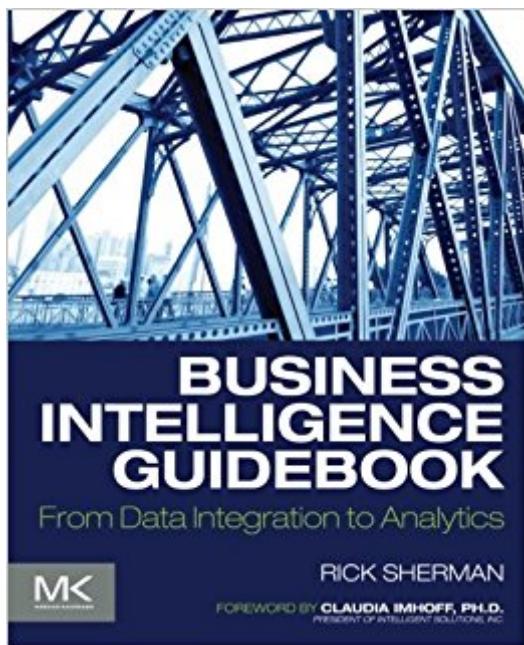


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# Business Intelligence Guidebook: From Data Integration To Analytics



## Synopsis

Between the high-level concepts of business intelligence and the nitty-gritty instructions for using vendors' tools lies the essential, yet poorly-understood layer of architecture, design and process. Without this knowledge, Big Data is belittled — projects flounder, are late and go over budget. *Business Intelligence Guidebook: From Data Integration to Analytics* shines a bright light on an often neglected topic, arming you with the knowledge you need to design rock-solid business intelligence and data integration processes. Practicing consultant and adjunct BI professor Rick Sherman takes the guesswork out of creating systems that are cost-effective, reusable and essential for transforming raw data into valuable information for business decision-makers. After reading this book, you will be able to design the overall architecture for functioning business intelligence systems with the supporting data warehousing and data-integration applications. You will have the information you need to get a project launched, developed, managed and delivered on time and on budget — turning the deluge of data into actionable information that fuels business knowledge. Finally, you'll give your career a boost by demonstrating an essential knowledge that puts corporate BI projects on a fast-track to success. Provides practical guidelines for building successful BI, DW and data integration solutions. Explains underlying BI, DW and data integration design, architecture and processes in clear, accessible language. Includes the complete project development lifecycle that can be applied at large enterprises as well as at small to medium-sized businesses. Describes best practices and pragmatic approaches so readers can put them into action. Companion website includes templates and examples, further discussion of key topics, instructor materials, and references to trusted industry sources.

## Book Information

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## Customer Reviews

"Anyone tasked with business intelligence and data integration will want this outstanding introduction and guidebook." --An established professional will also not be disappointed with the fresh how-to look. I highly recommend it." --Computing Reviews "The world of architecture and technology is rapidly changing and has been for a while. Fortunately we have people like Rick Sherman who stay abreast of the latest advances. This book is as close to a complete A to Z guidebook as you will find. I recommend this book for every professional's desk." --Bill Inmon, Forest Rim Technology "Rick covers a lot of ground in the BI Guidebook offering clear explanations of a wide range of BI and DW topics (e.g., technologies, methodologies). His approach makes it both a useful primer for those new to Business Intelligence as well as a great reference for more seasoned pros." --Howard Dresner, Chief Research Officer Dresner Advisory Services "Anyone looking to rollout a business intelligence initiative or shore up a fledgling one can benefit from the BI Guidebook." --Rick Sherman leaves no stone unturned and takes a deep dive into a complex and diverse field. -- Even a seasoned BI professional will enjoy having this book as a reference within arm's reach." --William McNight "One cannot manage a business or run any organization without measurement: knowing where you've been, where you are and where you are going. But while BI is the key enabler for such quantitative enterprise management, it remains one of the more complicated areas of information technology. BI encompasses a wide range of expertise from the technical mastery of building data models to the psychological finesse of resolving conflicts between IT and business people. This is why educating the market on best practices is so important, and why Forrester encourages reading and studying books that arm people with the knowledge they need to tackle the myriad challenges of implementing BI projects. This book, particularly, confirms Forrester's position that data is a vital tool and a corporate asset that should have direct impact on enterprise top and bottom lines, as well as balance sheets." --Boris Evelson, Vice President, Principal Analyst, Forrester Research, Inc.

Between the high-level concepts of business intelligence and the nitty-gritty instructions for using vendors' tools lies the essential, yet poorly-understood layer of architecture, design and process. Without this knowledge, Big Data is belittled -- projects flounder, are late and go over budget. *Business Intelligence Guidebook: From Data Integration to Analytics* shines a bright

light on an often neglected topic, arming you with the knowledge you need to design rock-solid business intelligence and data integration processes. Practicing consultant and adjunct BI professor Rick Sherman takes the guesswork out of creating systems that are cost-effective, reusable and essential for transforming raw data into valuable information for business decision-makers. After reading this book, you will be able to design the overall architecture for functioning business intelligence systems with the supporting data warehousing and data-integration applications. You will have the information you need to get a project launched, developed, managed and delivered on time and on budget — turning the deluge of data into actionable information that fuels business knowledge. Finally, you'll give your career a boost by demonstrating an essential knowledge that puts corporate BI projects on a fast-track to success.

This textbook is a rare thing. Not from it's difficulty in obtaining, or due to the price being well below the norm of \$100. What is rare about it is that it actually feels like they are trying to make it for someone who wants to learn the information, rather than simply writing it for a class; that is, it prioritizes learning over merely informing. I found my first indication of this as I went to place sticky-note flags marking the individual chapters for later study - I typically do this so that when referencing one chapter I can more quickly get back to it. I realized that the flags were coinciding with these black markers on the side, and quickly realized that the way they printed the book off, there are black lines on the side that indicate where the part starts are, and where each chapter was. I know this is a small thing, and really not relevant to the actual content of the book, but it's just so refreshing to see that the publisher or author was concerned about efficacy rather than merely the bottom-line. As for the content itself, there is little "fluff" or waste throughout the book. As I said before, it's designed with the task of informing in mind, and as such, it does not go off on tangents or over-explain anything. Anything that requires a tangential explanation is typically all contained within the same chapter. In a classroom setting, I could see this being useful if the book is being used to explain a specific subset of a field, as you can easily skip sections irrelevant to the classroom without having to summarize the preceding section. The only thing missing from my "checklist" when it comes to textbooks would be a summation of the individual chapters - summation of chapters are typically a staple of most textbooks. However, when I considered that the chapters were written with minimal waste, I instead feel that a summary would be unnecessary. The chapters are generally as long as they need to be, ranging from 10 pages to 40, and there are pages in some chapters that give a decent enough overview of information, such as in the first chapter when it concluded with a definitions table, something that no further chapter finished with. Overall, it's a good

textbook about explaining Business Intelligence, and it's nice that it doesn't cost any limbs to purchase. If I had the option to choose between this and other textbooks, I can't see any reason not to choose this book. The only other thing I'd like to note is that I am a MIS major, so it's possible that I might be overrating it by a star simply because I was more familiar with the subject matter and did not get confused with any of the sections that another might, but even if there was a section that would make less sense to someone not directly involved in the field, I still feel that it would be a useful resource well worth the price.

I am relatively new to the area of BI. However, this book is pitched just right for anybody who has a need to understand the BI landscape. From data warehouse to self-serve BI Visualization, the author points out the pros and cons of a quick fix vs. a fit for purpose solution. I'd recommend to anyone who wants to undertake a successful BI project as a must read.

I wanted to give the book 3.5 stars. Good information, but the book does a poor job of breaking down the architectural framework that it introduces. Once you go through the pain of doing what the author should have done for you, you'll be well versed in the subject.

Fantastic coverage of BI topics to bridge both technical and non-technical audiences. If you're working on providing BI services to clients, or are involved in any level with enterprise data management, this book will be invaluable.

I used this book for learning data warehousing and BI concepts. Its truly amazing and provided detailed explanation of all core concepts of DW and BI. If you are looking for some stuff which can take you from beginner to expert, this is the book you need to study.

The BI Guidebook is an indispensable resource for building world-class data warehouse programs. It describes the architecture, design, and processes that put business intelligence best practices into action. This book is a must-read for all business intelligence professionals.

Very good overview about BI.

I've known Rick for about 15 years and he has always been a great ambassador in the Business Intelligence Profession. Open, honest and quite knowledgeable in providing either an end to end

solution or just fixing something that broke in the middle.I'm very happy he decided to write this "Go To" and "Must Have" book. I can now find great solutions without bothering him directly! Great Book!!!

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