualizations of business information across the enterprise. Create well-organized tables and pivot tables Convey data insights with line, bar, pie, waterfall, radar, and other graphs Configure MapViews so that you can provide interactive maps and spatial analysis capabilities Build advanced visualizations, including trellis charts, gauges, R images, jQuery sparklines, and more Use Oracle Business Intelligence Publisher to

create pixel-perfect reports from various data sources Design effective, interactive BI dashboards Use the Oracle Scorecard and Strategy Management module to measure, evaluate, and manage key performance indicators Make smart color choices using data science tools

Performance Dashboards - Wayne W. Eckerson 2005-10-27

Tips, techniques, and trends on how to use dashboard technology to optimize business performance Business performance management is a hot new management discipline that delivers tremendous value when supported by information technology. Through case studies and industry research, this book shows how leading companies are using performance dashboards to execute strategy, optimize business processes, and improve performance. Wayne W. Eckerson (Hingham, MA) is the Director of Research for The Data Warehousing Institute (TDWI), the leading association of business intelligence and data warehousing professionals worldwide that provide high-quality, in-depth education, training, and research. He is a columnist for SearchCIO.com, DM Review, Application Development Trends, the Business Intelligence Journal, and TDWI Case Studies & Solution.

Oracle Business Intelligence and Essbase Solutions Guide - Rosendo Abellera 2016-11-30

This book highlights the practical aspects of using Oracle Essbase and Oracle Business Intelligence Enterprise Edition (OBIEE) as a comprehensive BI solution. It explains the key steps involved in Oracle Essbase and OBIEE implementations. Using case studies, the book covers Oracle Essbase for analytical BI and data integration, using OBIEE for operational BI including presentation services and BI Publisher for real-time reporting services, Self-service BI- in terms of VLDB, scalability, high performance, stability, long-lasting and ease of use that saves time, effort, and costs, while maximizing ROI.

Oracle Essbase & Oracle OLAP - Michael Schrader 2009-10-07

The only book to cover and compare Oracle's online analytic processing products With the acquisition of Hyperion Systems in 2007, Oracle finds itself owning the two most capable OLAP products on the market-- Essbase and the OLAP Option to the Oracle Database. Written by the

most knowledgeable experts on both Essbase and Oracle OLAP, this Oracle Press guide explains how these products are similar and how they differ. Oracle Essbase & Oracle OLAP will help you architect the Oracle OLAP product that is most appropriate for your application, and build, tune, and maintain OLAP solutions.

Integration of Data Mining in Business Intelligence Systems -

Azevedo, Ana 2014-09-30

Uncovering and analyzing data associated with the current business environment is essential in maintaining a competitive edge. As such,

making informed decisions based on this data is crucial to managers across industries. *Integration of Data Mining in Business Intelligence Systems* investigates the incorporation of data mining into business technologies used in the decision making process. Emphasizing cutting-edge research and relevant concepts in data discovery and analysis, this book is a comprehensive reference source for policymakers, academicians, researchers, students, technology developers, and professionals interested in the application of data mining techniques and practices in business information systems.