



Auf dem Weg zur Integration Factory: Proceedings der DW2004 - Data Warehousing und EAI (German Edition)

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Das Buch **Auf dem Weg zur Integration Factory** fasst den State of the Art sowie die Zukunftsperspektiven im Bereich der integrierten Informationslogistik zusammen. Die Autoren untersuchen zum einen, inwieweit sich bisherige Ansätze zum Data Warehousing sowie zur Enterprise Application Integration mittelfristig technisch, organisatorisch und wirtschaftlich als geeignete Lösungen erwiesen haben. Die Kernthemen sind hierbei Architekturen, Vorgehensmodelle, Business Intelligence, Online-Analyse, Customer Relationship Management, Supply Chain Management und Anwendungsintegration. Zum anderen werden neuere Ansätze vorgestellt, welche die Integration des Data Warehouse in die Gesamt-Informationslogistik zum Ziel haben und so die Realisierung neuer Applikationstypen und Geschäftsmodelle ermöglichen. Darüber hinaus wird insbesondere auf eine Verbesserung der Prozessunterstützung durch einen höheren Integrationsgrad der Applikationen eingegangen. Das Buch wendet sich vorwiegend an Praktiker aus den Bereichen Betriebswirtschaft und Wirtschaftsinformatik.

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