

UDC 004.23

I.G. Sidorenko

*Kharkov National University of Economics, Kharkov***IT INFRASTRUCTURE AND BUSINESS INTELLIGENCE**

At the present time according to the research of Gartner Inc the most important Business Software are CRM, ERP, and BI. Business intelligence (BI) technology helps to achieve better business decisions.

What is the most important business software that CEOs, COOs, CIOs, CMOs and CFOs use for the business? Having worked with many companies in US and Canada, I found the ones which are mostly used actively are MS Office: Outlook, Word, Excel, Access, Oracle DB, MS SQL Server, some CRM and ERP, but Business Intelligence (BI) technology is a very rare thing until now.

BI is becoming like ERP (JD Edwards EnterpriseOne from Oracle, SAP, PeopleSoft from Oracle, Microsoft Dynamics AX) and CRM (Siebel CRM, Microsoft Dynamics CRM, SAP, IBM, Epiphany, Salesforce.com).

The top Business Intelligence Vendors are: Actuate, Business Objects (SAP), Cognos (IBM), Hyperion Solutions, Microsoft, Microstrategy, Oracle, and SAS.

It's starting to touch all areas of the business and becoming mission-critical for many organizations. With the current economy going to recession, analysis of profitability and analysis of how to reduce costs are creating an even more need for BI. If companies and corporations don't have a BI strategy and program in place, they are going to spent much more money again. And at this time, the disappointment is going to be costlier.

Right now BI is constantly changing. Business Intelligence enables you to understand the past, monitor the present and predict outcomes as you move your business ahead.

Analytical needs and reporting needs also change all the time. And the volumes of data that are available, both internally and externally, are greater all the time.

Business Intelligence has been very popular for the last few years, and with good reason. A smart Business Intelligence infrastructure enables users to access information, analyze it with exceptional effectiveness, allocate or distribute it throughout an organization (internally, or with customers, suppliers and partners) with speed, accuracy and easy. As a

result, employees at every level can make educated, intelligent business decisions more quickly. In today's reality we still need to improve BI Applications to enable making decisions automatically or semi-automatically by sending iBots or messages to top level of management. It will help to reduce of the amount of business Analysts in any company.

Smart BI is a decision- support Applications to help to make better decisions now and in the future it will suggest automatically a few solutions in the sequential priority order. From my point of view, right now open source BI Applications are very attractive and cost efficient. Pentaho, Actuate-Eclipse BIRT, JasperSoft are leaders in the open source Business Intelligence (OSBI). First of all, OSBI can be implemented by developers with no licensing costs. There are Top 10 Business Intelligence predictions for 2011 by Gartner:

1. Stimulating user adoption will take precedence over technological development.
2. Self-service Business Intelligence.
3. Intuitive data visualizations.
4. Location Intelligence.
5. The iPad will shape the Mobile Business Intelligence market.
6. Social and Collaborative Business Intelligence.
7. Social media analytics.
8. Continued growth of the mighty and emergence of the niche.
9. Business Intelligence as SaaS deployment and increased uptake by small to midsized businesses.
10. Real-time analytics.

References

1. *Gartner Top 10 Business Intelligence predictions for 2011 [Электронный ресурс]. – Режим доступа к ресурсу: <http://www.dashboardinsight.com/articles/new-concepts-in-business-intelligence/top-10-business-intelligence-predictions-for-2011.aspx>.*

2. *The Kimball Group Reader: Relentlessly Practical Tools for Data Warehousing and Business Intelligence par Ralph Kimball, Margy Ross, Warren Thornthwaite et Joy Mundy (Paperback - 22 janvier 2010).*