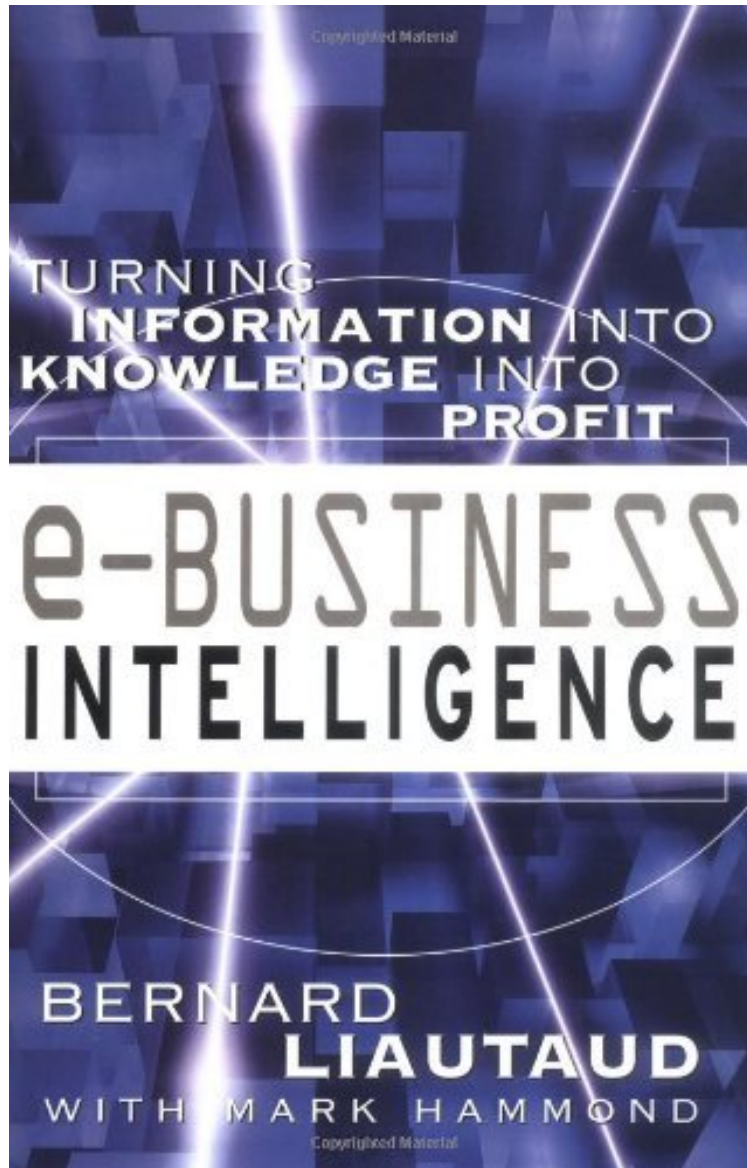


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e-Business Intelligence: Turning Information into Knowledge into Profit

Bernard Liataud

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Bernard Liataud : e-Business Intelligence: Turning Information into Knowledge into Profit before purchasing it in order to gage whether or not it would be worth my time, and all praised e-Business Intelligence: Turning Information into Knowledge into Profit:

1 of 2 people found the following review helpful. Should be read by all managers!By Richard CallabyThis book was written for managers in mind. This book does not cover technical details of data warehouses or data mining. Given its

scope this book accomplishes its task efficiently, with no real wasted anecdotes and personal opinions. The author a well-known expert on business objects really displays his ability to convey the information accurately and illustrates his points well. This will aid any manager get up to speed on the missing information sources that can occur in any business and apply them to their own business. Overall, this book accomplishes what it intends to do and that is to inform the reader on the various methods a business can utilize information to gain efficiency and a competitive advantage in the marketplace. 7 of 7 people found the following review helpful. Clear Perspectives on How to Turn Data into Advantages By Donald Mitchell This book is rare in my experience. It is helpful to both the executive who wants to develop important customer and competitive advantages and to the CIO who has to plan the company's electronic capabilities. The book succeeds in doing this in a way that will improve the dialogue and effectiveness of technical and nontechnical executives in working together to improve their organization's knowledge and ability to make good use of it. Beyond that, the book is well-founded in a vision of individuals (at work and at home) being able to interrogate data bases to find better ways to do things, and then cooperating with other people to save time and money. Business intelligence software basically does two things: First, it pulls off data from other databases so that relevant information is all together in a usable form. Two, it contains simple query tools that allow anyone to ask a wide variety of ad hoc questions and get quick answers back. Think of this as being like turning a large business into the simplicity of a one-person operation being run by the owner. The strength of the book comes in the many detailed examples from around the world of companies in different industries using business intelligence software to improve themselves, their customers, and suppliers. The examples come from companies of many different sizes, dealing with different kinds of problems, and having varying degrees of technical sophistication. These are presented in some detail in sidebars that are highlighted in gray backgrounds so that they are easy to find. I intend to recommend this book to all of my clients, which is something I seldom do. The writing in this book deserves special praise. Mr. Liautaud and Hammond have done a very careful and thorough job of taking complex ideas and breaking them down into simple words, concepts, lists, and examples. They have done this without "talking down" to the reader, and the material is consistently interesting. Mr. Hammond deserves special credit for understanding the advanced thinking of Mr. Liautaud that has led to the development of an entire industry around helping companies expand their e-business intelligence. I am often annoyed by books written by CEOs of companies that have services to sell. The books often come across as one big piece of advertising or brochureware. Although the examples here come from Business Objects clients, I did not have that negative reaction to this book at all. After you finish this book, you will realize that the key thing to getting benefit from e-business intelligence is to ask better questions once you have the databases and query tools in place to do your own interrogations. I suggest that you start asking those questions now. You may find that some can be answered simply and quickly without bogging down the IT department, and you will obtain the benefits sooner. What's even better is that you will find ways to start thinking in improved ways about your business sooner. Enjoy the benefits that follow naturally from having all of us know more and be able to ask more . . . to extend our knowledge into improved forms of profitable intelligence! 24 of 24 people found the following review helpful. Comprehensive overview of important area -- a good read By A Customer I've read E-Business Intelligence twice and think it's a thorough overview of the subject of extracting intelligence from data. The book shows the different ways companies are actually exploiting information to help give their business a competitive advantage -- as opposed to simply automating the running of their operations. Most information books today take a "stovepiped" view of the organization and talk only about one part of a company -- doing supply chain, customer relationship management, sales force automation, etc. What I like about this book is that it's holistic. It shows how us of these pieces fit together. It's a rare sideways (or transverse) way of looking at information exploitation. The case studies are not highly detailed, but they do provide enough detail to illustrate "the point" behind each example, and they do stimulate the reader into thinking of new ways that he/she can exploit the information that they most likely already have in their information systems. I think it's a must-read for business executives who are trying to get a handle on what's possible with today's technology and for information technology staff trying to get the business perspective on IT.

Internationally celebrated ebusiness innovator, Bernard Liautaud, explains why the key to ebusiness success is knowing how to transform the vast reservoir of raw data found in every company into a corporate intelligence gold mine. This book focuses on the three main areas of ebusiness intelligence--intranets, extranets, and business-to-business ecommerce. He describes cutting-edge strategies for accessing, analyzing, and sharing corporate data both internally and externally with customers, partners, and suppliers. With the help of case studies from Lucent, Dow Chemical, Disney, Go Network, and other ebusiness giants, Liautaud explains the what, why, and how of ebusiness intelligence in the new information economy. Bernard Liautaud (Palo Alto, CA) is CEO of Business Objects, the world's leading provider of ebusiness solutions, and, according to Intelligent Enterprise magazine, one of the "12 Most Influential Companies in the Information Technology Industry." In 1996, five years after founding Business Objects, Liautaud was named one of BusinessWeek's "Hottest Entrepreneurs of the Year."

.com It is widely acknowledged that businesses today must harness the Net to effectively utilize the myriad details

they glean from--and then pass around to--their various stakeholders. But how best to do that? e-Business Intelligence, by the head of a global company that helps others develop such efforts, lays out a variety of interrelated methodologies already in use by pioneering corporations around the world. In doing so, author Bernard Liataud explains how to move from data (the extensive raw stats to which most contemporary firms are privy) to information (the proper context in which they must be applied) to intelligence (the collective knowledge from which appropriate actions are initiated). Liataud shows how companies like Eli Lilly, MasterCard, and British Airways have created electronic relationships among employees, suppliers, consumers, and business partners to boost marketing, customer service, quality control, purchasing, and other activities. He explains how internal "information democracies" allow them to instantaneously distribute pertinent details throughout their organizations, while external "information embassies" facilitate the rapid transfer of pertinent facts to outside constituencies. To help readers develop their own individualized strategies, he presents specifics on gathering "customer intelligence," sharing product information, optimizing supply chains, and performing other critical tasks. --Howard Rothman "A great roadmap for building your e-business intelligence strategies." -- Bob Sanguedolce, CIO, eBay, Inc."Textbook reading for any manager attempting to bridge the worlds of technology and business." -- Andrew Clyne, Vice President, Systems Development, MasterCard International" This book demonstrates the power of harnessing and making use of information." -- Rick Sherlund, Managing Director of Goldman Sachs "Turning information into actionable knowledge is the key to electronic business success." -- Judith S. Hurwitz, President CEO, Hurwitz Group, Inc. From the Inside Flap "The Internet not only enables e-business intelligence-it demands it, and demands it now. In the rapidly maturing realm of e-business intelligence, speed wins." -Bernard Liataud In the new digital economy, rapid, unrelenting change is the only constant. To compete amid such a whirlwind of change, companies must be able to anticipate and adapt to ever-evolving market conditions, at warp-speed. More than anything, the key to achieving warp-speed strategic performance is maintaining a steady flow of fully-integrated, actionable information about all key business areas, including production, customer service, supply, marketing, sales, and HR. But, as internationally acclaimed e-business intelligence guru Bernard Liataud shows in this important new book, when it comes to corporate intelligence, most companies are still plodding along at the speed of the steam-driven locomotive. Anyone who doubts that assertion need only consider the recent findings by researchers at IBM that most business actively use only 7% of their data in making strategic business decisions. In E-Business Intelligence, Bernard Liataud shows you how to get your company up to speed for the Internet economy. With the help of fascinating and instructive case studies from Lucent, Dow Chemical, Disney, T. Rowe Price, Telecom Italia, Penske, Peugeot, Go Network and other major players at the forefront of the e-business revolution, he explains how, using a handful of key Web technologies, you can transform the vast reservoir of raw, untapped data languishing in your company databases into a corporate intelligence gold mine. You'll learn how to excavate and integrate information spread throughout your company into a total corporate intelligence network embodying all organizational levels. And you'll learn how to strategically deploy e-business intelligence to significantly reduce costs, substantially improve operational efficiencies, achieve bold new levels of customer loyalty, forge solid, mutually beneficial alliances with suppliers and distributors, radically expand the scope and effectiveness of your marketing initiatives, and much more. Writing from a strictly business, non-technical, perspective, Liataud explains the what, why, and how of e-business intelligence in the new information economy. Then, focusing on the three main areas of e-business intelligence-intranets, extranets, and business-to-business e-commerce-he describes cutting edge strategies for accessing, analyzing, and sharing corporate data internally throughout an organization, as well as externally with customers, partners, and suppliers. What it will take to prepare your company to compete and win in the rapidly emerging world, e-business economy? Read E-Business Intelligence and find out from the mind behind the intelligence strategies at many of today's leading e-business giants. Bernard Liataud is president, and CEO of Business Objects, the world's leading provider of e-business intelligence solutions. Liataud founded Business Objects in 1990, and in 1996 he was named one of the "Hottest Entrepreneurs of the Year" by Business Week. In just under 10 years he has built Business Objects to a global corporation with nearly 10,000 customers and more than \$200M in revenue. Business Objects was the first European software company to go public on Nasdaq (ticker symbol BOBJ). It is also included, along with Microsoft, Oracle, Siebel, and SAP, in Intelligent Enterprise's January 2000 "12 Most Influential Companies in the Information Technology Industry." In addition to Mr. Liataud's leadership position at Business Objects, he is a competitor in extreme sports, and is on the advisory board of the Nobel Prize-winning international medical relief organization Doctors Without Borders.