



Operational Business Intelligence: Definition, Nutzen und Softwarelösungen (German Edition)

Christian Schmitz

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Diplomarbeit aus dem Jahr 2009 im Fachbereich Informatik - Wirtschaftsinformatik, Note: 2,0, Universität Duisburg-Essen (Wirtschaftsinformatik), Veranstaltung: Mercator School Of Management, Sprache: Deutsch, Abstract: Diese Diplomarbeit definiert anhand umfassender, strukturierter Literaturanalyse den Begriff Operational Business Intelligence (OpBI), zeigt Zusammenhänge und Nutzenpotenziale durch die Umsetzung innerhalb einer Serviceorientierten Architektur (SOA) auf und beleuchtet aktuell von der Industrie als OpBI und SOA vermarktete Systemlösungen.

Die Definition der OpBI wird zum einen ausgehend von Business Intelligence (BI) und Geschäftsprozessen, und zum anderen durch Bewertung der in der Fachliteratur verfügbaren Definitionsmerkmale erreicht. Dadurch ergibt sich eine stichhaltige und "greifbare" Formulierung.

Die Nutzenpotenziale zeigen einen theoretisch fundierten Blick in die Praxis bevor schließlich die Lösungen drei großer Softwareanbieter dargestellt werden.

Der Ausblick auf die zukünftige Entwicklung im Bereich der OpBI zum Ende der Arbeit bietet Ansatzpunkte für weitere Potenziale in verschiedenen Unternehmensbereichen.

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