

BI DEFINITIONS

Business intelligence (BI) is an umbrella term that includes **strategies, technologies and methods** that enable **access** to and **analysis** of information to improve and optimize **decisions** and **performance**.

(Gartner, 2018)

BI DEFINITIONS

(2) Forrester, a technology oriented market research company, defines the business intelligence (BI) market as a

set of methodologies, processes, architectures, and technologies

that leverage the output of **information** management processes for analysis, reporting, **performance** management, and information delivery.

Forrester, 2018