

What Does Operational Business Intelligence (OBI) Mean?

the process of reviewing and evaluating operational business processes, activities and data

businesses to quickly react to dynamic and continuously changing business and customer

Operational business intelligence is also known simply as operational intelligence (OI).

m or frequent basis. This is applicable to operational business applications, systems and s

y differ slightly, in terms of actual process and deployment. OBI works on fresher data/eve

Operational intelligence uses and examples

analytics is another area that's ripe for OI. For example, online marketers use real-time tools

t; that enables predictive maintenance efforts designed to detect potential equipment failure

operators with up-to-date customer records and recommend promotional offers while they're

tional processes and then immediately act upon the findings, either on their own or through