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| **Tool/Technology** | **Function per organizational consensus** | |
| *Operational* | *Tactical & Strategical* |
| Data Discovery | Ensures customer gratification and improves brand reputation | Ensures the business to move in the correct direction |
| Data Management | Helps higher levels to stay organized. | Improves the rate at which decisions can be made. |
| OLAP | Ensures that customer demands are met for reasonable costs. | Gives foundation for budget planning, and many other money related decisions. |
| OLTP | Keeps track of orders, accounts, retail sales etc. | Monitors delivery, sales, accounts etc. |
| Data Mining | Has no real purpose or function. | Makes it easier to identify patterns in sales to base future plans on sufficient evidence. |
| Data Quality Management | Serves the same purpose of data management technology. | Ensures that only the data that contributes to the highest quality, is used for decision making. |
| Reporting | Ensures that higher levels can make decisions faster and on point. | Helps individuals that have insufficient exposure to tech, to get an in-depth view of their business. |
| Text Mining | Has no real purpose or function. | Provides basis on what questions customers ask regularly. |
| Graph Mining | Has no real purpose of function. | Helps reporting tools, dashboards and other technologies to provide descriptive graphs containing information of large sizes. |
| Dashboards | Provides real-time analysis of complex on-goings within the business. | Centralizes all operational sectors and gives descriptive and a clear view of a real-time standpoint of the business. |
| Information Systems | Keeps track of the latest notifications from anywhere within the business. | Provides a backbone for other technologies like DSS, OLAP etc. |
| Decision Support Systems | Keeps transactions streamlined and orderly. | Helps making decisions faster, better and accurately. This ensures confidence within the management levels that the company is in the right track. |
| Information Security Management Systems | Makes sure that information doesn’t fall into the wrong hands. | Makes sure that information adheres to the big 3 factors. Privacy, Integrity and Availability. |