

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

SUMMARY: WHAT IS BI?



BI systems (architectures) usually combine

- (1) data gathering,
- (2) data storage,
- (3) data analytics and
- (4) front-end applications

to present information to planners and decision makers.