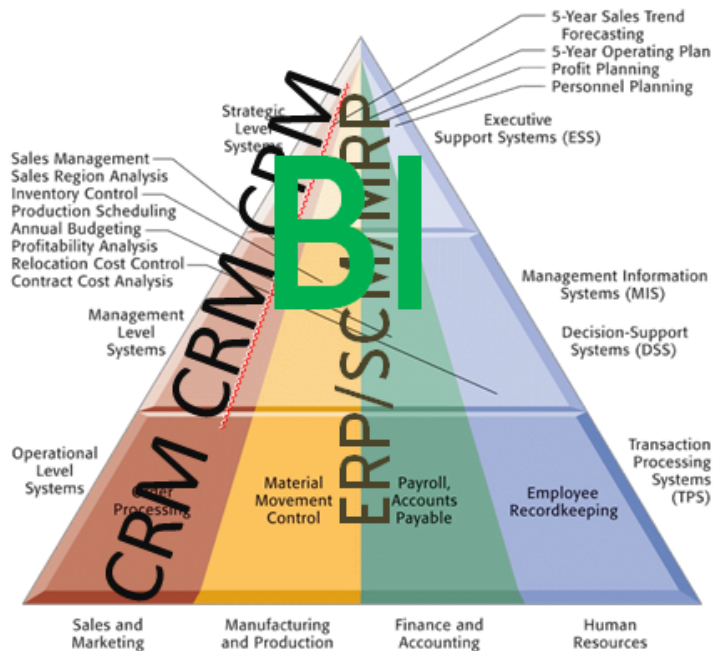


BI – Business Intelligence

BI stands for Business Intelligence and can primarily be seen as type of reporting, which is using some form of analysis of data to answer complex questions.



From a horizontal point-of-view, there are different levels of information and reporting.

1. Operation level: on this level, we store transactional data and this data is used to answer daily questions. Hence the name, transaction Processing Systems. (For example: entering an invoice). OLTP = Online Transactional Processing and is transactional or operational reporting, thus not considered as a part of BI.
2. The management level, the second level, is using aggregated information of the transactional level. This level is used to answer managerial questions and to support in taking decisions. This level is considered to be a part of BI.
3. The highest level, also a level on which BI is operating, is used to answer strategic questions, such as: should we continue this product line in that market. Often what-if analysis and forecast models are used on this level.

The verticals are used to indicate functional departments/focus areas in an organization. We can see that different types of EIS systems (and their data) are used to support these areas.

Business Intelligence is focusing mainly on the top 2 levels. The lowest level, TPS, is not to be considered a part of BI. This is more processing of transactional data. The 2 highest levels use the data of the lowest level to answer more difficult questions.

Example:

Operational level questions: Give me the amount of invoice nr. 1.

Management level questions: How many of product X was sold in region Antwerp in may 2015?

Strategic level questions: If we expand our nr. of products offered in region Afrika, what impact will this have on our sales?