

<<商业智能化能力提升中心>>

图书基本信息

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## 内容概要

Transform data into action for competitive advantage "The knowledge assets of an organization are becoming increasingly important for competitive advantage, and therefore, the way in which knowledge is created, renewed, and communicated is critical. This book provides practical insights into how this may be achieved through the establishment of a Business Intelligence Competency Centre and is a valuable read for 'information professionals.'"

--Bill Sturman, Information Architecture Project Manager The Open University, United Kingdom "BI is more than technology and projects. BI must live in the organization--as a BICC. This book helps to make BI tangible and understandable, bringing it to life." --Miriam Eisenmann, Project Manager (PMP) CSC Ploenzke AG, Germany

"This book is a must-read for planning and implementing your BICC. It is a pragmatic guide that addresses a lot, if not all, of the questions you'll be asking yourself. Don't miss out on getting a head start from the people who thought this through from start to finish . . . Pray your competitors don't get hold of this book!"

--Claudia Imhoff, President Intelligent Solutions, Inc., USA "Creating a BICC forces the organization to focus on the importance of centralizing the gathering, interpreting, and analyzing of information to create business insight." --Anne Ulyate, Group Manager Business Intelligence Mutual & Federal, South Africa

"BI is a highly visible element in the 'business value' trend for IT investments. Initiatives, such as competency centers, should empower user organizations to drive even more value out of their BI investments." --Marianne Kolding, Director, European ServicesIDC, United Kingdom  
作者简介： Gloria J. Miller, Vice President, Professional Services Division, SAS International, heads the international Professional Services Division at SAS, is the Executive Manager for the development of SAS Industry Intelligence Solutions, and is on the board of directors of SAS Global Services. Throughout her career of more than eighteen years in the information technology industry, Miller has received accolades for her skills in the management and delivery of IT systems and programs and in software development and support. She holds a master's degree in business administration from Bowie State University in Bowie, Maryland, and a bachelor of science degree from Augusta State University in Augusta, Georgia.

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