

business intelligence in companies

Business intelligence in companies has emerged as a critical component for organizations striving to maintain a competitive edge in today's data-driven landscape. This sophisticated process facilitates the collection, analysis, and presentation of business data, empowering companies to make informed decisions based on actionable insights. As businesses increasingly recognize the value of data, the implementation of business intelligence (BI) systems has become essential for driving efficiency, improving operations, and enhancing strategic planning. This article will explore the fundamentals of business intelligence, its benefits for companies, various tools and technologies, implementation strategies, and the future of BI in the corporate world.

- Introduction to Business Intelligence
- Benefits of Business Intelligence in Companies
- Key Tools and Technologies for Business Intelligence
- Implementing Business Intelligence in Organizations
- The Future of Business Intelligence
- Conclusion
- FAQs

Introduction to Business Intelligence

Business intelligence refers to the strategies and technologies used by companies to analyze business data. Its purpose is to support better decision-making by converting raw data into meaningful information. The process encompasses data mining, analytical processing, querying, and reporting. By leveraging BI systems, organizations can gain insights into their operations, understand market trends, and enhance customer satisfaction.

In an era where data is abundant, the ability to extract valuable insights from this data is paramount. Business intelligence provides a framework for organizations to analyze vast amounts of information efficiently. Essential components of BI include data warehousing, reporting tools, and analytics software, all of which contribute to a holistic understanding of business performance.

Benefits of Business Intelligence in Companies

The implementation of business intelligence can yield numerous advantages for organizations across various sectors. Here are some key benefits:

- **Enhanced Decision-Making:** BI tools provide timely and accurate data, allowing companies to make informed decisions based on factual insights rather than intuition.
- **Increased Operational Efficiency:** By identifying inefficiencies and optimizing processes, BI can streamline operations and reduce costs.
- **Improved Customer Understanding:** Analyzing customer data helps businesses tailor their offerings and enhance customer satisfaction and loyalty.
- **Competitive Advantage:** Companies that utilize BI effectively can stay ahead of industry trends and respond swiftly to market changes.
- **Data-Driven Culture:** BI fosters a culture of data-driven decision-making, encouraging all employees to rely on data for strategic initiatives.

The cumulative effect of these benefits is a more agile and informed organization that can navigate challenges and seize opportunities effectively. Companies that embrace business intelligence are better positioned to adapt to changing market dynamics and consumer preferences.

Key Tools and Technologies for Business Intelligence

The landscape of business intelligence encompasses a variety of tools and technologies that facilitate data analysis and reporting. Understanding these tools is essential for companies looking to implement BI solutions effectively. Some of the most notable tools include:

Data Warehousing Solutions

Data warehouses are centralized repositories that store large volumes of data from various sources. They enable organizations to consolidate data and perform extensive analysis. Popular data warehousing solutions include:

- Amazon Redshift
- Google BigQuery
- Snowflake

Business Intelligence Software

BI software provides tools for data visualization, reporting, and analytics. These platforms allow users to create dashboards and generate insights from their data. Some leading BI software options are:

- Tableau
- Microsoft Power BI
- QlikView

Data Mining Tools

Data mining tools help organizations discover patterns and trends within large datasets. These tools can provide predictive analytics and uncover hidden insights. Key data mining tools include:

- RapidMiner
- KNIME
- SAS Enterprise Miner

By leveraging these tools, companies can gain deeper insights into their operations and market conditions, leading to more effective strategies and improved outcomes.

Implementing Business Intelligence in Organizations

The implementation of business intelligence in companies requires careful planning and execution. Organizations must consider several factors to ensure successful BI integration. Here are the essential steps:

1. Define Objectives

Before implementing a BI system, organizations must clearly define their objectives. Understanding what they hope to achieve with BI—whether it is improved reporting, better customer insights, or operational efficiency—will guide the selection of tools and strategies.

2. Choose the Right Tools

After establishing objectives, companies should evaluate and select the appropriate BI tools based on their data needs, budget, and user-friendliness. It is essential to choose tools that align with the organization's goals.

3. Data Integration

Successful BI implementation hinges on effective data integration. Organizations must ensure that data from different sources is consolidated and cleansed to maintain accuracy and consistency.

4. Training and Adoption

For a BI system to be effective, employees must be trained in how to use the tools and interpret the data. Fostering a culture of data literacy within the organization is crucial for maximizing the benefits of BI.

5. Continuous Evaluation

After implementation, organizations should continuously evaluate the effectiveness of their BI initiatives. Regularly assessing performance and making necessary adjustments will help maintain the relevance and efficiency

of the BI system.

The Future of Business Intelligence

As technology continues to evolve, the future of business intelligence promises exciting developments. Trends such as artificial intelligence (AI) and machine learning (ML) are likely to play significant roles in shaping BI capabilities. These technologies can automate data analysis, provide predictive insights, and enhance decision-making processes.

Furthermore, the integration of BI with cloud computing is set to revolutionize how organizations access and utilize data. Cloud-based BI solutions offer scalability, flexibility, and real-time access to information, making them increasingly popular among businesses of all sizes.

In addition, the growing emphasis on data privacy and security will influence how companies approach business intelligence. Organizations will need to implement robust security measures to protect sensitive data while still deriving valuable insights.

Conclusion

In summary, business intelligence in companies is an indispensable tool that enhances decision-making, operational efficiency, and customer understanding. By utilizing various BI tools and strategies, organizations can leverage data to gain a significant competitive advantage. As technology evolves, the capabilities of BI will continue to expand, and businesses that invest in these solutions will be better equipped to navigate the complexities of the modern marketplace.

Q: What is business intelligence?

A: Business intelligence refers to the strategies and technologies used to analyze business data to support better decision-making. It involves collecting, integrating, analyzing, and presenting business information.

Q: How can business intelligence benefit my company?

A: Business intelligence can enhance decision-making, increase operational efficiency, improve customer understanding, and provide a competitive advantage by enabling data-driven strategies and insights.

Q: What are some popular business intelligence tools?

A: Some popular business intelligence tools include Tableau, Microsoft Power BI, and QlikView, along with data warehousing solutions like Amazon Redshift and Google BigQuery.

Q: How do I implement business intelligence in my organization?

A: Implementing business intelligence involves defining objectives, choosing the right tools, integrating data, training employees, and continuously evaluating the effectiveness of the BI system.

Q: What is the future of business intelligence?

A: The future of business intelligence is likely to involve greater integration with AI and machine learning technologies, cloud computing solutions, and an increased focus on data privacy and security.

Q: Is business intelligence only for large companies?

A: No, business intelligence is beneficial for organizations of all sizes. Small and medium-sized enterprises can also leverage BI tools to gain insights and improve their operations.

Q: What is the role of data in business intelligence?

A: Data plays a crucial role in business intelligence as it forms the basis for analysis and insights. Accurate and comprehensive data is essential for effective BI outcomes.

Q: How does business intelligence enhance customer understanding?

A: Business intelligence enhances customer understanding by analyzing customer data, identifying trends, preferences, and behaviors, which allows companies to tailor their products and services better.

Q: What challenges might companies face when implementing business intelligence?

A: Challenges can include data integration issues, resistance to change from employees, ensuring data quality, and selecting the right tools that align with business objectives.

Q: Can business intelligence tools integrate with existing systems?

A: Yes, many business intelligence tools are designed to integrate with existing systems and databases, allowing organizations to leverage their current data infrastructure.

Business Intelligence In Companies

Find other PDF articles:

<https://ns2.kelisto.es/algebra-suggest-004/pdf?trackid=vZl50-1765&title=definition-of-polynomial-in-algebra.pdf>

business intelligence in companies: Business Intelligence Tools for Small Companies

Albert Nogués, Juan Valladares, 2017-05-25 Learn how to transition from Excel-based business intelligence (BI) analysis to enterprise stacks of open-source BI tools. Select and implement the best free and freemium open-source BI tools for your company's needs and design, implement, and integrate BI automation across the full stack using agile methodologies. Business Intelligence Tools for Small Companies provides hands-on demonstrations of open-source tools suitable for the BI requirements of small businesses. The authors draw on their deep experience as BI consultants, developers, and administrators to guide you through the extract-transform-load/data warehousing (ETL/DWH) sequence of extracting data from an enterprise resource planning (ERP) database freely available on the Internet, transforming the data, manipulating them, and loading them into a relational database. The authors demonstrate how to extract, report, and dashboard key performance indicators (KPIs) in a visually appealing format from the relational database management system (RDBMS). They model the selection and implementation of free and freemium tools such as Pentaho Data Integrator and Talend for ELT, Oracle XE and MySQL/MariaDB for RDBMS, and QlikSense, Power BI, and MicroStrategy Desktop for reporting. This richly illustrated guide models the deployment of a small company BI stack on an inexpensive cloud platform such as AWS. What You'll Learn You will learn how to manage, integrate, and automate the processes of BI by selecting and implementing tools to: Implement and manage the business intelligence/data warehousing (BI/DWH) infrastructure Extract data from any enterprise resource planning (ERP) tool Process and integrate BI data using open-source extract-transform-load (ETL) tools Query, report, and analyze BI data using open-source visualization and dashboard tools Use a MOLAP tool to define next year's budget, integrating real data with target scenarios Deploy BI solutions and big data experiments inexpensively on cloud platforms Who This Book Is For Engineers, DBAs, analysts,

consultants, and managers at small companies with limited resources but whose BI requirements have outgrown the limitations of Excel spreadsheets; personnel in mid-sized companies with established BI systems who are exploring technological updates and more cost-efficient solutions

business intelligence in companies: *Business Analytics for Managers* Gert H. N. Laursen, Jesper Thorlund, 2010-06-15 World-class guidance for delivering the right decision support to the right people at the right time A vital blueprint for organizations that want to thrive in the competitive fray, *Business Analytics for Managers* presents a sustainable business analytics (BA) model focusing on the interaction of IT technology, strategy, business processes, and a broad spectrum of human competencies and organizational circumstances. Proven guidance on developing an information strategy Tips for supporting your company's ability to innovate in the future by using analytics An understanding of BA as a holistic information discipline with links to your business's strategy Practical insights for planning and implementing BA How to use information as a strategic asset Why BA is the next stepping-stone for companies in the information age today Discussion on BA's ever-increasing role Filled with examples and forward-thinking guidance from renowned BA leaders Gert Laursen and Jesper Thorlund, *Business Analytics for Managers* offers powerful techniques for making increasingly advanced use of information in order to survive any market conditions.

business intelligence in companies: Big Data, Big Analytics Michael Minelli, Michele Chambers, Ambiga Dhiraj, 2012-12-27 Unique prospective on the big data analytics phenomenon for both business and IT professionals The availability of Big Data, low-cost commodity hardware and new information management and analytics software has produced a unique moment in the history of business. The convergence of these trends means that we have the capabilities required to analyze astonishing data sets quickly and cost-effectively for the first time in history. These capabilities are neither theoretical nor trivial. They represent a genuine leap forward and a clear opportunity to realize enormous gains in terms of efficiency, productivity, revenue and profitability. The Age of Big Data is here, and these are truly revolutionary times. This timely book looks at cutting-edge companies supporting an exciting new generation of business analytics. Learn more about the trends in big data and how they are impacting the business world (Risk, Marketing, Healthcare, Financial Services, etc.) Explains this new technology and how companies can use them effectively to gather the data that they need and glean critical insights Explores relevant topics such as data privacy, data visualization, unstructured data, crowd sourcing data scientists, cloud computing for big data, and much more.

business intelligence in companies: *Successful Business Intelligence: Secrets to Making BI a Killer App* Cindi Howson, 2007-12-17 Praise for *Successful Business Intelligence* If you want to be an analytical competitor, you've got to go well beyond business intelligence technology. Cindi Howson has wrapped up the needed advice on technology, organization, strategy, and even culture in a neat package. It's required reading for quantitatively oriented strategists and the technologists who support them. --Thomas H. Davenport, President's Distinguished Professor, Babson College and co-author, *Competing on Analytics* When used strategically, business intelligence can help companies transform their organization to be more agile, more competitive, and more profitable. *Successful Business Intelligence* offers valuable guidance for companies looking to embark upon their first BI project as well as those hoping to maximize their current deployments. --John Schwarz, CEO, Business Objects A thoughtful, clearly written, and carefully researched examination of all facets of business intelligence that your organization needs to know to run its business more intelligently and exploit information to its fullest extent. --Wayne Eckerson, Director, TDWI Research Using real-world examples, Cindi Howson shows you how to use business intelligence to improve the performance, and the quality, of your company. --Bill Baker, Distinguished Engineer & GM, Business Intelligence Applications, Microsoft Corporation This book outlines the key steps to make BI an integral part of your company's culture and demonstrates how your company can use BI as a competitive differentiator. --Robert VanHees, CFO, Corporate Express Given the trend to expand the business analytics user base, organizations are faced with a number of challenges that affect the

success rate of these projects. This insightful book provides practical advice on improving that success rate. --Dan Vesset, Vice President, Business Analytics Solution Research, IDC

business intelligence in companies: The Shortcut Guide to Achieving Business Intelligence in Midsize Companies Don Jones, 2010 Do you think business intelligence is only for massive enterprises? In the past, that may have been the case, but new techniques are quickly driving business intelligence to small- and medium-sized businesses - with amazing effects. There's no longer any need to run your business on intuition when affordable, modular business intelligence systems can give you hard facts, help answer what if questions, and tie back into your business planning systems to help make implementation easier and more effective. In *The Shortcut Guide to Achieving Business Intelligence in Midsize Companies*, author Don Jones introduces you to the key concepts of business intelligence, including data modeling, data warehouses, OLAP, and more, and explains how the same techniques and technologies used by the big boys are now available to small- and medium-sized businesses who don't want, or can't afford, multi-month implementations that require hordes of specialized consultants.

business intelligence in companies: *Business Intelligence Strategy and Big Data Analytics* Steve Williams, 2016-04-08 *Business Intelligence Strategy and Big Data Analytics* is written for business leaders, managers, and analysts - people who are involved with advancing the use of BI at their companies or who need to better understand what BI is and how it can be used to improve profitability. It is written from a general management perspective, and it draws on observations at 12 companies whose annual revenues range between \$500 million and \$20 billion. Over the past 15 years, my company has formulated vendor-neutral business-focused BI strategies and program execution plans in collaboration with manufacturers, distributors, retailers, logistics companies, insurers, investment companies, credit unions, and utilities, among others. It is through these experiences that we have validated business-driven BI strategy formulation methods and identified common enterprise BI program execution challenges. In recent years, terms like big data and big data analytics have been introduced into the business and technical lexicon. Upon close examination, the newer terminology is about the same thing that BI has always been about: analyzing the vast amounts of data that companies generate and/or purchase in the course of business as a means of improving profitability and competitiveness. Accordingly, we will use the terms BI and business intelligence throughout the book, and we will discuss the newer concepts like big data as appropriate. More broadly, the goal of this book is to share methods and observations that will help companies achieve BI success and thereby increase revenues, reduce costs, or both. - Provides ideas for improving the business performance of one's company or business functions - Emphasizes proven, practical, step-by-step methods that readers can readily apply in their companies - Includes exercises and case studies with road-tested advice about formulating BI strategies and program plans

business intelligence in companies: *The Profit Impact of Business Intelligence* Steve Williams, Nancy Williams, 2010-07-27 *The Profit Impact of Business Intelligence* presents an A-to-Z approach for getting the most business intelligence (BI) from a company's data assets or data warehouse. BI is not just a technology or methodology, it is a powerful new management approach that - when done right - can deliver knowledge, efficiency, better decisions, and profit to almost any organization that uses it. When BI first came on the scene, it promised a lot but often failed to deliver. The missing element was the business-centric focus explained in this book. It shows how you can achieve the promise of BI by connecting it to your organization's strategic goals, culture, and strengths while correcting your BI weaknesses. It provides a practical, process-oriented guide to achieve the full promise of BI; shows how world-class companies used BI to become leaders in their industries; helps senior business and IT executives understand the strategic impact of BI and how they can ensure a strong payoff from their BI investments; and identifies the most common mistakes organizations make in implementing BI. The book also includes a helpful glossary of BI terms; a BI readiness assessment for your organization; and Web links and extensive references for more information. - A practical, process-oriented book that will help organizations realize the promise of

BI - Written by Nancy and Steve Williams, veteran consultants and instructors with hands-on, in the trenches experience in government and corporate business intelligence applications - Will help senior business and IT executives understand the strategic impact of BI and how they can help ensure a strong payoff on BI investments

business intelligence in companies: Computational Science and Its Applications - ICCSA 2022 Workshops Osvaldo Gervasi, Beniamino Murgante, Sanjay Misra, Ana Maria A. C. Rocha, Chiara Garau, 2022-07-25 The eight-volume set LNCS 13375 - 13382 constitutes the proceedings of the 22nd International Conference on Computational Science and Its Applications, ICCSA 2022, which was held in Malaga, Spain during July 4 - 7, 2022. The first two volumes contain the proceedings from ICCSA 2022, which are the 57 full and 24 short papers presented in these books were carefully reviewed and selected from 279 submissions. The other six volumes present the workshop proceedings, containing 285 papers out of 815 submissions. These six volumes includes the proceedings of the following workshops: Advances in Artificial Intelligence Learning Technologies: Blended Learning, STEM, Computational Thinking and Coding (AAILT 2022); Workshop on Advancements in Applied Machine-learning and Data Analytics (AAMDA 2022); Advances in information Systems and Technologies for Emergency management, risk assessment and mitigation based on the Resilience (ASTER 2022); Advances in Web Based Learning (AWBL 2022); Blockchain and Distributed Ledgers: Technologies and Applications (BDLTA 2022); Bio and Neuro inspired Computing and Applications (BIONCA 2022); Configurational Analysis For Cities (CA Cities 2022); Computational and Applied Mathematics (CAM 2022), Computational and Applied Statistics (CAS 2022); Computational Mathematics, Statistics and Information Management (CMSIM); Computational Optimization and Applications (COA 2022); Computational Astrochemistry (CompAstro 2022); Computational methods for porous geomaterials (CompPor 2022); Computational Approaches for Smart, Conscious Cities (CASCC 2022); Cities, Technologies and Planning (CTP 2022); Digital Sustainability and Circular Economy (DiSCE 2022); Econometrics and Multidimensional Evaluation in Urban Environment (EMEUE 2022); Ethical AI applications for a human-centered cyber society (EthicAI 2022); Future Computing System Technologies and Applications (FiSTA 2022); Geographical Computing and Remote Sensing for Archaeology (GCRSArcheo 2022); Geodesign in Decision Making: meta planning and collaborative design for sustainable and inclusive development (GDM 2022); Geomatics in Agriculture and Forestry: new advances and perspectives (GeoForAgr 2022); Geographical Analysis, Urban Modeling, Spatial Statistics (Geog-An-Mod 2022); Geomatics for Resource Monitoring and Management (GRMM 2022); International Workshop on Information and Knowledge in the Internet of Things (IKIT 2022); 13th International Symposium on Software Quality (ISSQ 2022); Land Use monitoring for Sustainability (LUMS 2022); Machine Learning for Space and Earth Observation Data (MALSEOD 2022); Building multi-dimensional models for assessing complex environmental systems (MES 2022); MOdels and indicators for assessing and measuring the urban settlement deVELOPMENT in the view of ZERO net land take by 2050 (MOVEto0 2022); Modelling Post-Covid cities (MPCC 2022); Ecosystem Services: nature's contribution to people in practice. Assessment frameworks, models, mapping, and implications (NC2P 2022); New Mobility Choices For Sustainable and Alternative Scenarios (NEMOB 2022); 2nd Workshop on Privacy in the Cloud/Edge/IoT World (PCEIoT 2022); Psycho-Social Analysis of Sustainable Mobility in The Pre- and Post-Pandemic Phase (PSYCHE 2022); Processes, methods and tools towards RESilient cities and cultural heritage prone to SOD and ROD disasters (RES 2022); Scientific Computing Infrastructure (SCI 2022); Socio-Economic and Environmental Models for Land Use Management (SEMLUM 2022); 14th International Symposium on Software Engineering Processes and Applications (SEPA 2022); Ports of the future - smartness and sustainability (SmartPorts 2022); Smart Tourism (SmartTourism 2022); Sustainability Performance Assessment: models, approaches and applications toward interdisciplinary and integrated solutions (SPA 2022); Specifics of smart cities development in Europe (SPEED 2022); Smart and Sustainable Island Communities (SSIC 2022); Theoretical and Computational Chemistry and its Applications (TCCMA 2022); Transport Infrastructures for Smart Cities (TISC

2022); 14th International Workshop on Tools and Techniques in Software Development Process (TTSDP 2022); International Workshop on Urban Form Studies (UForm 2022); Urban Regeneration: Innovative Tools and Evaluation Model (URITEM 2022); International Workshop on Urban Space and Mobilities (USAM 2022); Virtual and Augmented Reality and Applications (VRA 2022); Advanced and Computational Methods for Earth Science Applications (WACM4ES 2022); Advanced Mathematics and Computing Methods in Complex Computational Systems (WAMCM 2022).

business intelligence in companies: *Business Intelligence Success Factors* Olivia Parr Rud, 2009-04-27 Over the last few decades, the growth of Business Intelligence has enabled companies to streamline many processes and expand into new markets on an unprecedented scale. New BI technologies are also enabling mass collaboration and innovation. However, implementation of these BI solutions often gives rise to new challenges. *Business Intelligence Success Factors* shows you how to turn those challenges into opportunities by mastering five key skills. Olivia Parr Rud shares insights gained from her two decades of experience in Business Intelligence to offer the latest practices that are emerging in organizational development. Written to help enhance your understanding of the current business climate and to provide the tools necessary to thrive in this new global economy, *Business Intelligence Success Factors* examines the components of chaos theory, complex adaptive systems, quantum physics, and evolutionary biology. A scientific framework for these new corporate issues helps explain why developing these key competencies are critical, given the speed of change, globalization, as well as advancements in technology and Business Intelligence. Divided into four cohesive parts, *Business Intelligence Success Factors* explores: The current business landscape as well as the latest scientific research: today's business realities and how and why they can lead to chaos New scientific models for viewing the global economy The five essential competencies Communication, Collaboration, Innovation, Adaptability, and Leadership that improve an organization's ability to leverage the new opportunities in a volatile global economy Profiles of several amazing leaders who are working to make a difference Cutting-edge research and case studies via invited contributors offering a wealth of knowledge and experience Move beyond mere survival to realize breakaway success in the global economy with the practical guidance found in *Business Intelligence Success Factors*.

business intelligence in companies: Financial Business Intelligence Nils H. Rasmussen, Paul S. Goldy, Per O. Solli, 2002-10-15 Turn storehouses of data into a strategic tool Business intelligence has recently become a word used by almost every CFO, controller, and analyst. After having spent the last decade implementing Enterprise Resource Planning software and other mission critical solutions, companies now have large databases with transactional data sitting in their computer rooms. Now, finally, the technology has reached a point where it is possible- in almost real time- to quickly and easily analyze the financial data in the corporate databases, to be able to make more intelligent business decisions. This book will help financial managers understand the trends, technology, software selection, and implementation of financial business intelligence (financial BI) software. With a dictionary of business intelligence terms, a comprehensive list of Request for Proposal questions, and examples of popular financial business intelligence reroutes and user interfaces, this book enables managers to measure their companies' business intelligence and maximize its value.

business intelligence in companies: Technology Due Diligence: Best Practices for Chief Information Officers, Venture Capitalists, and Technology Vendors Andriole, Stephen J., 2008-08-31 Due diligence conducted around technology decisions is complex. Done correctly, it has the power to enable outstanding positive outcomes; done poorly, it can wreak havoc on organizations, corporate cultures, and markets. *Technology Due Diligence: Best Practices for Chief Information Officers, Venture Capitalists, and Technology Vendors* develops a due diligence framework for anyone resolving technology decisions intended to help their business achieve positive results. This essential book contains actual case studies that incorporate the due diligence methodology to assist chief information officers, venture capitalists, and technology vendors who wrestle with technology acquisitions challenges on a daily basis.

business intelligence in companies: Win with Advanced Business Analytics Jean-Paul Isson, Jesse Harriott, 2012-09-25 Plain English guidance for strategic business analytics and big data implementation In today's challenging economy, business analytics and big data have become more and more ubiquitous. While some businesses don't even know where to start, others are struggling to move from beyond basic reporting. In some instances management and executives do not see the value of analytics or have a clear understanding of business analytics vision mandate and benefits. Win with Advanced Analytics focuses on integrating multiple types of intelligence, such as web analytics, customer feedback, competitive intelligence, customer behavior, and industry intelligence into your business practice. Provides the essential concept and framework to implement business analytics Written clearly for a nontechnical audience Filled with case studies across a variety of industries Uniquely focuses on integrating multiple types of big data intelligence into your business Companies now operate on a global scale and are inundated with a large volume of data from multiple locations and sources: B2B data, B2C data, traffic data, transactional data, third party vendor data, macroeconomic data, etc. Packed with case studies from multiple countries across a variety of industries, Win with Advanced Analytics provides a comprehensive framework and applications of how to leverage business analytics/big data to outpace the competition.

business intelligence in companies: *Decision Support Systems for Sustainable Computing* Muhammet Deveci, 2024-05-23 Decision Support Systems for Sustainable Computing investigates recent technological advances in decision support systems models designed to solve real world applications. The book provides a broad overview of digital technology transformation as applied to the circular economy which is seeking to drive improvements in scientific research, communication, logistics, automation, production, and the improved sustainability of these processes and products. The book explores applications of decision support for sustainable development across supply chain management, business intelligence, agriculture, aviation, communications, and finance. - Provides a broad overview of emerging trends and technologies in decision support systems applications - Investigates recent trends and core concepts in digital technology transformation as applied to the circular economy and sustainable development - Analyzes the application of decision support systems models across a range of case studies and processes which rely on multi-criteria decision-making and have been designed specifically to improve overall sustainability

business intelligence in companies: **Strategic Approaches to Energy Management** Serhat Yüksel, Hasan Dinçer, 2021-08-23 This book introduces current managerial approaches to energy production and energy use. The volume analyses how to manage technological developments that contribute to lowering the price of energy production and also focuses on the impact renewable energy sources that provide continuity in energy production and how to manage it. The book presents studies on the effectiveness of wind, solar, biomass, geothermal and hydroelectric energies and discusses current technological approaches to prevent environmental pollution such as carbon capture and storage. Furthermore, the book includes sustainable economic and financial strategies to use energy more effectively and efficiently. It thus appeals not only to an academic readership but also to energy management professionals working in this field.

business intelligence in companies: **TECHNOLOGY MANAGEMENT: Advanced Strategy for Information Technology** M.C. DHILLON, 2009-12 This book addresses the whole context of the technology management. It covers topics like science and technology and organisation, tweaking business technology leadership, innovation and change, technology life cycles, technological convergence, technology for operational effectiveness, business intelligence and technology in twenty first century etc. Simple language throughout the book will help readers in understanding the topic in a better way.

business intelligence in companies: *AI and Data Engineering Solutions for Effective Marketing* Alla, Lhoussaine, Hmioui, Aziz, Bentalha, Badr, 2024-07-17 In the world of contemporary marketing, a challenge exists — the relationship between data engineering, artificial intelligence, and the essential elements of effective marketing. Businesses find themselves at a crossroads, grappling with the imperative to navigate this complex landscape. This challenge serves as the

backdrop for the exploration in AI and Data Engineering Solutions for Effective Marketing, a comprehensive reference tailored for academic scholars. Seamlessly integrating theoretical models with real-world applications, the book delves into critical facets of strategic and operational marketing. From the adoption of data science techniques to grappling with big data's vast potential, it offers a guide for academics seeking profound insights into the future of marketing strategies and their efficient execution. Designed for researchers, practitioners, and students with an interest in the intersection of artificial intelligence, data engineering, and marketing, this book serves as a guide for implementing new marketing management solutions and optimizing their operational efficiency. While the primary audience is researchers and practitioners in the field, the book is also tailored to benefit students seeking a deep understanding of the latest developments in marketing.

business intelligence in companies: Knowledge Management in Organizations Lorna Uden, Marjan Heričko, I-Hsien Ting, 2015-08-03 This book contains the refereed proceedings of the 10th International Conference on Knowledge Management in Organizations, KMO 2015, held in Maribor, Slovenia, in August 2015. The theme of the conference was Knowledge Management and Internet of Things. The KMO conference brings together researchers and developers from industry and academia to discuss how knowledge management using big data can improve innovation and competitiveness. The 59 contributions accepted for KMO 2015 were selected from 163 submissions and are organized in topical sections on: knowledge management processes, successful knowledge sharing and knowledge management practices, innovations for competitiveness, knowledge management platforms and tools, social networks and mining techniques, knowledge management and the Internet of Things, knowledge management in health care, and knowledge management in education and research.

business intelligence in companies: InfoWorld , 1999-08-02 InfoWorld is targeted to Senior IT professionals. Content is segmented into Channels and Topic Centers. InfoWorld also celebrates people, companies, and projects.

business intelligence in companies: Web Services: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources, 2018-12-07 Web service technologies are redefining the way that large and small companies are doing business and exchanging information. Due to the critical need for furthering automation, engagement, and efficiency, systems and workflows are becoming increasingly more web-based. Web Services: Concepts, Methodologies, Tools, and Applications is an innovative reference source that examines relevant theoretical frameworks, current practice guidelines, industry standards and standardization, and the latest empirical research findings in web services. Highlighting a range of topics such as cloud computing, quality of service, and semantic web, this multi-volume book is designed for computer engineers, IT specialists, software designers, professionals, researchers, and upper-level students interested in web services architecture, frameworks, and security.

business intelligence in companies: Operations and Service Management: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources, 2017-11-30 Organizations of all types are consistently working on new initiatives, product lines, and workflows as a way to remain competitive in the modern business environment. No matter the type of project at hand, employing the best methods for effective execution and timely completion of the task is essential to business success. Operations and Service Management: Concepts, Methodologies, Tools, and Applications is a comprehensive reference source for the latest research on business operations and production processes. It examines the need for a customer focus and highlights a range of pertinent topics such as financial performance measures, human resource development, and business analytics, this multi-volume book is ideally designed for managers, professionals, students, researchers, and academics interested in operations and service management.

Related to business intelligence in companies

BUSINESS | English meaning - Cambridge Dictionary BUSINESS definition: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. Learn more

BUSINESS (noun) **Cambridge Dictionary** BUSINESS 商业, 商业活动, 商业; 商业, 商业, 商业, 商业; 商业; 商业, 商业, 商业

BUSINESS (noun) **Cambridge Dictionary** BUSINESS 商业, 商业活动, 商业; 商业, 商业, 商业, 商业; 商业; 商业, 商业, 商业

BUSINESS | definition in the Cambridge English Dictionary BUSINESS meaning: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. Learn more

BUSINESS | meaning - Cambridge Learner's Dictionary BUSINESS definition: 1. the buying and selling of goods or services: 2. an organization that sells goods or services. Learn more

BUSINESS in Simplified Chinese - Cambridge Dictionary BUSINESS translate: 商业, 商业活动, 商业; 商业, 商业, 商业; 商业; 商业, 商业, 商业

BUSINESS **Cambridge Dictionary** BUSINESS 商业1. the activity of buying and selling goods and services: 2. a particular company that buys and

BUSINESS | Định nghĩa trong Từ điển tiếng Anh Cambridge BUSINESS ý nghĩa, định nghĩa, BUSINESS là gì: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. Tìm hiểu thêm

BUSINESS in Traditional Chinese - Cambridge Dictionary BUSINESS translate: 商业, 商业活动, 商业; 商业, 商业, 商业; 商业; 商业, 商业, 商业

BUSINESS | définition en anglais - Cambridge Dictionary BUSINESS définition, signification, ce qu'est BUSINESS: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. En savoir plus

BUSINESS | English meaning - Cambridge Dictionary BUSINESS definition: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. Learn more

BUSINESS (noun) **Cambridge Dictionary** BUSINESS 商业, 商业活动, 商业; 商业, 商业, 商业, 商业; 商业; 商业, 商业, 商业

BUSINESS (noun) **Cambridge Dictionary** BUSINESS 商业, 商业活动, 商业; 商业, 商业, 商业, 商业; 商业; 商业, 商业, 商业

BUSINESS | definition in the Cambridge English Dictionary BUSINESS meaning: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. Learn more

BUSINESS | meaning - Cambridge Learner's Dictionary BUSINESS definition: 1. the buying and selling of goods or services: 2. an organization that sells goods or services. Learn more

BUSINESS in Simplified Chinese - Cambridge Dictionary BUSINESS translate: 商业, 商业活动, 商业; 商业, 商业, 商业; 商业; 商业, 商业, 商业

BUSINESS **Cambridge Dictionary** BUSINESS 商业1. the activity of buying and selling goods and services: 2. a particular company that buys and

BUSINESS | Định nghĩa trong Từ điển tiếng Anh Cambridge BUSINESS ý nghĩa, định nghĩa, BUSINESS là gì: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. Tìm hiểu thêm

BUSINESS in Traditional Chinese - Cambridge Dictionary BUSINESS translate: 商业, 商业活动, 商业; 商业, 商业, 商业; 商业; 商业, 商业, 商业

BUSINESS | définition en anglais - Cambridge Dictionary BUSINESS définition, signification, ce qu'est BUSINESS: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. En savoir plus

BUSINESS | English meaning - Cambridge Dictionary BUSINESS definition: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. Learn more

BUSINESS (noun) **Cambridge Dictionary** BUSINESS 商业, 商业活动, 商业; 商业, 商业, 商业, 商业; 商业; 商业, 商业, 商业

BUSINESS (noun) **Cambridge Dictionary** BUSINESS 商业, 商业活动, 商业; 商业, 商业, 商业, 商业; 商业; 商业, 商业, 商业

商务英语: 商务, 商业, 贸易, 经营, 买卖

BUSINESS | definition in the Cambridge English Dictionary BUSINESS meaning: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. Learn more

BUSINESS | meaning - Cambridge Learner's Dictionary BUSINESS definition: 1. the buying and selling of goods or services: 2. an organization that sells goods or services. Learn more

BUSINESS in Simplified Chinese - Cambridge Dictionary BUSINESS translate: 商业, 买卖, 经营, 贸易, 商业活动, 商业公司, 商业组织, 商业机构, 商业企业, 商业部门, 商业单位, 商业组织, 商业机构, 商业企业, 商业部门, 商业单位

BUSINESS | definition in the Cambridge English Dictionary BUSINESS meaning: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. Learn more

BUSINESS | Định nghĩa trong Từ điển tiếng Anh Cambridge BUSINESS ý nghĩa, định nghĩa, BUSINESS là gì: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. Tìm hiểu thêm

BUSINESS in Traditional Chinese - Cambridge Dictionary BUSINESS translate: 商业, 买卖, 经营, 贸易, 商业活动, 商业公司, 商业组织, 商业机构, 商业企业, 商业部门, 商业单位, 商业组织, 商业机构, 商业企业, 商业部门, 商业单位

BUSINESS | définition en anglais - Cambridge Dictionary BUSINESS définition, signification, ce qu'est BUSINESS: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. En savoir plus

BUSINESS | English meaning - Cambridge Dictionary BUSINESS definition: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. Learn more

BUSINESS (商业) | definition in the Cambridge English Dictionary BUSINESS meaning: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. Learn more

BUSINESS (商业) | definition in the Cambridge English Dictionary BUSINESS meaning: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. Learn more

BUSINESS | definition in the Cambridge English Dictionary BUSINESS meaning: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. Learn more

BUSINESS | meaning - Cambridge Learner's Dictionary BUSINESS definition: 1. the buying and selling of goods or services: 2. an organization that sells goods or services. Learn more

BUSINESS in Simplified Chinese - Cambridge Dictionary BUSINESS translate: 商业, 买卖, 经营, 贸易, 商业活动, 商业公司, 商业组织, 商业机构, 商业企业, 商业部门, 商业单位, 商业组织, 商业机构, 商业企业, 商业部门, 商业单位

BUSINESS | definition in the Cambridge English Dictionary BUSINESS meaning: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. Learn more

BUSINESS | Định nghĩa trong Từ điển tiếng Anh Cambridge BUSINESS ý nghĩa, định nghĩa, BUSINESS là gì: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. Tìm hiểu thêm

BUSINESS in Traditional Chinese - Cambridge Dictionary BUSINESS translate: 商业, 买卖, 经营, 贸易, 商业活动, 商业公司, 商业组织, 商业机构, 商业企业, 商业部门, 商业单位, 商业组织, 商业机构, 商业企业, 商业部门, 商业单位

BUSINESS | définition en anglais - Cambridge Dictionary BUSINESS définition, signification, ce qu'est BUSINESS: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. En savoir plus

BUSINESS | English meaning - Cambridge Dictionary BUSINESS definition: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. Learn more

BUSINESS (商业) | definition in the Cambridge English Dictionary BUSINESS meaning: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. Learn more

BUSINESS (商业) | definition in the Cambridge English Dictionary BUSINESS meaning: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. Learn more

BUSINESS | definition in the Cambridge English Dictionary BUSINESS meaning: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. Learn more

BUSINESS | meaning - Cambridge Learner's Dictionary BUSINESS definition: 1. the buying and selling of goods or services: 2. an organization that sells goods or services. Learn more

BUSINESS in Simplified Chinese - Cambridge Dictionary BUSINESS translate: 商业, 买卖, 经营, 贸易, 商业活动, 商业公司, 商业组织, 商业机构, 商业企业, 商业部门, 商业单位, 商业组织, 商业机构, 商业企业, 商业部门, 商业单位

BUSINESS - Cambridge Dictionary BUSINESS 1. the activity of buying and selling goods and services: 2. a particular company that buys and

BUSINESS | Định nghĩa trong Từ điển tiếng Anh Cambridge BUSINESS ý nghĩa, định nghĩa, BUSINESS là gì: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. Tìm hiểu thêm

BUSINESS in Traditional Chinese - Cambridge Dictionary BUSINESS translate: 商業, 商業活動, 商業公司, 商業界, 商業圈, 商業網, 商業界, 商業圈, 商業網, 商業界, 商業圈, 商業網, 商業界, 商業圈, 商業網

BUSINESS | définition en anglais - Cambridge Dictionary BUSINESS définition, signification, ce qu'est BUSINESS: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. En savoir plus

BUSINESS | English meaning - Cambridge Dictionary BUSINESS definition: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. Learn more

BUSINESS (noun) - Cambridge Dictionary BUSINESS 商業, 商業活動, 商業公司, 商業界, 商業圈, 商業網, 商業界, 商業圈, 商業網, 商業界, 商業圈, 商業網, 商業界, 商業圈, 商業網

BUSINESS (noun) - Cambridge Dictionary BUSINESS 商業, 商業活動, 商業公司, 商業界, 商業圈, 商業網, 商業界, 商業圈, 商業網, 商業界, 商業圈, 商業網, 商業界, 商業圈, 商業網

BUSINESS | definition in the Cambridge English Dictionary BUSINESS meaning: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. Learn more

BUSINESS | meaning - Cambridge Learner's Dictionary BUSINESS definition: 1. the buying and selling of goods or services: 2. an organization that sells goods or services. Learn more

BUSINESS in Simplified Chinese - Cambridge Dictionary BUSINESS translate: 商业, 商业活动, 商业公司, 商业界, 商业圈, 商业网, 商业界, 商业圈, 商业网, 商业界, 商业圈, 商业网, 商业界, 商业圈, 商业网

BUSINESS - Cambridge Dictionary BUSINESS 1. the activity of buying and selling goods and services: 2. a particular company that buys and

BUSINESS | Định nghĩa trong Từ điển tiếng Anh Cambridge BUSINESS ý nghĩa, định nghĩa, BUSINESS là gì: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. Tìm hiểu thêm

BUSINESS in Traditional Chinese - Cambridge Dictionary BUSINESS translate: 商業, 商業活動, 商業公司, 商業界, 商業圈, 商業網, 商業界, 商業圈, 商業網, 商業界, 商業圈, 商業網, 商業界, 商業圈, 商業網

BUSINESS | définition en anglais - Cambridge Dictionary BUSINESS définition, signification, ce qu'est BUSINESS: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. En savoir plus

BUSINESS | English meaning - Cambridge Dictionary BUSINESS definition: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. Learn more

BUSINESS (noun) - Cambridge Dictionary BUSINESS 商業, 商業活動, 商業公司, 商業界, 商業圈, 商業網, 商業界, 商業圈, 商業網, 商業界, 商業圈, 商業網, 商業界, 商業圈, 商業網

BUSINESS (noun) - Cambridge Dictionary BUSINESS 商業, 商業活動, 商業公司, 商業界, 商業圈, 商業網, 商業界, 商業圈, 商業網, 商業界, 商業圈, 商業網, 商業界, 商業圈, 商業網

BUSINESS | definition in the Cambridge English Dictionary BUSINESS meaning: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. Learn more

BUSINESS | meaning - Cambridge Learner's Dictionary BUSINESS definition: 1. the buying and selling of goods or services: 2. an organization that sells goods or services. Learn more

BUSINESS in Simplified Chinese - Cambridge Dictionary BUSINESS translate: 商业, 商业活动, 商业公司, 商业界, 商业圈, 商业网, 商业界, 商业圈, 商业网, 商业界, 商业圈, 商业网, 商业界, 商业圈, 商业网

BUSINESS - Cambridge Dictionary BUSINESS 1. the activity of buying and selling goods and services: 2. a particular company that buys and

BUSINESS | Định nghĩa trong Từ điển tiếng Anh Cambridge BUSINESS ý nghĩa, định nghĩa, BUSINESS là gì: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. Tìm hiểu thêm

BUSINESS in Traditional Chinese - Cambridge Dictionary BUSINESS translate: 商業, 商業活動, 商業公司, 商業界, 商業圈, 商業網, 商業界, 商業圈, 商業網, 商業界, 商業圈, 商業網, 商業界, 商業圈, 商業網

BUSINESS | définition en anglais - Cambridge Dictionary BUSINESS définition, signification, ce qu'est BUSINESS: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. En savoir plus

BUSINESS | English meaning - Cambridge Dictionary BUSINESS definition: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. Learn more

BUSINESS (noun) - Cambridge Dictionary BUSINESS, 商业, 商业活动, 商业公司, 商业, 商业, 商业; 商业; 商业, 商业, 商业

BUSINESS (noun) - Cambridge Dictionary BUSINESS, 商业, 商业活动, 商业公司, 商业, 商业, 商业; 商业; 商业, 商业, 商业

BUSINESS | definition in the Cambridge English Dictionary BUSINESS meaning: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. Learn more

BUSINESS | meaning - Cambridge Learner's Dictionary BUSINESS definition: 1. the buying and selling of goods or services: 2. an organization that sells goods or services. Learn more

BUSINESS in Simplified Chinese - Cambridge Dictionary BUSINESS translate: 商业, 商业活动, 商业公司, 商业, 商业, 商业; 商业; 商业, 商业

BUSINESS (noun) - Cambridge Dictionary BUSINESS1. the activity of buying and selling goods and services: 2. a particular company that buys and

BUSINESS | Định nghĩa trong Từ điển tiếng Anh Cambridge BUSINESS ý nghĩa, định nghĩa, BUSINESS là gì: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. Tìm hiểu thêm

BUSINESS in Traditional Chinese - Cambridge Dictionary BUSINESS translate: 商业, 商业活动, 商业公司, 商业, 商业, 商业; 商业; 商业, 商业

BUSINESS | définition en anglais - Cambridge Dictionary BUSINESS définition, signification, ce qu'est BUSINESS: 1. the activity of buying and selling goods and services: 2. a particular company that buys and. En savoir plus

Related to business intelligence in companies

Most companies aren't seeing a return on AI investments. This tech CEO wants to change that (2don MSN) The artificial intelligence industry has a big problem: 95% of companies that try AI aren't making any money from it,

Most companies aren't seeing a return on AI investments. This tech CEO wants to change that (2don MSN) The artificial intelligence industry has a big problem: 95% of companies that try AI aren't making any money from it,

HR Experts: Upskill And Reskill With Artificial Intelligence (2d) HR leaders can create a positive environment around upskilling and reskilling to gather buy-in from employees when

HR Experts: Upskill And Reskill With Artificial Intelligence (2d) HR leaders can create a positive environment around upskilling and reskilling to gather buy-in from employees when

TPG says artificial intelligence is transforming business services companies; agents are what's next for private equity and AI (PE Hub2mon) Good morning, Hubsters. MK Flynn here with the US Wire from the New York newsroom. Clarity is what dealmakers have been craving all year, and they're finally starting to get some, beginning with the

TPG says artificial intelligence is transforming business services companies; agents are what's next for private equity and AI (PE Hub2mon) Good morning, Hubsters. MK Flynn here with the US Wire from the New York newsroom. Clarity is what dealmakers have been craving all year, and they're finally starting to get some, beginning with the

HR In The Boardroom: CHROs Have Become The Stewards Of Business Clarity (2d) As CEOs and boards look for every possible edge in a world where technology is rapidly democratized, it will be people who

HR In The Boardroom: CHROs Have Become The Stewards Of Business Clarity (2d) As CEOs and boards look for every possible edge in a world where technology is rapidly democratized, it will

be people who

GIC sees 'hype' bubble in AI ventures, risk of bond sell-offs (2h) Its chief investment officer warned of a "hype bubble" building in early-stage AI venture investing. Read more at

GIC sees 'hype' bubble in AI ventures, risk of bond sell-offs (2h) Its chief investment officer warned of a "hype bubble" building in early-stage AI venture investing. Read more at

The age of AI is leaving legacy companies in the dust — Here's why (14don MSN) You wouldn't put a jet engine on a wooden cart. So why place AI in an organization that's incompatible with it?

The age of AI is leaving legacy companies in the dust — Here's why (14don MSN) You wouldn't put a jet engine on a wooden cart. So why place AI in an organization that's incompatible with it?

This Artificial Intelligence (AI) Giant Could Increase Its \$10 Billion Business 14-Fold in 5 Years (6don MSN) A big new contract could push this small competitor to reach the size of the big three

This Artificial Intelligence (AI) Giant Could Increase Its \$10 Billion Business 14-Fold in 5 Years (6don MSN) A big new contract could push this small competitor to reach the size of the big three

Cybersecurity in business finance: Protecting your company in 2025 (2d) Gateway Commercial Finance reports that as businesses face evolving cybersecurity threats in 2025, safeguarding financial

Cybersecurity in business finance: Protecting your company in 2025 (2d) Gateway Commercial Finance reports that as businesses face evolving cybersecurity threats in 2025, safeguarding financial

There's a Bubble Forming in the Stock Market, but It's Not in Artificial Intelligence (AI). History Says This Happens Next. (1don MSN) There's a Bubble Forming in the Stock Market, but It's Not in Artificial Intelligence (AI). History Says This Happens Next

There's a Bubble Forming in the Stock Market, but It's Not in Artificial Intelligence (AI). History Says This Happens Next. (1don MSN) There's a Bubble Forming in the Stock Market, but It's Not in Artificial Intelligence (AI). History Says This Happens Next

Back to Home: <https://ns2.kelisto.es>