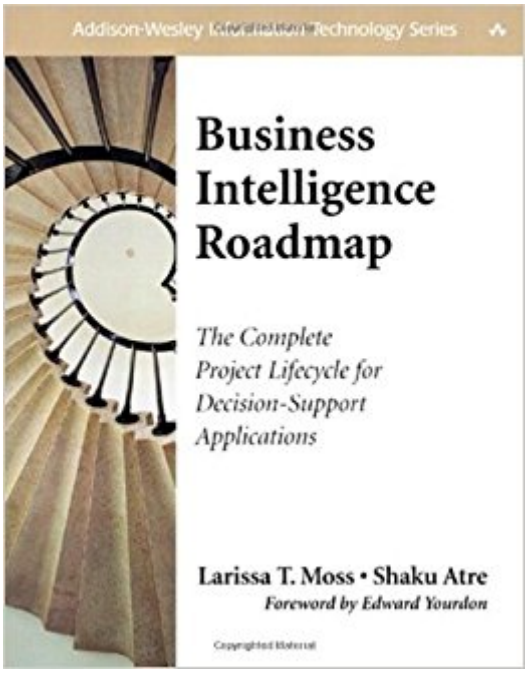
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Business Intelligence Roadmap: The Complete Project Lifecycle For Decision-Support Applications



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Synopsis

"If you are looking for a complete treatment of business intelligence, then go no further than this book. Larissa T. Moss and Shaku Atre have covered all the bases in a cohesive and logical order, making it easy for the reader to follow their line of thought. From early design to ETL to physical database design, the book ties together all the components of business intelligence."--Bill Inmon, Inmon Enterprises Business Intelligence Roadmap is a visual guide to developing an effective business intelligence (BI) decision-support application. This book outlines a methodology that takes into account the complexity of developing applications in an integrated BI environment. The authors walk readers through every step of the process--from strategic planning to the selection of new technologies and the evaluation of application releases. The book also serves as a single-source guide to the best practices of BI projects. Part I steers readers through the six stages of a BI project: justification, planning, business analysis, design, construction, and deployment. Each chapter describes one of sixteen development steps and the major activities, deliverables, roles, and responsibilities. All technical material is clearly expressed in tables, graphs, and diagrams. Part II provides five matrices that serve as references for the development process charted in Part I. Management tools, such as graphs illustrating the timing and coordination of activities, are included throughout the book. The authors conclude by crystallizing their many years of experience in a list of dos, don'ts, tips, and rules of thumb. The accompanying CD-ROM includes a complete, customizable work breakdown structure. Both the book and the methodology it describes are designed to adapt to the specific needs of individual stakeholders and organizations. The book directs business representatives, business sponsors, project managers, and technicians to the chapters that address their distinct responsibilities. The framework of the book allows organizations to begin at any step and enables projects to be scheduled and managed in a variety of ways. Business Intelligence Roadmap is a clear and comprehensive guide to negotiating the complexities inherent in the development of valuable business intelligence decision-support applications

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Larissa Moss is founder and president of Method Focus, Inc., a consulting firm specializing in business intelligence and data warehousing. She is a frequent lecturer and speaker at conferences in the United States, Europe, and Asia on data warehousing, project management, development methodologies, and organizational and cultural issues. Her articles on these topics are regularly published in magazines such as DM Review and Journal of Data Warehousing. She is coauthor of Data Warehouse Project Management (Addison-Wesley, 2000) and Impossible Data Warehouse Situations (Addison-Wesley, 2003). She is a senior consultant at the Cutter Consortium and one of the authors of their Business Intelligence Executive Reports. Shaku Atre is president of Atre Group, Inc., a Santa Cruz, CA based consulting organization specializing in business intelligence and data warehousing implementations. She is also the president of Atre Associates, Inc., a systems integration company based in New York City. Previously, she was a partner with PricewaterhouseCoopers, held a variety of management and staff positions at IBM, and served as a faculty member of IBM's prestigious Systems Research Institute. She has authored hundreds of articles as a columnist for Information Week, Computerworld, eWeek and a number of other publications. She is the author of five books including Data Base: Structured Techniques for Design, Performance, and Management, Second Edition (John Wiley & Sons, 1988) and Distributed Databases, Cooperative Processing, and Networking (McGraw-Hill, 1992).
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I purchased this book after reading a lot of the user reviews from this site. After giving the book a read, I have to admit that the ratings are well deserved. For starters, I was worried about two thingsa) The book was published almost a decade ago. With the changing landscape in the BI industry, I wasn't sure if the content was still relevant.b) I have been in the BI industry for 13 years and wasn't sure if I will learn anything new from this bookIf you have the similar concerns as the ones listed above then you have not much to fear. In my opinion, the book is more process focused than technology focused. This made the book weather some of the changes in the BI landscape. It does not talk about Agile/SCRUM etc as these have gained momentum in the last few years. However, the book talks about the iterative nature of BI and the mindset required to go through a BI initiative. IT walks the user through the areas that are critical to the success of a BI initiative (Standards, governance, common metadata definitions) and how to draw visibility to these and other aspects of the initiative.From a Project management perspective, it walks you through the overall WBS and helps you understand what activities are super critical, the order of execution, the degree

of parallelism and the kind of resources that should be in your projectCouple of areas that I feel the book falls short of area) The process of estimation is a key component of a BI initiative. The book loosely touches on this; however does not go into to much detail on when it should be done and at what level. For instance in the Cost-Benefit analysis sections it talks about drawing out costs from "IT", but how does one go about getting cost without knowing enough about the high level data manipulations needed especially since that forms 80% of the development effort. A specific step to call this out in more detail would have helped.b) The book has a lot of detail. It is a primer of sorts. Therefore, a CD with chapters in an electronic format would have helped us refer to key sections often. The included CD only contains the WBS.Other than that a good value add.

This book is impressive in its scope! Starting with the business justification of the project, Moss and Atre emphasize requirements, metadata, and extraction/transformation/ and load. In each chapter is a good overview, things to consider, relation to other steps of the plan, and a clear list of deliverables and the personnel (the roles) involved in each of the steps. Each chapter also offers rules of thumb that could only have been come from someone experienced with setting up a Business Intelligence Solution. Perhaps most important to a project manager tempted to cut out a step, is a warning about the risk of omitting the step.Each chapter should NOT be thought of as an in-depth analysis of the topic (for example, there are just 4 pages discussing the star versus the snowflake schema when discussing database design), but rather as a map of the steps that need to be done. I was particularly impressed with the metadata discussions, which emphasize testing of the metadata repository, the role of metadata in navigation and context-sensitive-help at the element level, and the use of multiple sources to generate the metadata. The common emphasis on reviews, involvement of the business sponsors, and testing throughout the process was great! The discussion on three parallel development tracks seemed optimistic, as I was not sure that the application track is completely independent of the Extraction/transformation/load steps until the final implementation step. The book probably also should have emphasized security earlier in the process. This book offers a good plan, and I would be happy if our Business Intelligence projects followed the plan laid out here!!

I bought this years ago. It helps me to cover my first project with BI, I love the project file with the WBS, It really help me to understand all the work that has to be done before you can said "I have a BI unit". Some chapters are really hard but it’s better that those that told you that in a couple of months you could have a BI unit working. If you will have a BI project or your company plan or wish

to have a BI unit you should read this before you start planning.

Desques que tuve la oportunidad de leer el libro de la Sra. Atre (DATA BASE) no me ha quedado nunca la menor duda de su gran preocupacion por dar a otros su conocimiento, sobre un area que tiene y tendra una grandisima relevancia en el mundo de ls negocios. Cada dia la competencia por sobrevivir de las grandes y medianas empresas aumenta cada vez mÃƒÂ¡s, vivimos una epoca dificil donde los costos juegan un papel importante y la gram masa de informacion amorfa residente en grandes computadoras cada dia se convierte en un caldo de cultivo para explotar interrogantes nunca antes planteadas. En este libro ud. consigue un aguia util sobre como lograr el exito dirigiendo un proyecto de inteligencia de negocios, considerando todas las variables necesarias. Su contenido es de gran abstraccion y facil de entender lo que le da una vision global y profunda sobre el tema. Es muy agradable apreciar el trabajo de una persona cuando pone todo su experiencia y conocimiento en ayudar a otros. BRAVO SRA. SHAKUNTALA (SHAKU como la llaman).

I bought this book to prepare for my Certified Business Intelligence Professional (CBIP) certification exam. It covers the whole spectrum of the Business Intelligence projects. It offers many practical and result oriented guidelines and tips. Due to the very large breath of subject covered, it doesn't go too deep into some specific areas - but it gives you a good general overview. Despite being almost 10 years old, the topics covered are relatively general so still very applicable today.

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