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User Tested   IBM Cognos Business Intelligence V10.1 Handbook   Accelerating Data Transformation with IBM DB2 Analytics Accelerator for z/OS   IBM Cognos Business Intelligence V10.1: Intelligence Unleashed   IBM Cognos Business Intelligence 10. 1 Dashboarding Cookbook   Solving Operational Business Intelligence with InfoSphere Warehouse Advanced Edition   PC Mag Consumer Insight   Reliability and Performance with IBM DB2 Analytics Accelerator V4.1   Optimizing DB2 Queries with IBM DB2 Analytics Accelerator for z/OS   Workload Optimized Systems: Tuning POWER7 for Analytics   Implementing an Advanced Application Using Processes, Rules, Events, and Reports   Business Policy and Strategic Management   Modeling for Insight   Apache Spark for the Enterprise: Setting the Business Free   CIO IBM Cognos Business Intelligence 10: The Official Guide   Advances in Enterprise Engineering XIII   Smarter Business: Dynamic Information with IBM InfoSphere Data Replication CDC   InfoWorld Behind Every Good Decision   Business Transformation   Handbook of Research on Organizational Transformations through Big Data Analytics   Implementing IBM InfoSphere BigInsights on IBM System x   Operations and Service Management: Concepts, Methodologies, Tools, and Applications   E-learning   Financial & Managerial Accounting   Managing Frontiers in Competitive Intelligence   PC Mag IBM Cognos Business Intelligence 10: The Official Guide   Oracle Embedded Programming and Application Development   InfoWorld   Practical Hive   Performance Marketing with Google Analytics   SQL Server 2008 for Database Administrators ERP TO E2RP IBM ILOG Visualization Integration Scenarios   Advanced Topics in Information Resources Management   Collaborative Networks of Cognitive Systems

PC Mag Apr 23 2022 PCMag.com is a leading authority on technology, delivering Labs-based, independent reviews of the latest products and services. Our expert industry analysis and practical solutions help you make better buying decisions and get more from technology.

Collaborative Networks of Cognitive Systems   Jun 20 2019 This book constitutes the refereed proceedings of the 19th IFIP WG 5.5 Working Conference on Virtual Enterprises, PRO-VE 2018, held in Cardiff, UK, in September 2018. The 57 revised full papers were carefully reviewed and selected from 143 submissions. They provide a comprehensive overview of identified challenges and recent advances in various collaborative network (CN) domains and their applications, with a strong focus on the following areas: blockchain in collaborative networks, industry transformation and innovation, semantics in networks of cognitive systems, cognitive systems for resilience management, collaborative energy services in smart cities, cognitive systems in agribusiness, building information modeling, industry 4.0 support frameworks, health and social welfare services, risk, privacy and security, collaboration platform issues, sensing, smart and sustainable enterprises, information systems integration, dynamic logistics networks, collaborative business processes, value creation in networks, users and

organizations profiling, and collaborative business strategies.

Solving Operational Business Intelligence with InfoSphere Warehouse Advanced Edition   May 24 2022 IBM® InfoSphere® Warehouse is the IBM flagship data warehouse platform for departmental data marts and enterprise data warehouses. It offers leading architecture, performance, backup, and recovery tools that help improve efficiency and reduce time to market through increased understanding of current data assets, while simplifying the daily operations of managing complex warehouse deployments. InfoSphere Warehouse Advanced Enterprise Edition delivers an enhanced set of database performance, management, and design tools. These tools assist companies in maintaining and increasing value from their warehouses, while helping to reduce the total cost of maintaining these complex environments. In this IBM Redbooks® publication we explain how you can build a business intelligence system with InfoSphere Warehouse Advanced Enterprise to manage and support daily business operations for an enterprise, to generate more income with lower cost. We describe the foundation of the business analytics, the Data Warehouse features and functions, and the solutions that can deliver immediate analytics solutions and help you drive better business outcomes. We show you how to use the advanced analytics of InfoSphere Warehouse Advanced Enterprise Edition and integrated tools for data modeling, mining, text analytics, and identifying and meeting the data latency requirements. We describe how the performance and storage optimization features can make building and managing a large data warehouse more affordable, and how they can help significantly reduce the cost of ownership. We also cover data lifecycle management and the key features of IBM Cognos® Business Intelligence. This book is intended for data warehouse professionals who are interested in gaining in-depth knowledge about the operational business intelligence solution for a data warehouse that the IBM InfoSphere Warehouse Advanced Enterprise Edition offers.

Apache Spark for the Enterprise: Setting the Business Free   Aug 15 2021 Analytics is increasingly an integral part of day-to-day operations at today's leading businesses, and transformation is also occurring through huge growth in mobile and digital channels. Enterprise organizations are attempting to leverage analytics in new ways and transition existing analytics capabilities to respond with more flexibility while making the most efficient use of highly valuable data science skills. The recent growth and adoption of Apache Spark as an analytics framework and platform is very timely and helps meet these challenging demands. The Apache Spark environment on IBM z/OS® and Linux on IBM z SystemsTM platforms allows this analytics framework to run on the same enterprise platform as the originating sources of data and transactions that feed it. If most of the data that will be used for Apache Spark analytics, or the most sensitive or quickly changing data is originating on z/OS, then an Apache Spark z/OS based environment will be the optimal choice for performance, security, and governance. This IBM® RedpaperTM publication explores the enterprise analytics market, use of Apache Spark on IBM z SystemsTM platforms, integration between Apache Spark and other enterprise data sources, and case studies and examples of what can be achieved with Apache Spark in enterprise environments. It is of interest to data scientists, data engineers, enterprise architects, or anybody looking to better understand how to

combine an analytics framework and platform on enterprise systems.

  InfoWorld   Feb 27 2020 InfoWorld is targeted to Senior IT professionals. Content is segmented into Channels and Topic Centers. InfoWorld also celebrates people, companies, and projects.

  Accelerating Data Transformation with IBM DB2 Analytics Accelerator for z/OS Aug 27 2022 Transforming data from operational data models to purpose-oriented data structures has been commonplace for the last decades. Data transformations are heavily used in all types of industries to provide information to various users at different levels. Depending on individual needs, the transformed data is stored in various different systems. Sending operational data to other systems for further processing is then required, and introduces much complexity to an existing information technology (IT) infrastructure. Although maintenance of additional hardware and software is one component, potential inconsistencies and individually managed refresh cycles are others. For decades, there was no simple and efficient way to perform data transformations on the source system of operational data. With IBM® DB2® Analytics Accelerator, DB2 for z/OS is now in a unique position to complete these transformations in an efficient and well-performing way. DB2 for z/OS completes these while connecting to the same platform as for operational transactions, helping you to minimize your efforts to manage existing IT infrastructure. Real-time analytics on incoming operational transactions is another demand. Creating a comprehensive scoring model to detect specific patterns inside your data can easily require multiple iterations and multiple hours to complete. By enabling a first set of analytical functionality in DB2 Analytics Accelerator, those dedicated mining algorithms can now be run on an accelerator to efficiently perform these modeling tasks. Given the speed of query processing on an accelerator, these modeling tasks can now be performed much quicker compared to traditional relational database management systems. This speed enables you to keep your scoring algorithms more up-to-date, and ultimately adapt more quickly to constantly changing customer behaviors. This IBM Redbooks® publication describes the new table type that is introduced with DB2 Analytics Accelerator V4.1 PTF5 that enables more efficient data transformations. These tables are called accelerator-only tables, and can exist on an accelerator only. The tables benefit from the accelerator performance characteristics, while maintaining access through existing DB2 for z/OS application programming interfaces (APIs). Additionally, we describe the newly introduced analytical capabilities with DB2 Analytics Accelerator V5.1, putting you in the position to efficiently perform data modeling for online analytical requirements in your DB2 for z/OS environment. This book is intended for technical decision-makers who want to get a broad understanding about the analytical capabilities and accelerator-only tables of DB2 Analytics Accelerator. In addition, you learn about how these capabilities can be used to accelerate in-database transformations and in-database analytics in various environments and scenarios, including the following scenarios: Multi-step processing and reporting in IBM DB2 Query Management FacilityTM, IBM Campaign, or Microstrategy environments In-database transformations using IBM InfoSphere® DataStage® Ad hoc data analysis for data scientists In-database analytics using IBM SPSS® Modeler

  Reliability and Performance with IBM DB2 Analytics Accelerator V4.1   Feb 21

2022 The IBM® DB2® Analytics Accelerator for IBM z/OS® is a high-performance appliance that integrates the IBM zEnterprise® infrastructure with IBM PureDataTM for Analytics, powered by IBM Netezza® technology. With this integration, you can accelerate data-intensive and complex queries in a DB2 for z/OS highly secure and available environment. DB2 and the Analytics Accelerator appliance form a self-managing hybrid environment running online transaction processing and online transactional analytical processing concurrently and efficiently. These online transactions run together with business intelligence and online analytic processing workloads. DB2 Analytics Accelerator V4.1 expands the value of high-performance analytics. DB2 Analytics Accelerator V4.1 opens to static Structured Query Language (SQL) applications and row set processing, minimizes data movement, reduces latency, and improves availability. This IBM Redbooks® publication provides technical decision-makers with an understanding of the benefits of version 4.1 of the Analytics Accelerator with DB2 11 for z/OS. It describes the installation of the new functions, and the advantages to existing analytical processes as measured in our test environment. This book also introduces the DB2 Analytics Accelerator Loader V1.1, a tool that facilitates the data population of the DB2 Analytics Accelerator.

Business Transformation   Jan 08 2021 Effectively introduce and promote analytics within your enterprise All companies use information to set strategies and accomplish business objectives. But how many CEOs and CIOs would say they are satisfied that their companies get maximum value from information? Business Transformation reveals how SAS's Information Evolution Model (IEM) can be used together with analytics for groundbreaking results. Author Aiman Zeid provides the necessary information you need to introduce and promote the use of analytics and insight across your organization. Along with examples and best practices of global companies that have successfully been through this process, you'll learn how to identify the starting point and develop a road map for execution. Reveals how to introduce and promote the use of analytics and insights across your organization Written by a lead developer at SAS global Business Intelligence Competency Center program and services Features global case studies and examples Practical and insightful, this reference provides businesses with an essential blueprint for creating improvements that optimize business returns and put the potential of data analytics to work.

Business Policy and Strategic Management   Oct 17 2021 The knowledge of business policy and techniques of strategic management is the need of the hour to prospective business managers. The present competitive environment has brought several drastic changes in policy making and strategic management. Hence, there is necessity of theoretical understanding about the business policy as well as strategic management. Most of the organizations have started adopting strategic management system. This book focuses on conceptual approach to the subject as well as some select case studies, which make a foundation to the knowledge of strategic management.

IBM Cognos Business Intelligence V10.1: Intelligence Unleashed   Jul 26 2022 Organizations are pressured constantly to understand and react quickly to information. In addition, the complexity and volumes of data for all aspects of the environments in which organizations operate is increasing. Markets, regulatory environments, customer and supplier data, competitive

information, and internal operational information all impact how data is viewed and interpreted. With a capable and efficient business intelligence (BI) solution, all levels of an organization can receive information how, when, and where they need it to make faster and better aligned decisions. Every user can have access to all the capabilities of the BI solution, and often organizations can determine a user's business need to access information using typical characteristics that are defined by that user's role. Many organizations often satisfy this complexity and these diverse demands with a number of point solutions. With IBM® Cognos® Business Intelligence (BI), you can satisfy needs throughout the user community and ensure that everyone can work and collaborate from a consistent set of data. In addition, IT is simplified with fewer components to deploy, manage, and maintain. Organizations need to make the most of a workforce that is increasingly driven to multi-task, network, and collaborate. IBM Cognos BI delivers analytics that everyone in the organization can use to answer key business questions. This IBM RedguideTM publication highlights features of IBM Cognos BI version 10.1.

Aug 23 2019

IBM Cognos Business Intelligence 10: The Official Guide Apr 30 2020 The only authorized guide to IBM Cognos Business Intelligence v10.1 Updated for the latest release of the software, IBM Cognos Business Intelligence 10: The Official Guide explains how to create, implement, and manage an enterprise BI solution. Maximize all of the new and enhanced features, including the powerful modeling, monitoring, and analytics capabilities. Build and deliver reports that foster informed business decisions and better results. Filled with real-world examples and expert advice, this practical resource is ideal for anyone working with IBM Cognos Business Intelligence v10.1--from administrators to end users. Monitor performance using dashboards and scorecards Assign user roles and privileges Provide a single access point to application-specific data via Cognos Connection Access content from Microsoft Office applications and mobile devices Collect and analyze BI data in an interactive dashboard with Cognos Business Insight Use Cognos Administration tools for system management Implement appropriate security measures Create BI reports with relational and dimensional data using Business Insight Advanced Use Report Studio to build dimensional reports and statistical analyses Identify and deliver mission-critical information using Event Studio Monitor business performance with Metric Studio Create, modify, organize, and publish a model in Framework Manager Ensure report integrity with Lifecycle Manager

Performance Marketing with Google Analytics Dec 27 2019 An unparalleled author trio shares valuable advice for using Google Analytics to achieve your business goals Google Analytics is a free tool used by millions of Web site owners across the globe to track how visitors interact with their Web sites, where they arrive from, and which visitors drive the most revenue and sales leads. This book offers clear explanations of practical applications drawn from the real world. The author trio of Google Analytics veterans starts with a broad explanation of performance marketing and gets progressively more specific, closing with step-by-step analysis and applications. Features in-depth examples and case studies on how to increase revenue from search advertising, optimize an existing website, prioritize

channels and campaigns, access brand health and more Discusses how to communicate with a webmaster or developer to assist with installation Addresses Google's conversion-oriented tools, including AdWords and AdSense, Google trends, Webmaster tools, search-based keyword tools, and more Touches on brand tracking studies, usability research, competitive analysis, and statistical tools Throughout the book, the main emphasis is demonstrating how you can best use Google Analytics to achieve your business objectives. Foreword by Avinash Kaushik Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

PC Mag Jun 01 2020 PCMag.com is a leading authority on technology, delivering Labs-based, independent reviews of the latest products and services. Our expert industry analysis and practical solutions help you make better buying decisions and get more from technology.

SQL Server 2008 for Database Administrators   Nov 25 2019

Advanced Topics in Information Resources Management   Jul 22 2019 Advanced Topics in Information Resources Management features the latest research findings dealing with all aspects of information resources management, managerial and organizational applications, as well as implications of information technology organizations. Volume two aims to be instrumental in the improvement and development of the theory and practice of information resources management while educating organizations on how they can benefit from their information resources and all the tools utilized to gather, process, disseminate, and manage this valuable resource. *Note: This book is part of a new series entitled "Advanced Topics in Information Resources Management". This book is Volume Two within this series (Vol. II, 2003).

ERP TO E2RP Oct 25 2019 ERP to E2RP: A Case Study Approach is a comprehensive and well-organized book that covers the wide aspects of ERP and E2RP. The text highlights the details of operational and supporting processes related to industry verticals, namely, manufacturing, healthcare and construction. It presents general implementation methodologies as well as specific methodologies prescribed by Oracle and SAP for the implementation of their products. The book contains few sample business processes that are mapped with the help of ERP product screens. Part I of the book focusses on ERP including the concepts, evolution, various business processes in different verticals and implementation methodologies. Part II of the book explicates the concept of E2RP. Apart from that, this part describes its need, major functionality of its modules, namely, supply chain management, customer relationship management, business intelligence and employee focus portals (intranet). Moreover, topics related to new emerging technologies (i.e., open source ERP and cloud ERP) and knowledge management are also covered in this part. Following a simple and engaging style, this book is primarily designed for the undergraduate students of computer science and engineering, information technology and also for the postgraduate students of management and computer application. Key Features Incorporates numerous Case Studies that are based on face to face interaction with the organizations. Includes several pedagogical features such as chapterwise summary, exercises and assignments. Provides glossary at the end of the book.

Modeling for Insight   Sep 16 2021 Praise for Modeling for Insight "Most books on modeling are either too theoretical or too focused on the mechanics

of programming. Powell and Batt's emphasis on using simple spreadsheet models to gain business insight (which is, after all, the name of the game) is what makes this book stand head and shoulders above the rest. This clear and practical book deserves a place on the shelf of every business analyst." —Jonathan Koomey, PhD, Lawrence Berkeley National Laboratory and Stanford University, author of Turning Numbers into Knowledge: Mastering the Art of Problem Solving Most business analysts are familiar with using spreadsheets to organize data and build routine models. However, analysts often struggle when faced with examining new and ill-structured problems. Modeling for Insight is a one-of-a-kind guide to building effective spreadsheet models and using them to generate insights. With its hands-on approach, this book provides readers with an effective modeling process and specific modeling tools to become a master modeler. The authors provide a structured approach to problem-solving using four main steps: frame the problem, diagram the problem, build a model, and generate insights. Extensive examples, graduated in difficulty, help readers to internalize this modeling process, while also demonstrating the application of important modeling tools, including: Influence diagrams Spreadsheet engineering Parameterization Sensitivity analysis Strategy analysis Iterative modeling The real-world examples found in the book are drawn from a wide range of fields such as financial planning, insurance, pharmaceuticals, advertising, and manufacturing. Each chapter concludes with a discussion on how to use the insights drawn from these models to create an effective business presentation. Microsoft Office Excel and PowerPoint are used throughout the book, along with the add-ins Premium Solver, Crystal Ball, and Sensitivity Toolkit. Detailed appendices guide readers through the use of these software packages, and the spreadsheet models discussed in the book are available to download via the book's related Web site. Modeling for Insight is an ideal book for courses in engineering, operations research, and management science at the upper-undergraduate and graduate levels. It is also a valuable resource for consultants and business analysts who often use spreadsheets to better understand complex problems.

Implementing an Advanced Application Using Processes, Rules, Events, and Reports Nov 18 2021 In this IBM® Redbooks® publication we describe how to build an advanced business application from end to end. We use a fictional scenario to define the application, document the deployment methodology, and confirm the roles needed to support its development and deployment. Through step-by-step instructions you learn how to: - Define the project lifecycle using IBM Solution for Collaborative Lifecycle Management - Build a logical and physical data model in IBM InfoSphere® Data Architect - Confirm business rules and business events using IBM WebSphere® Operational Decision Management - Map a business process and mediation using IBM Business Process Manager - Use IBM Cognos® Business Intelligence to develop business insight In addition, we articulate a testing strategy using IBM Rational® Quality Manager and deployment options using IBM Workload Deployer. Taken together, this book provides comprehensive guidance for building and testing a solution using core IBM Rational, Information Management, WebSphere, Cognos and Business Process Management software. It seeks to demystify the notion that developing and deploying advanced solutions is taxing. This book will appeal to IT architects and specialists who seek straightforward guidance on

how to build comprehensive solutions. They will be able to adapt these materials to kick-start their own end-to-end projects.

<u>E-learning</u> Sep 04 2020 This book is consisting of 24 chapters which are focusing on the basic and applied research regarding e?learning systems. Authors made efforts to provide theoretical as well as practical approaches to solve open problems through their elite research work. This book increases knowledge in the following topics such as e?learning, e?Government, Data mining in e?learning based systems, LMS systems, security in e?learning based systems, surveys regarding teachers to use e?learning systems, analysis of intelligent agents using e?learning, assessment methods for e?learning and barriers to use of effective e?learning systems in education. Basically this book is an open platform for creative discussion for future e?learning based systems which are essential to understand for the students, researchers, academic personals and industry related people to enhance their capabilities to capture new ideas and provides valuable solution to an international community.

<u>Smarter Business: Dynamic Information with IBM InfoSphere Data Replication CDC</u> Apr 11 2021 To make better informed business decisions, better serve clients, and increase operational efficiencies, you must be aware of changes to key data as they occur. In addition, you must enable the immediate delivery of this information to the people and processes that need to act upon it. This ability to sense and respond to data changes is fundamental to dynamic warehousing, master data management, and many other key initiatives. A major challenge in providing this type of environment is determining how to tie all the independent systems together and process the immense data flow requirements. IBM® InfoSphere® Change Data Capture (InfoSphere CDC) can respond to that challenge, providing programming-free data integration, and eliminating redundant data transfer, to minimize the impact on production systems. In this IBM Redbooks® publication, we show you examples of how InfoSphere CDC can be used to implement integrated systems, to keep those systems updated immediately as changes occur, and to use your existing infrastructure and scale up as your workload grows. InfoSphere CDC can also enhance your investment in other software, such as IBM DataStage® and IBM QualityStage®, IBM InfoSphere Warehouse, and IBM InfoSphere Master Data Management Server, enabling real-time and event-driven processes. Enable the integration of your critical data and make it immediately available as your business needs it.

IBM Cognos Business Intelligence V10.1 Handbook Sep 28 2022 IBM® Cognos® Business Intelligence (BI) helps organizations meet strategic objectives and provides real value for the business by delivering the information everyone needs while also reducing the burden on IT. This IBM Redbooks® publication addresses IBM Cognos Business Intelligence V10.1. You can use this book to: - Understand core features of IBM Cognos BI V10.1 - Realize the full potential of IBM Cognos BI - Learn by example with practical scenarios This book uses a fictional business scenario to demonstrate the power of IBM Cognos BI. The book is primarily focused on the roles of Advanced Business User, Professional Report Author, Modeler, Administrator, and IT Architect.

Practical Hive Jan 28 2020 Dive into the world of SQL on Hadoop and get the most out of your Hive data warehouses. This book is your go-to resource for using Hive: authors Scott Shaw, Ankur Gupta, David Kjerrumgaard, and Andreas

Francois Vermeulen take you through learning HiveQL, the SQL-like language specific to Hive, to analyze, export, and massage the data stored across your Hadoop environment. From deploying Hive on your hardware or virtual machine and setting up its initial configuration to learning how Hive interacts with Hadoop, MapReduce, Tez and other big data technologies, Practical Hive gives you a detailed treatment of the software. In addition, this book discusses the value of open source software, Hive performance tuning, and how to leverage semi-structured and unstructured data. What You Will Learn Install and configure Hive for new and existing datasets Perform DDL operations Execute efficient DML operations Use tables, partitions, buckets, and user-defined functions Discover performance tuning tips and Hive best practices Who This Book Is For Developers, companies, and professionals who deal with large amounts of data and could use software that can efficiently manage large volumes of input. It is assumed that readers have the ability to work with SQL.

Optimizing DB2 Queries with IBM DB2 Analytics Accelerator for z/OS   Jan 20 2022 The IBM® DB2® Analytics Accelerator Version 2.1 for IBM z/OS® (also called DB2 Analytics Accelerator or Query Accelerator in this book and in DB2 for z/OS documentation) is a marriage of the IBM System z® Quality of Service and Netezza® technology to accelerate complex queries in a DB2 for z/OS highly secure and available environment. Superior performance and scalability with rapid appliance deployment provide an ideal solution for complex analysis. This IBM Redbooks® publication provides technical decision-makers with a broad understanding of the IBM DB2 Analytics Accelerator architecture and its exploitation by documenting the steps for the installation of this solution in an existing DB2 10 for z/OS environment. In this book we define a business analytics scenario, evaluate the potential benefits of the DB2 Analytics Accelerator appliance, describe the installation and integration steps with the DB2 environment, evaluate performance, and show the advantages to existing business intelligence processes.

IBM ILOG Visualization Integration Scenarios   Sep 23 2019 IBM® ILOG® Visualization products allow you to create the most advanced graphical user interfaces for line-of-business applications, help users understand their data better, and react to a changing market faster and smarter. This IBM Redbooks® publication describes two IBM Visualization products: IBM ILOG JViews Enterprise and IBM ILOG Elixir® Enterprise. It provides detailed samples and scenarios covering how these products can be integrated with other IBM software such as IBM WebSphere® REST Technology, IBM Cognos®, IBM Mashup Center, IBM WebSphere Business Monitor and Business Space, and IBM WebSphere Dashboard Framework to provide Web 2.0 and Ajax visualization solutions. This book is targeted to application interface developers and programmers who develop highly advanced graphical user interfaces using IBM ILOG Visualization products with IBM Cognos, IBM Mashup Center, IBM WebSphere Business Monitor and Business Space, and IBM WebSphere Dashboard Framework.

CIO Jul 14 2021

IBM Cognos Business Intelligence 10: The Official Guide   Jun 13 2021 Explains how to create and manage a business intelligence solution with IBM's software, covering business analytics, authoring content, and

administering the framework.

InfoWorld   Mar 10 2021 InfoWorld is targeted to Senior IT professionals. Content is segmented into Channels and Topic Centers. InfoWorld also celebrates people, companies, and projects.

Handbook of Research on Organizational Transformations through Big Data Analytics   Dec 07 2020 Big data analytics utilizes a wide range of software and analytical tools to provide immediate, relevant information for efficient decision-making. Companies are recognizing the immense potential of BDA, but ensuring the data is appropriate and error-free is the largest hurdle in implementing BDA applications. The Handbook of Research on Organizational Transformations through Big Data Analytics not only catalogues the existing platforms and technologies, it explores new trends within the field of big data analytics (BDA). Containing new and existing research materials and insights on the various approaches to BDA; this publication is intended for researchers, IT professionals, and CIOs interested in the best ways to implement BDA applications and technologies.

Workload Optimized Systems: Tuning POWER7 for Analytics   Dec 19 2021 This IBM® Redbooks® publication addresses topics to help clients to take advantage of the virtualization strengths of the POWER® platform to solve system resource utilization challenges and maximize system throughput and capacity. This publication examines the tools, utilities, documentation, and other resources available to help technical teams provide business solutions and support for Cognos® Business Intelligence (BI) and Statistical Package for the Social Sciences (SPSS®) on Power SystemsTM virtualized environments. This book addresses topics to help address complex high availability requirements, help maximize the availability of systems, and provide expert-level documentation to the worldwide support teams. This book strengthens the position of the Cognos and SPSS solutions with a well-defined and documented deployment model within a POWER system virtualized environment. This model provides clients with a planned foundation for security, scaling, capacity, resilience, and optimization. This book is targeted toward technical professionals (BI consultants, technical support staff, IT Architects, and IT Specialists) who are responsible for providing Smart Analytics solutions and support for Cognos and SPSS on Power Systems.

Financial & Managerial Accounting   Aug 03 2020 Establish a strong foundation in accounting fundamentals that will help you succeed in your career and business with Warren/Jones/Tayler's FINANCIAL AND MANAGERIAL ACCOUNTING, 16E. The latest business illustrations and current examples provide a meaningful context that demonstrates how each chapter's content fits into the big picture. The authors clearly connect fundamental accounting concepts to real businesses today. Each chapter begins with a real company opener that is referenced throughout the chapter. New examples and cases in each chapter highlight how to use and apply data analytics. These cases use data sets related to the chapter content while showing you how to analyze and develop reports using Excel and Tableau. In addition, updated Certified Management Accountant (CMA) exam questions prepare you for professional success. Pathways Challenges also help you hone critical-thinking skills and reinforce understanding of key concepts. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

User Tested   Oct 29 2022 An insightful discussion and practical guide on how to put customers back into the center of your business model With so many digital experiences touching our lives—and businesses—it's understandable to feel like you're drowning in data. There's a dashboard or chart for just about everything, but data alone can't help you understand and empathize with your customers. No amount of it will take you inside their heads, help you see the world through their eyes, or let you experience what it's really like to be your customer. Only human insight from real people can do that. User Tested gives both individual contributors and executives an approachable, pragmatic playbook for stepping beyond standard business metrics and infusing real human insight into every business decision, design, and experience. In this book, you'll: Learn how businesses became obsessed with data—but disconnected from their customers—and why that's not sustainable Get the basics about how to capture human insight through user testing, including how to find the right people, ask the right questions, and make sense of and act on all the insights you uncover Dive into a detailed playbook that shares real-world examples of how you can collect and scale human insight across the teams in your organization—from marketing to product, and beyond Learn how to evangelize the power of human insight throughout your organization, so every department can create a culture of customer empathy and share a firsthand understanding of customer needs Find out how companies like Microsoft, AAA Club Alliance, HelloFresh, and Notre Dame's IDEA Center solidly connect with and elicit meaningful feedback from customers in friendlier, faster, and more direct ways Perfect for any industry, User Tested: How the World's Top Companies Use Human Insight to Create Great Experiences was co-authored by the chief insights officer and the CEO of UserTesting—a SaaS company fundamentally changing the way both B2B and consumer brands find out what real people think and feel. The book reflects the authors' commitment to helping you position the customer squarely in the center of your business model by weaving their true voices throughout your company's decision making.

IBM Cognos Business Intelligence 10. 1 Dashboarding Cookbook   Jun 25 2022 Create custom dashboards and share using IBM Cognos BI 10.1

Managing Frontiers in Competitive Intelligence   Jul 02 2020 For specialists and nonspecialists alike, this perceptive selection of the newest and the up and coming tools and techniques of competitive intelligence picks up where other books leave off, offering a well balanced combination of theory and practice. It shows how advances in computers and technology have accelerated progress in CI management, and the ways in which CI has affected (and been affected by) major business functions and processes. It explores applications to organizations of various sizes and types. Analysts, strategists and organizational decision makers will find the book especially valuable, as they seek to make sense of the business environment and assess their organizations' evolving, dynamic places in it.

Oracle Embedded Programming and Application Development   Mar 30 2020 Focusing on tried and true best practice techniques in cross-technology based Oracle embedded programming, this book provides authoritative guidance for improving your code compilation and execution. Geared towards IT professionals developing Oracle-based Web-enabled applications in PL/SQL, Java, C, C++, .NET, Perl, and PHP, it covers application development from

concepts to customization, following a pragmatic approach to design, coding, testing, deployment, and customization—explaining how to maximize embedded programming practices. Oracle Embedded Programming and Application Development explains application development frameworks using 3GL and 4GL high-level language code as embedded code segments across .NET, Java, and Open Source technologies, in conjunction with SQL and/or PL/SQL and the Oracle RDBMS through version 11gR2. It also: Features pluggable code using parameterized constructs to promote code reuse Explains when to use a particular embedded language as a best fit for specific applications Highlights design considerations that reduce the probability of errors, enable quick resolution, and boost performance in terms of enabling a Fast-Actionable-Synchronized-Tested (FAST) solution implementation Provides best practice techniques that can enhance any application development code-design methodology for a better, easier, faster, cheaper, and pervasive solution that in turn helps achieve a Better Business Benefit (B-B-B) This practical guide details techniques for constructing architecture and code design methodologies for live application development projects that can be generalized and standardized as application development and code design frameworks. Cover to cover, the text provides an understanding of how the designed, developed, and deployed solutions conform to emerging and next-generation trends. It also discusses the conformance and usage of Web 2.0-based RIA functionality and regulatory compliance practices involving auditing and security. Praise for: "Taking an Oracle-centric approach, Lakshman skillfully guides you through the maze of various popular programming languages and environments including .NET, C/C++, Perl, PHP, Java, and even SQL and PL/SQL – not only showing you how they interact with Oracle but also which language is the best fit for a given situation." —John Kanagaraj, Executive Editor, IOUG SELECT Journal

Behind Every Good Decision   Feb 09 2021 There is a misconception in business that the only data that matters is BIG data, and that elaborate tools and data scientists are required to extract any practical information. However, nothing could be further from the truth. If you feel that you can't understand how to read, let alone implement, these complex software programs that crunch the data and spit out more data, that will no longer be a problem! Authors and analytics experts Piyanka Jain and Puneet Sharma demystify the process of business analytics and demonstrate how professionals at any level can take the information at their disposal and in only five simple steps--using only Excel as a tool--make the decision necessary to increase revenue, decrease costs, improve product, or whatever else is being asked of them at that time. In Behind Every Good Decision, you will learn how to: Clarify the business question Lay out a hypothesis-driven plan Pull relevant data Convert it to insights Make decisions that make an impact Packed with examples and exercises, this refreshingly accessible book explains the four fundamental analytic techniques that can help solve a surprising 80 percent of all business problems. It doesn't take a numbers person to know that is a formula you need!

Consumer Insight   Mar 22 2022 ""Consumer Insight"" provides market researchers with knowledge of database marketing and CRM techniques. It explains what database marketing is and covers the classic areas that marketers tend to focus on, such as: knowing who your customers are, what

they do, where they are, what they buy and what they would like to buy. It explores the psychological areas too - what customers think and feel, what their objectives and strategies are and how these influence how they behave. The title also explains how to manage this process, and how companies gain insight into their customers by managing and using their customer data correctly.

Implementing IBM InfoSphere BigInsights on IBM System x　　Nov 06 2020 As world activities become more integrated, the rate of data growth has been increasing exponentially. And as a result of this data explosion, current data management methods can become inadequate. People are using the term big data (sometimes referred to as Big Data) to describe this latest industry trend. IBM® is preparing the next generation of technology to meet these data management challenges. To provide the capability of incorporating big data sources and analytics of these sources, IBM developed a stream-computing product that is based on the open source computing framework Apache Hadoop. Each product in the framework provides unique capabilities to the data management environment, and further enhances the value of your data warehouse investment. In this IBM Redbooks® publication, we describe the need for big data in an organization. We then introduce IBM InfoSphere® BigInsightsTM and explain how it differs from standard Hadoop. BigInsights provides a packaged Hadoop distribution, a greatly simplified installation of Hadoop and corresponding open source tools for application development, data movement, and cluster management. BigInsights also brings more options for data security, and as a component of the IBM big data platform, it provides potential integration points with the other components of the platform. A new chapter has been added to this edition. Chapter 11 describes IBM Platform Symphony®, which is a new scheduling product that works with IBM Insights, bringing low-latency scheduling and multi-tenancy to IBM InfoSphere BigInsights. The book is designed for clients, consultants, and other technical professionals.

Advances in Enterprise Engineering XIII　　May 12 2021 This book constitutes the proceedings of the 9th Enterprise Engineering Working Conference, EEWC 2019, held in Lisbon, Portugal, May 2019. EEWC aims at addressing the challenges that modern and complex enterprises are facing in a rapidly changing world. The participants of the working conference share a belief that dealing with these challenges requires rigorous and scientific solutions, focusing on the design and engineering of enterprises. The goal of EEWC is to stimulate interaction between the different stakeholders, scientists as well as practitioners, interested in making Enterprise Engineering a reality. The 8 full papers and 3 short papers presented in this volume were carefully reviewed and selected from 22 submissions. They were organized in topical sections on processes; DEMO; models and enterprise architecture; and blockchain.

Operations and Service Management: Concepts, Methodologies, Tools, and Applications　　Oct 05 2020 Organizations of all types are consistently working on new initiatives, product lines, and workflows as a way to remain competitive in the modern business environment. No matter the type of project at hand, employing the best methods for effective execution and timely completion of the task is essential to business success. Operations and Service Management: Concepts, Methodologies, Tools, and Applications is

a comprehensive reference source for the latest research on business operations and production processes. It examines the need for a customer focus and highlights a range of pertinent topics such as financial performance measures, human resource development, and business analytics, this multi-volume book is ideally designed for managers, professionals, students, researchers, and academics interested in operations and service management.