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# Business Intelligence Strategy: A Practical Guide for Achieving BI Excellence

*John Boyer, Bill Frank, Brian Green, Tracy Harris, Kay Van De Vanter*  
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# Business Intelligence Strategy

A Practical Guide for  
Achieving BI Excellence



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**John Boyer, Bill Frank, Brian Green, Tracy Harris, Kay Van De Vanter : Business Intelligence Strategy: A Practical Guide for Achieving BI Excellence** before purchasing it in order to gage whether or not it would be worth my time, and all praised Business Intelligence Strategy: A Practical Guide for Achieving BI Excellence:

1 of 1 people found the following review helpful. Great book to start off with.By Andrew S. JamesExcellent starter book for laying out a strategic plan for your BICC. This book uses a lot of information referenced from the book "The Performance Manager" by Roland Mossiman, which I highly recommend purchasing.3 of 3 people found the

following review helpful. Probably the best book for a manager/director of a BI team  
By Mufaddal Photographer  
This book is short, succinct and doesn't repeat itself endlessly like the numerous other publications in this space. It provides a great framework for your strategy - based on the time-tested process/people/technology triad (the book calls it biz, org and tech alignment). I was able to apply it in my current job and get tremendous buy-in. That being said this is not a book targeted to non-managers. If you are looking for any form of technical architecture this is not for you. It is not targeted to analysts. It also won't get into the details of how your deliverables should look like. You can safely take the title literally. Finally this might be a dated publication but I feel it's more relevant than some of the more recent books.  
One missing element - No guidance on how to proceed with the thorny issue of ROI. I was looking for specifics/templates.  
The book recommends (and I would too) *The Performance Manager: Proven Strategies for Turning Information into Higher Business Performance*, which, along with a project management oriented book (*Business Intelligence Roadmap: The Complete Project Lifecycle for Decision-Support Applications*), would be a great complement to get your BI projects off the ground. Of course you would need a host of technical books depending on project specifics and your tech stack.  
0 of 0 people found the following review helpful. complicated and not detail  
By Customer  
I like the name of this book. But I found it complicated for reading. I think there are a lot of useful ideas in the book, but unfortunately the way of their explanation is not good. I would like to learn all about BI strategy, but this book doesn't help me a lot. Maybe they try to put big topics in such a small book. As a result the topics don't get discovered very well. I hope the authors can write more detail and a more fresh book of this topic.

Geared toward IT management and business executives seeking to excel in business intelligence initiatives, this practical guide explores creating business alignment strategies that help prioritize business requirements, build organizational and cultural strategies, increase IT efficiency, and promote user adoption. Business intelligence, together with business analytics and performance management, eliminates information overload by organizing the massive amounts of information available in the modern enterprise. Addressing the challenges of business intelligence operations, this resource supports the goal of better business decision making and identifying unrealized opportunities. Each chapter includes a checklist of recommended approaches and a strategy overview template.

About the Author  
John Boyer leads the business intelligence advisory team at the Nielsen Company. He lives in Chicago.  
Bill Frank has more than 25 years of experience in decision support and business intelligence and is a certified Project Management Professional (PMP). He lives in New Brunswick, New Jersey.  
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Tracy Harris is senior manager in business intelligence excellence at IBM and is responsible for chairing the BI Excellence Advisory board and managing the BI Excellence Program and Champion initiative at IBM. She lives in Ottawa, Ontario.  
Kay Van De Vanter is the enterprise BI architect and business intelligence competency center lead at the Boeing Company. She lives in Seattle.