

Tutorial

2

1. List the steps of intelligence creation and use.

[Slide 3-7]

2. What is BI governance?

- Governance is the decision making and oversight process that priorities investment, allocates resources and monitors result to ensure the BI program is aligned with corporate objectives, produces desired business actions and behavior and create value.

3. What are the steps that the enterprises must do to be success in today's business environment?

- Access their readiness for meeting the challenges posed by these new business realities
- Take a holistic approach to Bi functionality
- Leverage best practices and anticipate hidden costs

4. Define online transaction processing (OLTP)?

- Handle a company's routine ongoing business.

Attributes	OLTP	OLAP
Support	Support the operational business activities in an efficient manner.	Support strategic and tactical activities by giving the right information and new insights to the business.
Characteristic	Operational processing	Informational processing
Purpose	Transaction	Analysis
Volatility	Dynamic data	Static data
Function	Day-to-day operations	Long-term informational requirements, decision support
Type of user	Frontline worker, operational staff	Knowledge worker, managerial staff
Timeliness	Current data only	Current and historical data
Number of records accessed	Tens	millions
Size	Megabytes to gigabytes	Gigabytes to terabytes
Number of users	Large number	Relatively small number

5. Define online analytical processing (OLAP)?

Online analytical processing - An information system that enables the user, while at a PC, to query the system, conduct an analysis, and so on. The result is generated in seconds

Software tools that allow users to create on-demand reports and queries and to conduct analysis of data.

6. Describe the information factory.

[Slide 16 - 18]

The information factory view

- *Enterprise information factory* as a way to describe how companies conduct and organize BI efforts.
- A cornerstone component of that factory concept is the DW

7. Why there is strategic imperative to BI?

Barriers to entry of a new competitor to

an industry are being significantly diminished

- An organization that has a strong position within its industry could easily face new

competitors because the costs and other constraints to becoming a player in the market have

decreased.

- Due to globalization

8. What is competitive intelligence?

[slide 26]

- *Competitive intelligence (CI)*
implies tracking what competitors are doing by gathering

sources of materials on their recent and in-process activities.

- *BI initiatives use some outside sources of data is included in the analysis process, but they*

are often available from third-party vendors.

9. How can BI provide a competitive advantage in an industry?

Competitive intelligence (CI) implies tracking what competitors are doing by gathering

sources of materials on their recent and in-process activities.

- BI initiatives use some outside sources of data is included in the analysis process, but they

are often available from third-party vendors.

Competitor analysis is a component of industry analysis, which serves as a basis for

strategic planning processes.

- BI applications in this context might include scrutinizing quality metrics associated with

specific production processes, analyzing raw materials from various suppliers to assess

defect rates, tracking costs of goods sold as a percentage of run volume, and so on.

Focus on a particular market niche, perhaps through some form of product or service differentiation.

differentiation.

- BI applications in this context might include:
 - Making sure customer needs are met and loyalty is built
 - Tracking and remembering customer preferences in the next customer encounter

10. How can BI help in sustaining competitive advantage?

- Most strategic analysts agree that low-cost

leadership may not yield a sustainable advantage

unless the low cost can be sustained.

- BI projects and DW are becoming increasingly important weapons in sustaining