The Shortcut Guide to Achieving Business Intelligence in Midsize Companies

Don Jones

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Do you think business intelligence is only for massive enterprises? In the past, that may have been the case, but new techniques are quickly driving business intelligence to small- and medium-sized businesses - with amazing effects. There's no longer any need to run your business on intuition when affordable, modular business intelligence systems can give you hard facts, help answer "what if" questions, and tie back into your business planning systems to help make implementation easier and more effective. In The Shortcut Guide to Achieving Business Intelligence in Midsize Companies, author Don Jones introduces you to the key concepts of business intelligence, including data modeling, data warehouses, OLAP, and more, and explains how the same techniques and technologies used by the "big boys" are now available to small- and medium-sized businesses who don't want, or can't afford, multi-month implementations that require hordes of specialized consultants.

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