



Data Warehouse Management: Das St. Galler Konzept zur ganzheitlichen Gestaltung der Informationslogistik (Business Engineering) (German Edition)

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Die Herausforderungen des Data Warehousing liegen längst jenseits von Grundkonzeption und Architektur, die weitestgehend gefestigt sind. Ein ganzheitliches proaktives Datenqualitätsmanagement und integriertes Metadatenmanagement sind für ein effektives Data-Warehouse-System heute ebenso elementare Voraussetzung wie Datenschutz und Datensicherheit, die im Data-Warehouse-Umfeld neue Bedeutung erlangt haben. Zahlreiche Überschneidungen und daher Synergiepotenziale bestehen mit Customer Relationship Management, Enterprise Application Integration und Knowledge Management.

Die Autoren zeigen zu diesem Zweck fundierte Konzepte und praktikable Lösungen auf, die speziell im zweiten Teil anhand realer Umsetzungen mit bedeutenden europäischen Unternehmen (UBS, Credit Suisse, Swiss Re u. a.) verdeutlicht werden.

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